Healthcare Recruitment Report

Better Patient Outcomes Derived from Recruitment Insights

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STATE OF RECRUITING IN HEALTHCARE **TODAY**

Hiring in healthcare is a **CHALLENGE** and the demand for healthcare services is growing.

Healthcare employment is on the rise — adding nearly 4 million jobs by 2026.[1]

TABLE OF CONTENTS

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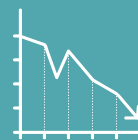# THE TRIPLE AIM **AND RECRUITING**

The Triple Aim has helped organizations within the industry to:

Improve Patient Satisfaction	Improve Health of Populations	Reduce Per Capita Cost.

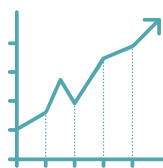**However, it's impossible to hit these focus areas unless the company is fully staffed.**

Healthcare organizations need to **ensure recruiting fits into their strategic framework** in order to meet overall business goals.

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THE **EVER-GROWING** HEALTHCARE INDUSTRY

Why?

The aging baby-boom population

Longer life expectancies

Growing rates of chronic conditions

By the Numbers:

While other industries may be struggling to grow, healthcare is skyrocketing. It's projected that **nearly one-third of all new jobs will be in the healthcare sector by 2026.**[2]

Healthcare practitioners and technical occupations are the **fastest growing occupational groups** during the 2016-2026 decade.[3]

Healthcare owns **13 of the 30 fastest growing jobs.**[4]

2–3. BLS, News Release, 2017
4. BLS, Economic News Release, 2017

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PATIENT SATISFACTION RATES AND STAFFING

Healthcare organizations benchmark themselves against other providers in order to reveal performance indicators. But where the truth really lies is within your organization's collective patient satisfaction rates.

Throughout the patient journey, patients define the experience based on quality of care.

How is that quality of care defined? By staff.

Successful organizations know the importance of **hiring the right staff members.**

Let's face it: patients expect to be treated as a top-priority. Patients and their families do not want to worry about staff to patient ratios or managing float staff – **they only want to know who is going to help treat them.**

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HIRE QUALITY TALENT

How do you keep the right people?
Ensure their passion has longevity.

Hospital turnover is on the rise and is a leading indicator of future financial pressure, and patient & employee satisfaction.

Staffing appropriately is key, but another important aspect is ensuring **cultural fit**. Organizations must evaluate how a candidate will react to the **high pressure, high stress healthcare environment**. If the right cultural hire is made it could help reduce turnover.

23.8% OF NEW HIRE RNS LEAVE WITHIN THE FIRST YEAR.[5]

Leverage the right job descriptions: To help attract the right candidates, job descriptions need to be right. Building out robust, focused job descriptions can help to wean out candidates who do not meet requirements or match the company's culture. Identifying the company culture and fast-paced environment ensures candidates understand how the organization runs and can help determine if they should apply or not.

5. NSI Nursing Solutions, 2018 National Health Care Retention & RN Staffing Report, 2018

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REDUCE **PER CAPITA COST**
OF HEALTHCARE TALENT

To help eliminate costs, your organization should take a look at their recruitment numbers, starting with turnover rates and talent pipelines.

Take a look at your turnover rates: For hospitals, the cost of turnover can profoundly impact costs. Each percent change in RN turnover costs/saves the average hospital $337,500.[6]

Build a quality talent pipeline: While turnover may be inevitable, preparing for backfill and reducing time-to-fill is manageable. By building a quality talent pipeline, organizations can equip recruiters with a list of top talent. Finding the right candidate takes patience and time, but when roles stay vacant for too long, the costs can start to add up. To reduce costs associated with hiring, organizations must cultivate a talent pipeline.

iCIMS data indicates nursing and physician positions receive fewer but a more stable number of applicants. Therefore, when hospital turnover occurs, it may take recruiters more time to backfill. However, if a talent pipeline is leveraged, recruiters have candidates on the ready to contact and interview – dramatically reducing time-to-fill and cost.

Need help analyzing industry data? The iCIMS Monthly Hiring Indicator (MHI) measures job openings and new hires, based on iCIMS system data, which is generated by user activity within our platform. iCIMS posts more than 3 million jobs and 75 million applications a year. While iCIMS supports employers across the globe, the MHI is based on U.S. hiring activity only.

6. NSI Nursing Solutions, 2018 National Health Care Retention & RN Staffing Report, 2018.

REDUCE TIME-TO-FILL

Two ways to help reduce time-to-fill and overall spend is to hire top talent, faster.

1

Build Long-Term, Engaged Pipelines: Historically, as the labor market tightens, gaps are bridged with overtime, agency staff and travel nurses – all of which are costly strategies and jeopardize patient satisfaction and safety.

To help target towards a lower vacancy rate, hire based on recruitment projections i.e. utilize a smart souring strategy by identifying the types of candidates needed in the future. Highly-skilled candidates can be hard to come by, so it's vital to keep a pipeline of qualified candidates engaged.

Step One: Keep them interested. Send weekly digest emails to highlight job openings related to talent pools a candidate has subscribed to, based on their interests.

Step Two: Keep them happy. Ninety-five percent of candidates believe there's a direct correlation between how they're treated as candidates and how they'll be treated as employees. Keep the conversation positive by building talent communities. Continue to communicate with candidates by delivering messages via email or text.

