



2020

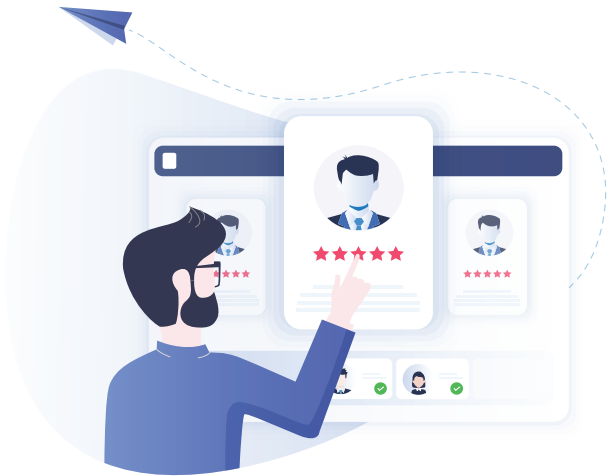
State of
Healthcare
Recruiting
Report



TABLE OF CONTENTS

- 1 Introduction
- 2 Candidate experience in healthcare
- 4 What the numbers tell us about healthcare recruiting strategies
 - 6 Methodology
 - 7 Nursing
 - 8 IT, customer service, and business operations
 - 9 Facilities, housekeeping, and cafeteria workers
- 10 Improving your healthcare recruiting action plan
 - 10 Part 1: Conversational recruiting strategy
 - 11 Part 2: Candidate sourcing strategy
- 12 Conclusion

Introduction



Talent acquisition professionals, regardless of the industry they work in, know there are a handful of universal recruiting strategies and practices they can deploy to help find and win over talent. Things like being a strategic partner with hiring managers, acting like a sales and marketing professional, and truly understanding how people tick in order to tap into what motivates them (aka, social psychology).

And while these basics transcend recruiting and can help any recruiter be better at their job, it is also true that how you recruit is closely related to and affected by the industry you operate in. Or rather, by the type of job you are hiring for. Wait, let me try this one last time: the way you recruit depends entirely upon the type of person you are trying to hire. Yes, that's it.

For example, we all know that the ways in which Gen Zers communicate are different than the ways in which Boomers and even Millennials communicate. Or, let's move beyond generations for a second (because that's an easy one). We also know that people who are constantly on the go like truck drivers or airline attendants have much different schedules than, say, an accountant, and, ergo, require a different type of recruiting strategy.

And so at the end of the day, it is up to each recruiter to not only be amazing at the universal recruiting truths (like the ones I listed above) but to also be intimately familiar with the type of person he or she is trying to hire.

Which leads me to the purpose of this report. Since we know that it is not good enough to just understand "job seekers" or even not good enough to just understand "healthcare job seekers" we decided to take a deep dive into the different types of healthcare job seekers and find out more about their experience with the recruiting process. Ultimately, this will help you create unique strategies for each job seeker depending on their job type and create an amazing candidate experience for all who engage with your brand.

But first, let's take a look at the current state of the candidate experience (in general and then in healthcare).



Candidate experience in healthcare

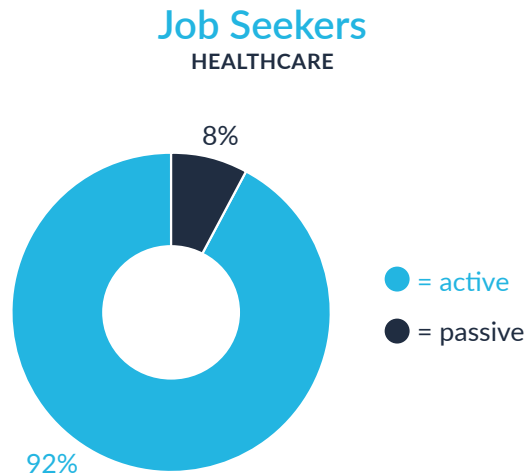
In recruiting, we talk a lot about the candidate experience, which is great because it means that we understand that it needs to be improved. But what is the current state of candidate experience and how are we measuring it? Let's answer these questions by taking a peek at some data (get used to the data, the rest of this report is filled with it. But don't fret, we'll also layer the insights on top).

