



Reveal Case Study

BIONEXUS KC

Kansas City, MO

May 2022

BioNexus KC

Since 1999, BioNexus KC (KCALS), has been a catalyst for innovation in animal and human health. Based in Kansas City, MO, their mission is to inspire thinkers from different disciplines to combine their efforts for a common purpose – healthcare innovation. From bioinformatics to cancer research and beyond, they focus on stimulating collaboration and helping to bring emerging technologies from concept to reality.

The KC region is a global leader at the nexus of human and animal health benefiting all of their citizens and the economy. Their passion is to highlight life sciences resources and their value to the community through collaboration and commercialization. BioNexus KC creates opportunities at the nexus of: Human and Animal Health, Academia and Industry, and Kansas and Missouri.

Executive Summary

Industry: Healthcare (Animal & Human)

Revenue Size: \$1.6 million

Employee Size: Under 10 employees

Hiring Level: C-Suite

Assessment Use: Pre-Hiring, Selection, Management Support in Hiring Decisions, Job Fit, and Retention

Using Reveal Competency-Based Reports to Break Open Interviews

After being referred, BioNexus KC began using the Reveal assessment in 2021, while they were in the midst of making a key hire. They were used to the traditional hiring process but this go-round wanted as much information and data as possible to inform their hiring decision.

President & CEO Dennis Ridenour said: ***“Linda guided me through the simple and easy to use application, while the Hiring Indicators team took our job description and showed us where the Reveal report would measure the necessary competencies identified in our description. I loved that!”***

Since sending out the initial assessment a little over a year ago, Reveal has become a valuable addition to their process and has provided more data on which they have been able to base their hiring decisions.

Using Reveal’s competency-based reports, their 5-person hiring committee, which includes one of their board members, has been able to review the comprehensive reports for candidate selection. They commented on how helpful it has been to have the reports in advance of the interview, so that they could use the ‘strengths’ and ‘opportunities for growth’ to break open the candidate interviews. When you are able to access candidate-specific data ahead of the interview, it can be a real time-saver. It helps save time and prep-work to have information specific to the competencies of the role, and paints a picture of how the candidate might fit. Dennis Ridenour specifically noted that: ***“Another great feature for us is how the Reveal report has given us the opportunity to select specific competencies that are most important for our organization.”***

Impact Summary Using Reveal:

- Used Reveal’s Data to Make Key Hires
- Valuable Addition to their Hiring Process
- Use of Report Data to Break Open Interviews
- Select Competencies Important to BioNexus
- Competency Approach Has Made the Difference
- Time Savings

BioNexus has reported the value add that Reveal has brought to their hiring process over the past year has been quite evident. Dennis said, ***“If I know of anyone hiring, I would definitely recommend Hiring Indicators’ Reveal. I would tell them to take the competency approach like we did, and not to hire without going through this process.”*** Reveal is an

important part of their hiring process. They plan to continue to use Reveal to manage their hiring processes.