

TURAZO RECRUITING

# 7 Tips for Recruiting Clinical Workers



**TURAZO**

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# Healthcare Statistics

*A report conducted by Mercer, a global healthcare staffing consultancy revealed that there is a dire shortage of skilled healthcare workers ranging from nurses to physicians and lab technicians.*

## 19%

TURNOVER RATE

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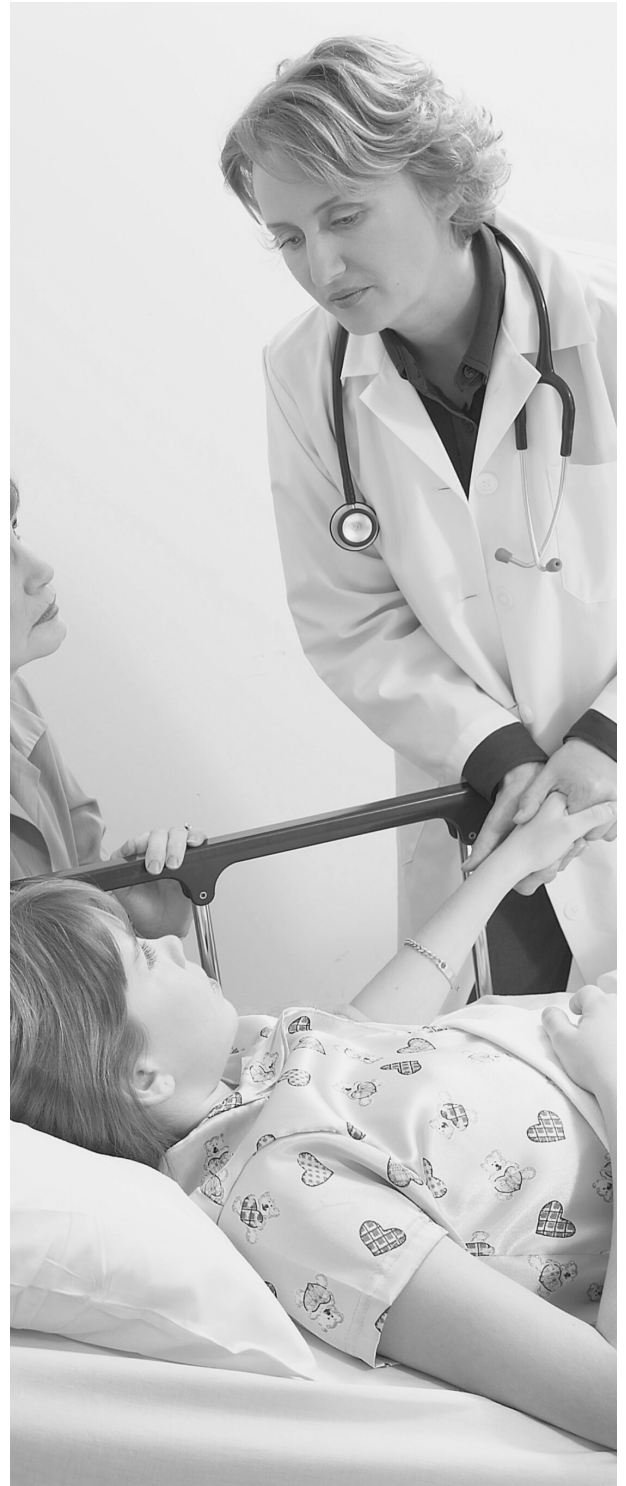
The aging Baby Boom population coupled with increased life expectancy increases the need for more health professionals. (Health Services Research)

## 2.3m

HEALTHCARE WORKERS

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By 2025, the US will require 2.3 million new healthcare workers to meet the needs of its aging population. (CNN Business)



# BUILD RELATIONSHIPS. HIRE SMARTER.

The aging Baby Boom population coupled with increased life expectancy increases the need for more health professionals. Furthermore, the alarming turnover rate of **more than 19%** exacerbates the talent shortage.

So how can hospitals and other healthcare institutions recruit and retain qualified professionals?

**This eBook provides tips and best practices to help you successfully recruit more qualified candidates.**



# 1. EXPAND RECRUITING CHANNELS

With the current shortage of health workers, expanding your recruiting channels to tap into larger pools of top talent is likely one of your biggest priorities.

Consider how your company is building an early talent pipeline. Prioritize strategies that help you find and cultivate genuine relationships with candidates earlier in the recruiting process - before they are even considering an employment opportunity with your institution.

Recruiting candidates well before they graduate, for example, could help you tap into more qualified leads. Waiting until candidates graduate means that you join the hundreds, if not thousands of health employers waiting for the same candidates.

If you don't have an internship program, you should consider one so that you have a larger pool of potential employees to pull from. During the internship, mentor the candidates to perform at your standards so that they grow to become a good fit for your company.

# 2. CREATE A STRONG EMPLOYER BRAND

Candidates--both graduates and seasoned professionals--are turning to the internet to research employers before even applying for a job and definitely before accepting a job offer.

Having a positive employer brand communicates that your company is a good employer and a great place to work. A strong employer brand means not only more applications but more qualified ones.

Find more ways to highlight the values, culture and benefits of your organization. Your company website, social media platforms, and employer review sites are all great places to start. Focus on illustrating your corporate culture by telling compelling stories about your workplace and employees.