It takes approximately 2.5 months to recruit an experienced RN — when hospitals reduce time-to-fill by 8 days, they save $75.7 - $188.4K.[7]

Learn How St. Jude Hires Top Talent

The Challenge:

Cure at least 60% of the six most common children's cancers worldwide by 2030.

The Solution:

Find the best pediatric care and clinical researchers to discover cures.

To track, engage and attract the medical industry's top researchers, St. Jude Children's Research Hospital's talent acquisition team leverages candidate relationship management (CRM) software to share their latest studies with leading researchers around the world. The proprietary clinical findings position St. Jude Children's Research Hospital as the leader in addressing the most catastrophic pediatric diseases — making it an ideal employer for top passive candidates.

The Results:

Since adopting a CRM in 2016, St. Jude Children's Research Hospital's content-driven strategy has reduced their time-to-fill by 75 percent and led to over 1,000 completed applications from passive candidates.

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CONTINUED

# REDUCE TIME-TO-FILL: CONVENIENT SCREENING TO HIRE TOP TALENT

2

Leverage Recruitment Sourcing Methods: Patient satisfaction is determined by the quality of care provided by staff. Resumes are a great start to assess quality talent, but do not reveal **soft skills** such as how candidates will interact with patients. Assessment providers and reference checks can help you to determine soft skills.

Assessments: Assessments can address the unique needs of the healthcare industry – i.e. behavioral assessments. Screening for soft skills is critical to identifying quality candidates that match your organization's culture. Cultural fit evaluations based on neuroscience discover both personal traits and cultural fit. In addition, video interview technologies help organizations to gauge soft skills and personality traits that are critical to service patients.

Reference Checks: Beyond what can be measured through a resume, the opinion of accredited references can paint a more vivid picture of what a candidate has to offer and inform hiring decisions. Leverage survey methodology to create more reliable, structured reference check data and save time hiring quality talent. Reference checking that is mobile-optimized can reach those hard to find candidates that are on-the-move, (such as irregular shift healthcare talent), and their references that likely have moving schedules as well.

Overall, organizations can reduce monetary waste by leveraging unique analytics, assessments and references to build segmented pipelines of top talent.

The Talent Cloud

Ellen Meyers
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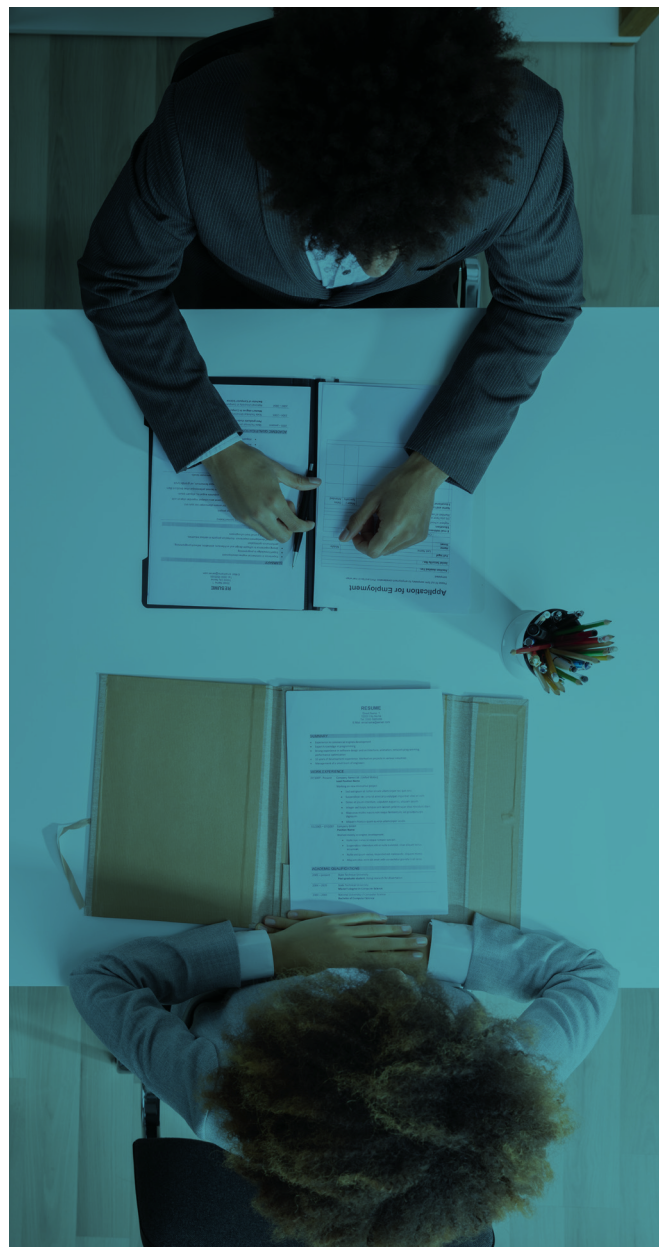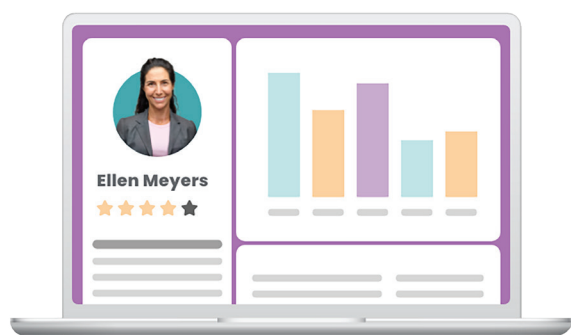
Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action **www.icims.com/see-it-in-action**