We all know that a historically low unemployment rate plus the shift in the way job seekers find information about jobs and employers (in summary, they can find almost all the information they'd possibly need by going to dozens of resources online that have information about you like social channels, Glassdoor, job boards, the media, and more...) has made recruiting incredibly hard. How hard? Here's four stats that paint a fairly bleak picture:

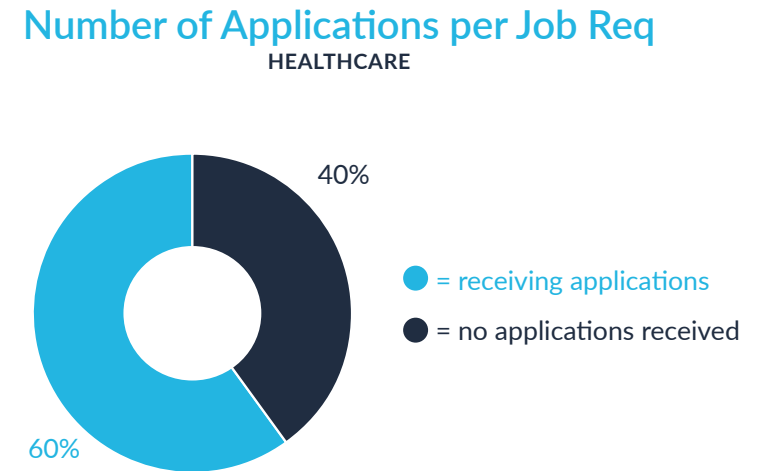
- ▶ **Bersin:** 52 average days to fill positions
- ▶ **Appcast:** >90% abandonment rate on career sites
- ▶ **BLS:** 0.9 available workers for every job opening
- ▶ **Manpower:** 72.8% of employers are finding it difficult to find skilled workers

Candidate experience in healthcare (continued)

But it gets even worse when we look specifically at the healthcare industry. For example, 8% of healthcare professionals are actively seeking a job and 40% of healthcare job reqs have zero applicants!



Source: Bureau of Labor Statistics



Source: Boxwood

And while on one hand these stats are indicative of how hard it is to recruit, it is also indicative of how much room there is to improve the candidate experience. And it all starts with an understanding of what your candidates who are looking for positions in healthcare want. So let's go. Let's dig deeper into the state of the candidate experience in healthcare and give you a taste of what we've found in our research. It's all related, believe me.

What the numbers tell us about healthcare recruiting strategies

Every time we've written advice or [best practices for healthcare recruiters](#), we searched for specific data related to different job types because there is such a wide range of skill sets in the healthcare field. And we could never find anything solid. We know candidates with different backgrounds have different priorities and preferences about their job search experience but until now, most healthcare recruiters have had to do a lot of guesswork and experimentation to determine the best strategies. Thanks to this survey, we can finally offer actionable insights backed up by real job seeker data. For this report, we've divided healthcare job seekers into three categories:

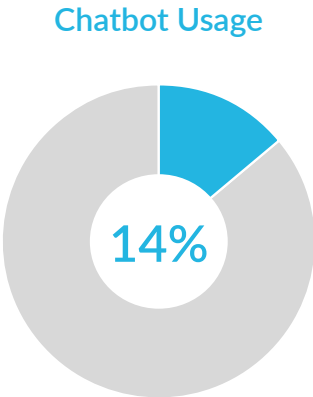
- 1 Nurses, RNs, and technicians
- 2 Technical jobs, customer service, business and admin
- 3 Facilities, housekeeping and cafeteria

As you read on, you'll learn about each type of job seekers' feelings about interacting with a recruiting chatbot, online chat with recruiters, and various aspects of the application process.



