

The ROI Case: MOLE vs. a Full-Time Sourcer

How a staffing agency replaces **days of manual sourcing** with **minutes of review**, every single morning.

/ The old way: sourcing by hand

Every locums and interim agency runs some version of the same morning ritual. A recruiter, or a \$50,000+/year sourcing hire, opens two or three job boards, skims new postings, and starts detective work:

"Whose job is this actually?" The posting says *"Outpatient clinic near Dallas."* Now it's Google, then Google Maps, then guessing between four facilities in that ZIP. **20 to 40 minutes per posting, and often wrong.**

"Who else is chasing it?" No way to know. The competing agencies' postings live on boards nobody has time to cross-check.

"Who do I call?" Blind-dial the main line at three or four facilities in the area and hope someone transfers you. **Hours, with a low hit rate.**

"What did I miss?" Whatever posted on the 50+ boards nobody monitors. And everything that posted on PTO days, weekends, and the week they quit.

Building one clean territory list this way takes **days**. Keeping it current takes a person. That person takes vacations, works one desk at a time, and walks out the door with everything they learned.

/ The MOLE way: the work is already done when you sit down

MOLE runs the entire ritual overnight, across every desk, without being asked:

The sourcing task	Done by hand	Done by MOLE
Monitor job boards & agency sites	2 or 3 boards, when there's time	60+ sources, every weeknight, automatically
Identify the real client behind a posting	Google + maps cross-referencing, 20 to 40 min each, error-prone	Automatic facility matching, verified against Google Maps and CMS records, with health-system and MSP/VMS context attached
Build a territory list	Days of manual compilation	Minutes: filter by state, specialty, or "within 100 miles of Nashville"
Re-run yesterday's search on today's postings	Start over from scratch, every day	Save your filters once. The same territory search runs against fresh overnight data every morning
Spot the competition	Effectively impossible	Every opportunity shows exactly which agencies are posting it, and hides the ones you exclude
Find the decision-maker	Blind calls to multiple locations in the area	Verified contacts attached to high-value targets (Handler and Operator plans). You start one door away instead of five
Coverage on sick days, PTO, turnover	Zero	Identical output every night. MOLE doesn't take PTO, doesn't quit, doesn't forget a territory

/ The math: efficiency and time-to-money

15 hrs → <1 hr/day

Up to 15 weekly hours of manual sourcing collapse to a daily review of a pre-built, pre-scored list

25+ hrs/week

Recruiter time returned to selling across a 3-rep desk

<1/10 the cost

Of a \$50,000+ sourcing hire (closer to \$65,000 with benefits, payroll taxes, and management time)

Time. A rep who sources manually spends **10 to 15 hours a week** finding and qualifying targets. With MOLE the same rep spends **under an hour a day reviewing a pre-built, pre-scored list**. The sourcing itself is already done.

Cost. A dedicated sourcing hire runs **\$50,000+ a year in salary**, closer to \$65,000 once you add benefits, payroll taxes, and a manager's time, to cover one desk, during business hours, minus PTO. MOLE's top self-serve plan costs a fraction of that and covers **every desk, every territory, every night**. You are not buying a database; you are getting the output of a sourcing employee who never stops working.

Speed to money. In locums, the first agency to reach the client shapes the order. A posting that goes up Tuesday night is in your MOLE feed Wednesday morning: flagged, scored, client identified, contact attached. The manual shop finds it Thursday or Friday, if at all. **The margin isn't the subscription price. It's the placements won by calling first.**

/ What it means by plan

Scout

Territory awareness. Know every active opportunity in your states before your competitors do.

Agent

The full feed with radius search, competitive visibility, and scoring. Your morning list, pre-built.

Handler

Adds verified decision-maker contacts on target accounts. The "who do I call" problem, solved.

Operator

Sourced and verified contacts on top of Handler. The closest thing to a warm introduction a database can give you.

One question decides this: what does an hour of your recruiters' time turn into when it's spent selling instead of searching? MOLE gives every desk those hours back, every week, for less than a tenth of the cost of hiring for it. The first placement it surfaces pays for it many times over.

Signal counts and source coverage reflect the live MOLE platform: 60+ monitored sources, 40,000+ active locum signals, 1,500+ interim leadership signals, nightly refresh, facility identity verified against Google Maps and CMS data.