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Corvesta, Inc. To Hire 26 IT Professionals During First Quarter 2014
Creates HIRE26.com Recruiting Campaign to Promote Company and Region

ROANOKE, Va.—(January 30, 2014)—It may not be Silicon Valley, but the Roanoke Valley has a lot to offer IT professionals, and Corvesta, Inc. is working to spread the word.

Spurred on by the need to fill 26 technology-related positions in the first quarter of 2014, Corvesta developed the HIRE26.com online recruiting campaign specifically designed to attract IT professionals who seek challenging and rewarding jobs and an excellent quality of life.

“Our goal is to connect with IT professionals who seek a lifestyle choice that combines professional opportunity and life balance,” said Kathy Claytor, vice president of human resources for Corvesta. “We want to attract people who are looking for a great place to live, raise a family and/or enjoy the natural beauty of the mountains without having to sacrifice their professional aspirations.”

Claytor explains that when traditional recruiting methods couldn't keep pace with demand for IT employees to sustain Corvesta's growth, her team decided to take their recruiting efforts to a whole new level. In addition to sharing job openings, HIRE26.com focuses on educating potential job candidates about the region and the lifestyle it offers in order to find the best fit between the company and employees. Corvesta anticipates adding additional positions throughout the year beyond the initial 26.

The campaign was designed with input from current IT employees who shared what they love about their jobs and living here. Based on this input, Claytor and her team decided to really focus on the unique lifestyle Corvesta and the region can offer a candidate.

“By being true to that, we are able to attract employees who are well matched for the work we do and the lifestyle our region offers,” shared Claytor. “We are proud to be headquartered in the Roanoke Valley, and love the life it provides us. Not one size fits all, thank goodness, and we have a lot to offer.”

The HIRE26.com campaign uses a series of online ads to cast a wide geographic net targeted toward IT professionals with three or more years of experience, who enjoy the outdoors, arts, music and other specific interests. The ads send the prospect to the HIRE26.com webpage to learn more and to apply, if interested.

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Corvesta, Inc.
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Another facet of the campaign is to roll out the welcome mat for past college graduates who wanted to stay in the area, but were forced to leave when they could not find job opportunities during the recent economic downturn.

HIRE26.com reflects the Roanoke region's place as a nature lover's playground with mountains, lakes and rivers and every activity each offers. A low cost of living, excellent schools and boundless cultural amenities make it a well-rounded place to live.

From a work perspective, prospects see that Corvesta's new headquarters building offers an excellent work environment. The building is eco-friendly, modern, funky, energetic and fun. Employees enjoy a cafeteria, gym, on-site nurse, lactation room, on-site training facilities and 360° views of the Blue Ridge mountains. IT employees support the technology needs of the Corvesta family of companies to deliver technology solutions for oral health benefits on a national level.

Corvesta offers competitive salaries and a full range of competitive benefits, including medical and dental insurance and a 401K plan.

For additional information, visit HIRE26.com.

About Corvesta

Headquartered in Roanoke, Va., Corvesta, Inc. is the parent holding company for a family of companies dedicated to advancing oral health through scientific research, technology, and benefits and practice management. OneMind Health, Revolv, and Corvesta Life Insurance Company are among the wholly-owned subsidiaries of Corvesta, Inc. Corvesta also fulfills its mission through a variety of strategic partnerships and investments, including Encara, C3 Jian, Inc. and Healthentic, Inc. Corvesta is a non-stock, nonprofit holding corporation. Visit www.corvesta.com to learn more.