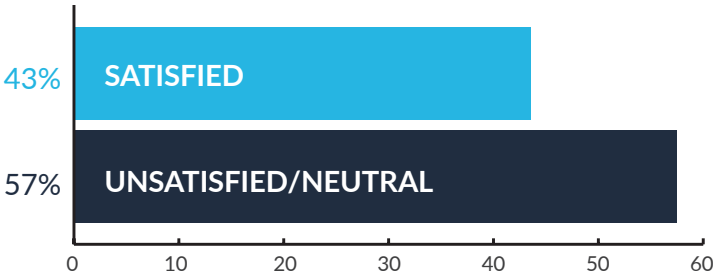
We also looked for overall trends. Here are some of the major takeaways we discovered across multiple job categories:

- ▶ Recruiting chatbots are still a unique part of the recruiting process. (Across all categories, only 14% of healthcare job seekers have interacted with a recruiting chatbot before applying likely due to the fact that too few employers have made a recruiting chatbot a part of their process)



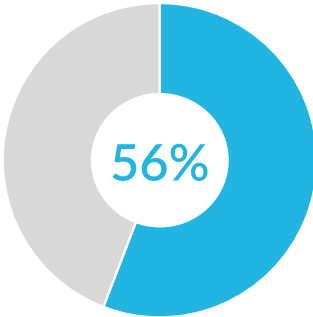
- ▶ Employers need to improve the application process. While almost half (average 43%) of healthcare job seekers say they were satisfied with the application process of the last position they applied for, more than half (average 57%) reported unsatisfactory or neutral feelings about the process, suggesting there is a lot of room for improvement.

Satisfaction with application process



- ▶ Across all segments, the option to chat online with a recruiter increases the likelihood that a job seeker will complete an application by an average of 56%.

Job seekers want to chat online with recruiters before applying



- ▶ The way job seekers feel about online chat differs among job types. (This is why **candidate personas** are important for creating a conversational recruiting strategy.)
- ▶ Healthcare job seekers in all three job categories prefer the same communication methods. Email ranked highest, phone second, and text messaging ranked third.

These insights can help healthcare recruiters home in on a strategy that attracts the types of candidates they want for almost any position in the healthcare industry. But it's not enough. So we went deeper.

Here's a closer look at each of the three job seeker categories we surveyed, with highlights on their unique preferences and behaviors. But before we jump in to the specifics, let's talk briefly about the methodology.



METHODOLOGY

Since we needed to find job seekers, we went to where many job seekers go to start their search: online. Talroo is a programmatic talent network with over 1 billion monthly job searches in a variety of industries. By tapping into that network, we were able to identify. And once we identified a searcher, we were able to present these individuals with a short survey of questions to ask about their job search behaviors and communication preferences. As was mentioned above, we grouped job seekers into three categories based on how similar they were and the results are described below. That's it.

NURSING

Who they are: This category represents talent seeking positions in nursing. A majority (71%) of respondents have 10 or more years of experience in their field and 37% are RNs.

59%

of nursing job seekers say they would be likely to apply for a position after chatting with a recruiter.

an overwhelming majority (81%) have neutral or positive feelings about chatting online with a recruiter and 56% would prefer to chat with a recruiter before they submit an application. Most (59%) nursing job seekers say they would be likely to apply for a position after chatting with a recruiter.

Application satisfaction: Almost half (49%) of nursing job seekers say they were happy with the application process for the last job they applied for but a third (34%) report neutral feelings. This suggests employers have a lot of room for improvement in the application process, and making a strong first impression is the best place to start.

