



Case Study: How Globalization Partners Solved a First-Time Hiring Hurdle

HeartFlow, a medical technology startup in Redwood City, California, is transforming the diagnosis and treatment of Coronary Artery Disease, the most common form of heart disease worldwide. HeartFlow has received international accolades for innovation in this critical, competitive, and highly technical industry. Finding and securing top talent is essential to the company's business and mission.

The Problem

Sometimes a company has to reach across borders to hire the talent it needs. In this case, a company's must-have candidate not only lived in Canada, he owned his own medical practice there as well.

"We had found a fantastic radiologist in Canada," Raji Gunasekera, HeartFlow's Corporate Controller, explains. "With him, we could really move our business forward. His experience, passion, and dedication to fighting heart disease made him the only candidate we could consider."

But there was an issue—the radiologist lived in Canada, and HeartFlow did not have a business entity set up in the country. In addition, the radiologist had his own medical practice set up in Canada, so he could not move to the United States. HeartFlow had to find a way to hire this candidate without interfering with his own business.



Extensive Country-Specific Knowledge



Painless Candidate Experience



Accurate Payroll



Thorough Global Compliance

The Solution

After looking into what it would take to legally and logistically hire an international employee, Gunasekera said his human resources team quickly realized that working with a Global Employer of Record was the company's best option. Without a Global Employer of Record, the HeartFlow HR staff would have to navigate the complex legal waters of Canadian taxes, payroll, benefits, currency exchange, and cultural nuances completely on its own. By using a Global Employer of Record, the HR team would save time, spare resources, and eliminate stress.

"The most important criteria for us was making sure this process was as smooth and painless for candidates as possible," Gunasekera explained. "I didn't want them to feel like they were working with a third party. Instead, I wanted it to feel like they were getting an extension of HeartFlow."

Gunasekera explored a few options and found Globalization Partners had the most extensive country-specific knowledge and the highest international legal competence. But what cinched the deal for HeartFlow was finding out Globalization Partners required HeartFlow to set aside 2-months' worth of an employee's salary ahead of time.

"What if something happens and a wire payment gets stuck? I don't want my employees to miss a payday!" Gunasekera said.

"It sounds weird, but this convinced me that Globalization Partners were real professionals, and that they had thought through many scenarios (like bank holidays) I hadn't thought of yet."

After choosing to sign on with Globalization Partners, Gunasekera explained his challenging problem with hiring a doctor who also runs his own practice in Canada. Globalization Partner's legal team quickly stepped in to reassure him that we were confident our legal team could find a way to compliantly hire the radiologist, despite the complex circumstances.

After extensive research into a variety of provisions, Globalization Partners found a way for HeartFlow to employ the radiologist legally, while enabling him to keep his own medical practice in Canada.

HeartFlow now has a couple of employees on Globalization Partners' platform in different countries.

"Globalization Partners helped HeartFlow meet a need in a specific timeframe, that otherwise we wouldn't have been able to do," Gunasekera said. "Without Globalization Partners, we wouldn't have been able to get the people onboard that we needed to grow our business."



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