



Better hiring, lower turnover, and increased promoting from within as a result of PI's Behavioral Assessment

Injured Workers Pharmacy

IWP is a national pharmacy service working as an advocate for injured individuals. IWP takes the financial burden out of the prescription process by shipping medications directly to patients and collecting payment from insurance companies. There are minimal out-of-pocket expenses for the patient, physician, or attorney on approved claims. IWP reduces the time and energy spent on prescriptions and paperwork while ensuring injured individuals get the continuous quality care they deserve.

IWP's 126,000 square foot facility is strategically located between Boston Logan International Airport and Manchester-Boston Regional Airport. IWP has over 350 employees and is able to provide medication in all states. Their DocuTrack certification allows them to provide error-free services to over 30 states. Unlike traditional mail-order pharmacies, which offer a 7-14 day turnaround, IWP offers next day delivery to patients on a national basis.

Business Challenge

IWP needed to hire people with persuasive skills for their Inside Sales Department responsible for making calls to injured individuals. "These sales representatives need to be friendly, outgoing, compassionate, understanding, and sympathetic while also being diligent, organized, thorough, and precise. I need a nice blend between customer service skills and sales skills," says Julie Walsh, Inside Sales Manager at IWP. "It's very challenging to find people with the right balance of all these traits which is really necessary to be successful in our Inside Sales Department."

Solution

To address this issue, IWP turned to PI Certified Senior Partner, Laura Caton of The Cornerstone Group. Since 1997, The Cornerstone Group has helped organizations and their leaders improve performance through better alignment of people and strategy. Equipped with data, tools, and technology, The Cornerstone Group has helped hundreds of companies and thousands of leaders to more effectively acquire, manage, develop, and utilize talent to successfully align people with strategy to drive performance.

To help IWP hire the right people, The Cornerstone Group recommended The Predictive Index Behavioral Assessment, an effective, simple, and easy to use science-based assessment that provides an accurate depiction, or pattern, of a person's core drives, and therefore insight into their needs and behaviors. The PI Behavioral Assessment objectifies workplace behaviors, giving organizations the power to predict the drives and motivations of job candidates or current employees.

"The Cornerstone Group and Laura have been wonderful to work with. Laura is so accessible, enthusiastic, and goes above and beyond for us," says Robin Lucier, Director of Human Resources for IWP.

Results

“The PI Behavioral Assessment has been a great tool that has helped us with hiring,” says Julie. “The insight it gives me into a job candidate’s personality, motivators, behaviors, and drives is invaluable. We are making much better hiring decisions, greatly reducing turnover, and giving our customers a better experience. Customer satisfaction has increased as well because of our sales representatives who truly care about the people they’re talking with.”

“The PI Behavioral Assessment has been such an important tool for us and plays a huge role in our recruiting, hiring, and coaching efforts,” says Robin. “The Inside Sales Department, which uses the PI Behavioral Assessment more than any other department, has significantly less turnover than other departments and I credit much of this to the department’s use of the Behavioral Assessment. The Inside Sales Department’s turnover in 2015 was only 5% of the total company turnover. This turnover was mostly attributed to people being promoted within the company to other departments. This just further shows that these employees were great hires and have been able to develop and grow at IWP.”

Looking for more resources? Download our [‘47 case study](#) and learn how this premium global sports lifestyle brand increased profitability and created a successful sales team with PI’s tools and workshops.



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