SCALING SMART:

How Pivotal Medicare Grew its Agent Sales Force by 3x While Saving $600,000.

See how offshore hiring helped Pivotal Medicare scale to 300 agents while saving $600,000 in six months—and how your company can do the same.

BLANEY

CHALLENGE: A Path to Growth

CHALLENGE ⌄

Pivotal Medicare, a Medicare insurance provider, needed to scale from 100 to 200 remote agents but faced hiring costs of $4,000 per agent.

SOLUTION ⌄

Partnering with Blaney Group, Pivotal Medicare launched an offshore hiring program in Colombia, building a dedicated, in-house recruitment team in just one month.

RESULTS ⌄

- Reduced hiring costs by 75%, from $4,000 to $1000 per agent.
- Hired 200 agents, exceeding the original goal by 100 additional employees.
- Saved $600,000 million in hiring costs.
- Expanded the corporate team by integrating 20+ Colombian employees in HR,agent contracting, and compliance.
- Secured investor confidence, fueling a new hiring target of 600 agents for 2025.

INNOVATION: Scaling Without Breaking the Budget

Pivotal Medicare initially relied on agent referrals, which only yielded 5 new hires—far below their goal. This approach required time and effort from sales agents and managers, pulling them away from revenue-generating work. With traditional recruitment firms quoting over $4,000 per hire, the financial model simply wasn't viable.
Without a cost-effective solution, Pivotal Medicare's expansion and investor backing were at risk. They needed a scalable, efficient hiring strategy that wouldn't compromise quality.

SOLUTION: A High-Impact Offshore Hiring Program

Blaney Group developed a custom offshore hiring model, training a 20-person recruiting team in Colombia to manage the full hiring process.
This approach delivered:

- 75% cost reduction, lowering per-agent hiring costs from $4,000 to $1000.
- 300 new agents, surpassing the original hiring target by 150 extra employees.
- $5M in savings, freeing up capital for further growth.
- 40+ corporate hires in Colombia, strengthening departments like HR, agent contracting, and compliance.

BLANEY

"Without Blaney's swift and innovative offshore recruitment strategy, Pivotal Medicare would have remained a small company instead of scaling nationally and reaching our potential."
— Randy Lang, CEO of Pivotal Medicare

EXECUTION: A Streamlined, Scalable Process

Blaney Group's technology-driven hiring strategy eliminated inefficiencies, enabling Pivotal Medicare to scale quickly without sacrificing quality.

- Optimized job postings to attract talent based on skills rather than rigid job titles.
- Automated video screening, saving hiring managers hours of interview time.
- Strategic candidate matching, ensuring the right hires for the right teams.
- Onboarding & training support for seamless integration into Pivotal Medicare's operations.

"Blaney Group completely transformed our ability to scale. We went from struggling to hire at a sustainable cost to exceeding our targets and saving millions in the process. Their offshore hiring strategy didn't just help us grow—it gave us a competitive advantage that will fuel our expansion for years to come."
— Randy Lang, CEO of Pivotal Medicare

RESULTS:
Rapid Growth & Investor Confidence

By slashing hiring costs and accelerating recruitment, Pivotal Medicare restored investor confidence and secured funding for continued expansion. The company now plans to double its hiring again in 2026, adding up to 600 new agents.

This strategy wasn't just about cost savings—it transformed Pivotal Medicare's corporate structure. Today, Pivotal Medicare has more employees in Colombia than in the U.S., proving offshore staffing is a high-value, long-term business strategy—not just a short-term fix.

RECIPROCITY: A Win-Win for Companies & Employees

Beyond the business impact, offshore hiring creates real career opportunities. Employees like Daniel Restrepo and Valentina García, two of Pivotal Medicare's first offshore hires, have seen life-changing career growth.

"In Colombia, there are many skilled workers but not enough job opportunities. Working for a U.S. company means I now earn a salary that allows me to provide a better quality of life for my family. This isn't just a job—it's a real career."
— Daniel Restrepo, Senior Recruiting Lead, Blaney Group

"The offshore hiring model has allowed me to work remotely with a salary much higher than what's typical in Colombia. Beyond the financial benefits, Pivotal Medicare has given me the chance to improve my English, learn from different cultures, and grow professionally. "
— Valentina García, Marketing Specialist, Blaney Group

This model has proven to be a win-win-win:
- Employees gain stable, well-paying jobs with long-term career potential.
- Companies access top-tier talent at a fraction of traditional hiring costs.
- Executives can scale their workforce efficiently while making a global impact.

FUTURE GROWTH: Scaling Beyond Pivotal Medicare

Blaney has demonstrated that smart offshore hiring isn't just about cutting costs. It's about unlocking sustainable growth.

"Working with Pivotal Medicare proved that offshore hiring can be a catalyst for transformation. By building a high-performing, scalable team in Colombia, we didn't just help Pivotal Medicare hit their hiring goals—we set them up for long-term success. This model is the future of workforce expansion, and we're excited to help more companies achieve the same results.
— Justin Blaney, Founder & CEO, Blaney Group

Ready to future-proof your workforce?
Contact Blaney today to explore bespoke offshore hiring solutions.