

Project Overview: 3-Month Clinical Pipeline Build

The goal of this 3-month contract is to establish a self-sustaining candidate pipeline for our Indiana-based clinic. The specialist will not be responsible for final interviews or onboarding—the sole focus is driving inbound applications from qualified **Occupational Therapists (OT)** and **Certified Occupational Therapy Assistants (COTA)** directly into our system.

Weekly Workflow & Tools:

1. **Data Scraping & Mining:** Utilizing the public Indiana Professional Licensing Agency (PLA) directory to identify active license holders in our target regions.
2. **Social Media Outreach:** Executing direct-message sourcing campaigns on LinkedIn and within specialized regional healthcare/student Facebook groups.
3. **University Networking:** Contacting clinical coordinators and student boards at Indiana and targeted out-of-state universities to capture upcoming graduate cohorts specifically interested in our **Pelvic Health Specialty**.
4. **Zoho Automation:** Building and structuring the candidate stages inside our Zoho environment so that all interested leads seamlessly flow into the clinic owner's dashboard for final screening.