We have found that the most successful companies at recruiting top talent are those who share their culture and expertise with prospects authentically. Consider ways to leverage **your best brand ambassadors: your current employees**. Let your culture carriers champion your values while simultaneously assessing prospects' fit and aptitude in an informal, one-to-one environments.

### 3. GET CREATIVE WITH BENEFITS

The healthcare workers shortage comes with intense competition for the available talent. All hospitals and health institutions are competing to attract and retain the best and most qualified candidates. Improve your competitiveness by offering candidates good benefits, compensation and flexible working hours.

In addition to innovative benefits, talk to candidates about the benefits that matter most to them. Some candidates are okay with traditional benefits packages while others prioritize opportunities for career growth and development. Understanding the priorities of your candidates means you can personalize the perks that make your institution unique and special.

### 4. DEVELOP CANDIDATE PIPELINES

Developing and nurturing a candidate pipeline is one of the best candidate sourcing strategies. It ensures that you not only have candidates to pool from now, but also in the future.

A good way for healthcare organizations to develop pipelines for the future is establishing partnerships with universities, colleges, professional societies, and national and state job boards.

By casting a wider net through university partnerships in particular, health institutions can tap into a large pool of diverse candidates including those that don't show up in traditional resume-based screening or campus events. Nurturing these groups in more meaningful ways, earlier in their employment consideration stage, allows you to improve the candidate experience and build your employer brand at scale.

## 5. USE REFERRALS

Referrals are among the best sources of new hires. According to the **Society for Human Resource Management**, employee referrals continue to be employers' top source of hires, delivering more than 30% of all hires overall in 2016 and 45% of internal hires.

Start by creating a structured referral program to help you build a strong pipeline for highly-qualified candidates. Consider incentivizing your employers with things like a paid day off, cash, a gift certificate to a restaurant or hotel, or fund a charitable organization of an employees choice. Let your budget and your sense of what employees would appreciate guide your decision.

Companies with referral programs in place boast a **46% average retention rate, compared to 33% for employers** using only career sites. With research showing that referral recruitment improves employer brand, enhances the quality of hire and builds engagement, the time to initiate a referral program, no matter how small, is now.

## 6. CREATE A SCALABLE TALENT NETWORK

The way you attract top talent is one of the most critical components of a modern talent acquisition strategy and the way you present your brand and the opportunities sets the tone for the overall candidate experience.

**Creating a talent acquisition network** can empower you to share your mission and culture, build authentic connections at scale, and drastically diversify your applicant pool.

Healthcare institutions rely heavily on traditional on-campus recruiting efforts. Talent networks can help you reach prospects from anywhere in the world - without leaving your office. They give you the ability to cultivate genuine relationships with candidates without sacrificing the limited resources you have for travel.

## 7. LEVERAGE TECHNOLOGY

The rise of social recruiting, software and online tools is rapidly changing the HR landscape and how recruiting is done. With so many baby boomers retiring, devising ways to target younger candidates to replace them will be a major recruiting initiative for healthcare recruiting professionals.

These younger generations are tech savvy and use smartphones for everything from shopping to job hunting. Therefore, your recruiting strategies have to meet candidates where they are: online and on their phone.

Reaching out to more passive candidates could help alleviate the hiring challenge by identifying the needed skills in potential employees. Passive candidates are often interested in learning about open positions, even if they're not actively looking to leave their jobs. Consider using **social professional networks** to connect with both passive and active candidates.

Hiring professionals across industries are also using software more and more to help in the recruiting process. Today's online hiring and recruitment tools can now be leveraged affordably, making them more accessible for healthcare institutions who might be HR software for the first time. In fact, companies with newly-upgraded HR systems see **cost savings of 22% per employee**.

With intuitive job posting and candidate management processes, these tools alleviate some common stresses of the hiring process like relentless travel and paperwork. By leveraging these tools, your team can reach multiple job boards, track and manage candidates, and easily collaborate on team feedback, all from a single tool. With the right tool, you can attract the right talent for the right position, at the right time.



# CONCLUSION

## ATTRACT THE RIGHT CANDIDATES AND CULTIVATE GENUINE RELATIONSHIPS

With the current aging population and older workers nearing retirement, strategic and creative ways to find and cultivate genuine relationships with clinical candidates earlier in the recruiting process should be your number priority.

Utilize the tips listed in this eBook in your talent acquisition strategy and the result will be a workforce with higher job satisfaction rates, greater motivation, and lower turnover rates.

1. EXPAND RECRUITING CHANNELS
2. CREATE A STRONG EMPLOYER BRAND
3. GET CREATIVE WITH BENEFITS
4. DEVELOP & NURTURE CANDIDATE PIPELINES
5. USE REFERRALS
6. CREATE A SCALABLE TALENT NETWORK
7. USE TECHNOLOGY TO REACH MORE CANDIDATES

# TURAZO CAN HELP!

## A RADICAL NEW APPROACH TO HIRING

Turazo's talent recruitment platform helps you create and manage an invite-only talent acquisition network, bringing candidates into contact with the right people in your company to exchange career advice, human-to-human, using live video.

Share your mission and culture, build authentic connections at scale, and drastically diversify your applicant pool with Turazo.

For more information, and to schedule a demo, visit [turazo.com](https://turazo.com).