Recruiting chatbots and

online chat: Of all respondents in this category, only 11% have interacted with a recruiting chatbot before applying for a job. When it comes to chatting online with a recruiter, their feelings are mostly positive. An

So, where should employers focus those efforts? An overwhelming majority (64%) of nursing job seekers said that having access to more information before applying was the #1 factor in improving their satisfaction with the application process. Nearly half (49%) reported that the ability to ask questions before applying would improve their satisfaction. Alleviating those application pain points is a must for competitive employers. Most (56%) of nursing job seekers told us that waiting to hear back after an application was their biggest frustration with the application process. Employers can address this complaint by setting clear expectations and communicating about application timelines at every stage of the process.

Communication channels: Recruiters do a lot of guesswork around the best methods for communicating with different types of job seekers. For those in the nursing field, email ranks highest (65%) among preferred communication methods, with phone (59%) and text (45%) following close behind. Less than a third (29%) of nursing job seekers said they prefer online chat on a company's careers site, although we may be able to attribute that low figure to a lack of opportunity rather than an indication of a negative feeling toward it.

IT, CUSTOMER SERVICE, AND BUSINESS OPERATIONS

Who they are: Over half (54%) of respondents seeking technical jobs, customer service positions, and business administration positions in healthcare have more than 10 years of experience, and 18% were unemployed at the time of the survey.

Recruiting chatbots and online chat: Similar to the experience of nursing job seekers, only 10% have interacted with a recruiting chatbot before applying for a job. This correlation suggests that employers using a recruiting chatbot have an opportunity to stand out from the competition among these two categories of job seekers.

Almost
60%
of technical candidates
want to chat with a
recruiter online before
applying like through
chat, text, or email.

Also within range of nursing job seekers, 73% of job seekers in this category have neutral or positive feelings about chatting online with a recruiter. Over half (57%) want to chat with a recruiter online before applying and 60% say they would be likely to apply after chatting with a recruiter.

Application satisfaction: Job seekers in this category may be more critical of the application process. When thinking about the last job they applied for, only 45% said they were satisfied with the application process and 42% reported neutral feelings. But, as with their colleagues in nursing positions, the ability to ask questions before applying was the top-ranked factor (49%) in improving satisfaction. Having access to more information before applying (48%) and more information about the status of their application (46%) ranked second and third. This group also said that waiting to hear back after submitting an application was their top frustration (50%) when searching for a job, so it's clear that organizations need to set expectations and prioritize the application screening process to avoid keeping job seekers waiting.

Communication channels: For this group, email also ranked as the top communication method (58%), with phone (48%) and text (35%) coming in second and third. Only 29% of respondents in this job category said online chat was their preferred method of communication with a recruiter but, again, we predict this figure will rise as more job seekers are exposed to online chat tools.

FACILITIES, HOUSEKEEPING, AND CAFETERIA WORKERS

Who they are: Almost half (43%) have more than 10 years experience. At the time of the survey, 16% of respondents self-identified as housekeeping and janitorial workers and 12% were unemployed.

These job seekers are **2x** more likely to have interacted with a recruiting chatbot.

Recruiting chatbots and online chat: While our first two categories of healthcare job seekers have a lot in common when it comes to their experiences and preferences, we see a different trend for job seekers looking for facilities positions. In this group, 19% of job seekers report that they have interacted with a recruiting chatbot - almost double that of our

other two categories. We're not sure what accounts for this difference but it could be that more employers are using recruiting chatbots for these positions and therefore these job seekers are more exposed to the recruiting chatbot.

This group is less interested in chatting online with a recruiter, with just 43% saying they would be likely to chat online with a recruiter and an equal proportion saying they would not be likely

to do so. When it comes to online chat before completing an application, a majority (61%) do not want to chat online with a recruiter before applying for a job. But 54% said they would be likely to apply for a job after chatting with a recruiter so it's important to note that online chat can be an effective option for job seekers in this category—if they are comfortable using it.

