

Challenge

A leading vascular device manufacturer was facing a common challenge: difficulty sourcing Clinical Specialists with both technical expertise and interpersonal effectiveness. Traditional local candidates lacked a balanced mix of procedural knowledge and soft skills. The resulting talent gap impacted territory efficiency and physician support across a key region.

Approach

Expanded Talent conducted a broader regional search beyond the client's initial geographic scope. Through this approach, Zach, a Radiologic Technologist based in rural Pennsylvania, was identified. While initially outside the preferred territory, Zach brought:

- Extensive vascular procedure experience, including hands-on device knowledge
- Strong local medical community relationships, positioning him as a trusted clinical liaison
- Willingness to relocate, aligning with the territory's strategic needs

After further vetting and a client interview, Zach emerged as a top candidate due to his ability to:

- Communicate complex clinical concepts with clarity and confidence
- Establish immediate credibility with physicians and internal teams
- Demonstrate flexibility and leadership in a dynamic field environment

Results

- Improved territory efficiency with faster response times and enhanced physician support
- Increased strategic capacity by allowing leadership to delegate more confidently and prioritize growth
- Boosted team performance, contributing directly to the territory earning "Region of the Year"

Key Insights

For clinical roles that require on-call availability, geographic proximity is critical to team effectiveness. Although Zach was not initially located in the ideal area, it was worthwhile to explore his willingness to relocate. These roles also demand a high level of acuity and a profound understanding of interventional vascular procedures, skills that often extend beyond standard hospital or lab training.

Equally important is emotional intelligence, which plays a key role in success but is rarely taught in clinical environments. This successful placement was not about forcing a fit, but about aligning the candidate with the unique, underlying needs of the territory.

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