

# Fill Your Specialized Healthcare Roles, *Fast*

A Flexible Recruitment Approach to Fill Talent Gaps Quickly

## Hiring Priorities Continue to Evolve

HR professionals continue to face new hiring demand as the healthcare industry requires new skillsets. Organizations will look to their workforce to support consumerized patient experiences, a larger online care presence, and new tech adoption.

Healthcare employment will be among the fastest growing sectors in the United States through 2026, accounting for about 2.3 million new jobs. <sup>1</sup>

### Current State of Hiring in the Healthcare Industry

EASIEST-TO-FILL HEALTHCARE ROLES		HARDEST-TO-FILL HEALTHCARE ROLES	
ROLE	TIME TO FILL (DAYS)	ROLE	TIME TO FILL (DAYS)
Medical Assistants	34	Mental Health Counselors	60
Home Health Aides	36	Speech-Language Pathologists	49
Phlebotomists	37	Medical & Clinical Lab Technicians	47
		Nurse Practitioners	47

\*The average time to fill for employers across all industries using the iCIMS platform in 2018 is 43 days, compared to Deloitte's research of U.S. employers, which finds a 47-day median.<sup>2</sup>

BENCHMARKS (AVERAGE)				
	2016	2017	2018	3 Year Impact
Applicants per role	22	20	21	-1
Applicants per hire	19	19	19	-
Time to fill (days)	45	44	44	-1
Female hires	78%	79%	78%	-
Male hires	22%	21%	22%	-

The industry always seeks out particular skillsets, reaffirmed by the 40% of open roles in 2018 that call for hyper-specialized talent. Yet, healthcare employers have not made significant headway over the last three years.

While traditional roles like Registered Nurses, Medical Assistants, and Aides still attract 75% of applicants, healthcare organizations benefit from a deeper focus on harder-to-fill roles.

Avoid costly vacancies that stall your strategic goals by negatively impacting overall patient experience with support from modern recruitment technologies.

## How to Stay One Step Ahead

### Build talent pools to combat lengthy hiring, training, and licensing processes

- Seek out referrals to connect with talent that fits your ideal candidate profile
- Build authentic relationships with quality candidates before competitors do
- Track engagement to focus efforts on passionate candidates
- Accommodate hectic schedules with an entirely mobile experience

**Nearly 40%** of applicants now apply via a mobile device, compared to only 20% in 2016.<sup>3</sup>

### Draw in quality hires with your mission and vision

- Target job descriptions to very specific talent to avoid an influx of unqualified applicants
- Be found quickly and easily in a job search
- Convert high-potential applicants more quickly with easy navigation

iCIMS' analysis of top talent sources for healthcare companies found that in 2019, third-party job boards and employer career sites drove a similar quantity of applicants, but **employer career sites were responsible for nearly 2.5x as many hires.**

### Combat the skills gap with targeted verification

- Leverage reference checking with flexibility to accommodate any schedule or rotation, and gain authentic feedback
- Introduce automated verification of background and credentials to speed the hiring process, especially for high-exposure roles

The hardest-to-fill positions within the healthcare industry received **20% more applicants in 2018 than in 2016, but still exceed the industry average time to fill.** Now is the time to focus on screening to bring in quality talent ahead of the evolving skills gap.

## Arm Your Team with the World's Leading Talent Cloud

Many employers hinder their own productivity with stock talent modules included with their HCM. What they may not stock talent modules included with their HCM.



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