



chorus

Case Study:

# Chorus Innovations

Health-Tech Platform as a Service

📍 CA & TX



myTOD  
Tech

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Model

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## About Chorus Innovations:

Chorus Innovations is a mission driven health-tech Platform as a Service company enabling healthcare systems, nonprofits, and public agencies to quickly build and deploy digital health applications that connect providers, patients, and communities, located in Long Beach, CA and Austin, TX. Their platform bridges care delivery and technology by allowing non-technical users to create digital solutions that improve patient engagement, access, and outcomes, without relying on traditional software development.

Chorus came to us wanting a partner who could serve as an **extension of their internal team, improve candidate experience, and help them compete for talent** in a highly competitive digital health market within Southern California and Austin, Texas.

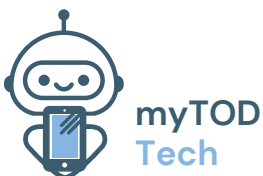
## The Challenge:

**Efficiency:** Rapid hiring across multiple functions surfaced the need for more standardized recruiting workflows to support consistent candidate experiences and faster time-to-hire for critical roles.

**Pipeline:** Chorus sought to expand and diversify its candidate pipeline for roles including data, platform engineering, implementation leadership, and enterprise sales.

**Communication:** Chorus identified an opportunity to strengthen feedback loops and decision-making cadence to meet internal time-to-fill goals.

**Resources:** Company growth and limited internal talent acquisition capacity created the need for a scalable recruiting partner who could support growth without compromising quality or candidate experience.



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## The Solution:

**Process:** myTOD developed an end-to-end recruiting process including intake calls, structured interviews, and feedback workflows, creating internal efficiency and improved candidate experience.

**Collaboration:** Partnered closely with the CRO, CTO, SVP of People Operations, and COO to align recruiting efforts with business goals.

**Candidate Attraction:** Developed targeted sourcing strategies for technical and customer-facing roles using LinkedIn, SquarePeg, and Indeed. Ensured a consistent and cohesive brand message across all touchpoints, from initial outreach to interview preparation materials.

**Industry Specialization:** Customized sourcing and evaluation criteria for digital health, focusing on candidates with SaaS experience, EHR integration knowledge, FHIR/HL7 standards, and patient-facing technology expertise.

**Reporting & Analytics:** Implemented standardized weekly recruiting reports to increase visibility and accountability, tracking pipeline activity, submittal-to-interview ratios, candidate reach-outs, and time-to-fill.

## The Results:

- ✓ Average time to fill reduced to 32.5 days compared to internal SLA of 45 days.
- ✓ Improved collaboration and communication between recruiting, hiring managers, and executives, through weekly syncs and transparent reporting.
- ✓ Increased confidence in the recruiting process due to predictable pipelines, clear data visibility, and standardized candidate evaluation criteria.

**Cost Savings of over 150,000 compared to standard agency fees**

**Key Strategic Placement: Chief Operating Officer**



## The Timeline:

### May 2025

Partnership begins with client onboarding call

### July 2025

myTOD's first placement:  
Senior Data Engineer



### August 2025

myTOD places Chief Operating Officer

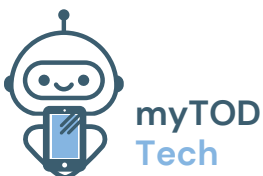
### September 2025

YTD 6 Placements with salaries totaling 975K:

- COO
- Senior Data Engineer
- Senior Product Platform Engineer
- Senior Technical Support Specialist
- Partner Success Manager
- Junior DevOps

### Current

Partnership remains ongoing



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## Key Takeaways:

975K

Salaries  
Placed

154K

Cost Savings  
Provided

100

Client  
Satisfaction  
Score

6

Candidates  
Placed

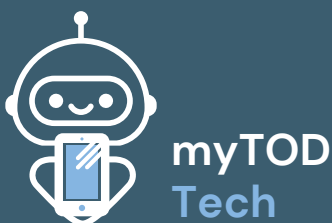
# chorus

“Working with myTOD was an exceptional experience. Our Talent Partner did an amazing job getting me excited about Chorus, sharing insights that reflected the company’s people, culture, and values, and guided me through every step of the process, so I always felt prepared and informed. Her positivity, authenticity, and genuine enthusiasm made her a true ambassador for the company, and everything she described about Chorus has proven to be exactly what I’ve experienced since joining.”



–Mike Dodge

*myTOD Candidate turned Chief Operating Officer at Chorus Innovations*



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