



# Partnering with ADP® to achieve their strategic vision

Center for Diagnostic Imaging (CDI), one of the nation's largest provider networks for diagnostic imaging, interventional radiology, and mobile imaging services, serves more than one million patients a year, in 45 states. As an organization, CDI needs to manage the employees and HR functions that care for this patient population, a monumental task that requires a strong business partner who can handle the complexity of multi-state payroll administration and compliance.

Jessica Larson, senior vice president of HR at CDI, oversees recruitment, payroll and benefits administration, leadership development, corporate communications, and employee-driven initiatives for CDI's 2,400 associates.

"As a member of the executive team, I report to our CEO," said Larson. "I'm very involved in the process of setting the strategy for the organization as well."

In 2010, Larson was part of the decision-making team that was tasked to name a replacement payroll provider for an ADP competitor with which CDI was currently working. CDI was unhappy with this other payroll provider from a service perspective and needed a stronger strategic partner who could help to manage their growing payroll and other HR functions.

*ADP helps us be strategic in sourcing talent. That way we're ahead of the game, and not behind the eight ball, when we're looking for people.*

**Jessica Larson**  
Senior Vice President,  
Human Resources



## Quick facts

-  **Company:** Center of Diagnostic Imaging (CDI)
-  **Headquarters:** Minneapolis, Minnesota
-  **Industry:** Healthcare
-  **Employees:** 2,400
-  **Product:** ADP Workforce Now®

Learn more about CDI  
at [mycdi.com](http://mycdi.com)



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## Solution: Choosing ADP as a strategic partner again and again

CDI went through an RFP process and ultimately narrowed down their choice for a new HR/payroll provider to ADP and another payroll provider.

Larson commented, "ADP Workforce Now was new then, but ease of use and self-service functionality for managers, as well as associates, was its biggest selling point, so we chose ADP."

When CDI merged with another company in 2012, the ADP solution found itself once again vying with a competitive payroll provider, which the other company had been using. Impressed with what ADP was willing to offer in terms of product, pricing, service, and support, CDI chose to remain with ADP.

"ADP has kept our business because they work as a strategic partner with me and are concerned about where we're going as a company and making sure that we have what we need as we grow," said Larson.

A big part of that growth requires staying ahead and up to date on employment-related tax and payment regulations, benefits, and ACA compliance. Falling behind when it comes to compliance can lead not only to large regulatory penalties and fines, but also to massive damage to a company's reputation, rendering it a critical component of any company's success.

"With employees in 45 states, compliance is one of those things that keeps me up at night," said Larson, "and ADP is a solution that helps me manage and make sure that we're in compliance from an employment perspective."

## Sourcing talent with recruiting and onboarding made simpler

In terms of meeting some of her other strategic initiatives, Larson said, "The one Workforce Now module that I'm most excited about right now is Recruitment Management. We recently went 'live' with it and it not only has created efficiencies for my team, but it has also enhanced the applicant experience. Again, coming back to what we call our 'culture' is the 'experience' and it's starting an understanding of that culture from the beginning, when somebody first hears about us or learns about us as a company."

The Workforce Now platform has also enabled CDI to have all of its onboarding tools either online within the platform, or within the recruitment management system, so that the company is paperless from an offer perspective and the initial on-boarding paperwork.

"We're increasing touchpoints with recruitment management," said Larson.

"We were able to set up emails that automatically go out. We can text our candidates. We can utilize social media. We're very big into using Twitter, LinkedIn and Facebook and now, with that product, we can, enhancing that entire process. ADP helps us be strategic in sourcing talent. That way we're ahead of the game, and not behind the eight ball, when we're looking for people."

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