Application satisfaction: Overall, job seekers in this group also feel the application process can be improved. Only 43% reported being satisfied with their last application and 33% said they had neutral feelings about it. They agree with job seekers in the first two categories that access to more information (43%), more information about the application status (39%) and the ability to ask questions before applying (37%) are the top factors in improving their satisfaction with the application process. They also agreed that waiting to hear back was their top pain point (50%).

Communication channels: This group reports the same preferences for communication with recruiters, with email and phone tied for first place (42% each) and 33% of job seekers preferring text messaging.



Improving your healthcare recruiting action plan

PART 1: Conversational recruiting strategy

Healthcare job seekers have given us a lot of useful information about their experiences, preferences, and priorities when it comes to applying for jobs.

- ▶ *They don't have much experience interacting with recruiting chatbots.* If you're looking for ways to set your organization apart from the competition, adding a recruiting chatbot could help. A recruiting chatbot is easy to install (by dropping a few lines of code onto your careers site) and can make a great first impression. Learn more about [how recruiting chatbots work](#) and keep in mind that a recruiting chatbot can actually [strengthen your employer brand](#), a key factor in recruiting success.
- ▶ *Chatting online with a recruiter and being able to ask questions would likely compel them to complete an application.* It's clear job seekers have questions, and they want answers before they spend time filling out an application. A recruiting chatbot - especially an FAQ bot - can take care of [a lot of these questions](#) without tying up your human recruiters. By thinking about a recruiting chatbot as [another member of your talent acquisition team](#), you can more easily define its role and save your human team time and energy.

- ▶ *Job seekers want to know more about the application process, especially when it comes to the timeline.* Find ways to make your application process a little more transparent, so job seekers know what they are getting into. Perhaps you include a rough timeline in the job posting page, or preface the application with a note that explains that applicants can expect to receive a response within two weeks. Making it possible for job seekers to ask questions, whether by interacting with a recruiting chatbot or connecting in online chat with a live recruiter, can also improve the candidate experience at this stage.
- ▶ *Email, phone, and text are all desirable channels of communication.* Each channel should have its own clearly defined strategy, and it's also important to think about how they work together as part of **your larger conversational recruiting strategy**. Find out today's **best practices in email recruitment marketing**, learn **how to use text recruiting** to its fullest potential, and don't forget to use those good old-fashioned phone calls when it counts.

PART 2: Candidate sourcing strategy

We can talk all day about creating a great candidate experience for your healthcare candidates but if you never connect with them in the first place, what's the point? That's why our final recommendation is to have a plan to reach these job seekers. There are many solutions on the market, and you're likely already using some of them. You'll want to have your goals in mind (what you want to pay, how many applicants you need) so you can measure that each source is delivering the results you need to advance your hiring efforts.

One of the best ways to get there is by using Talroo. Talroo is a talent attraction platform that enables recruiters to find new talent that they won't be seeing from other sources. Over one million healthcare job searches happen through Talroo's marketplace every day.

Popular searches range from highly specialized nursing positions, to technologists, to admin, allied health, homecare, and more. Using industry benchmarks and candidate behavior data by industry, Talroo optimizes your campaign to target the best audiences. Job views become applications, and applications convert to hires — often at a significantly higher rate than other sources.

By combining your sourcing efforts with Brazen's conversational recruiting platform, you can spend less time sourcing, and more time talking to the candidates you want to hire. When you add the power of Talroo's search technology to Brazen's chat technology, the result is recruiting on steroids – specifically, a 2-3x increase in qualified candidates. Wow!

Conclusion

Let me make one more analogy before we close out. Just as hospitals create unique experiences for every patient, so too should recruiters create unique experiences for every candidate. And so hopefully the journey through the data and insights in this report will allow you to match your strategies and tactics with the preferences of your candidates to create an amazing candidate experience.

To learn more about how Talroo can help you discover great candidates, email us at solutions@talroo.com.





Thanks for joining us and to get more great content like you did today, please make sure to sign up for our [weekly newsletter](#) and follow us on [Twitter](#) and [LinkedIn](#).