

Looking Beyond Healthcare Experience to Bridge the Talent Gap

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Hospitals and other healthcare organizations rely on the skills and dedication of more than just their talented pools of doctors and nurses to deliver patient-centered care. While clinicians are, of course, crucial to the successful operation of any health system, administrative staff, including receptionists, administrators, coders, maintenance workers, and more comprise a Patient-Centered Workforce™ - a workforce of highly-engaged people and teams who always endeavor to provide patient-centered care.

The day-to-day work of health administrators varies by the organization, but the primary focus remains the same - ensure the smooth operation of a hospital or healthcare organization. The leadership of these professionals can set the future course not only for their facilities but also for the healthcare system as a whole. And, the good news for potential candidates is that this is an area expected

to see significant growth for years to come.

According to the Bureau of Labor Statistics, those in healthcare administration can expect job growth of 23 percent through 2022, which is much higher than the national average for most occupations. Much of this growth stems from a healthcare system experiencing increased demand from an aging population and advances in technology that are extending life expectancies. This demand means more hospitals, clinics, physicians and healthcare professionals are needed, which calls for more administrators to ensure everything runs smoothly.

Talent management professionals are challenged with recruiting for these roles, which often means looking outside the healthcare industry for candidates with the right set of skills and competencies. Teamwork, situational judgment, work ethic, customer

focus, integrity, stress tolerance, initiative - these are skills that are crucial in a healthcare setting. Healthcare administrators must also be adept at adjusting to new developments in healthcare law, technology and policies. They need to be flexible, creative, analytical and organized, and they must be able to communicate with people at all professional levels, specialties and roles.

Arguably the most important skill to look for is dedication to excellent service. In the restaurant industry, for example, this means dedication to the customers - making sure they are satisfied with their meal and happy with their service. Quality customer service can be easily adapted to a healthcare setting, where all staff must be dedicated to providing quality care to patients, either directly or indirectly.

Patients should be thought of as customers. Like retail shopping, most

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patients have access to more than one hospital or physician for their care, which means they have the choice to go elsewhere if they feel they're being treated inadequately or billing issues aren't being taken seriously. A hospital can be a natural fit for individuals with strong customer-service experience or problem-solving skills.

We advise recruiters to look for these competencies on a resume when the candidate doesn't have direct experience working in healthcare.

Think creatively about how their skills developed in another industry can be applicable in a healthcare setting.

Exhibiting passion and dedication in any role, in any organization, and in any industry will pay off for employees who may be approached about new career opportunities within healthcare, as well as for the healthcare recruiters who consider looking outside the industry for exceptional candidates.

David Szary has more than 20

years of experience working with organizations around the world to develop a lean, customer-centric staffing process. In 1998, he founded Lean Human Capital and The Recruiter Academy, the leading educational program for recruiters, which has trained more than 10,000 healthcare talent management professionals and collected benchmarks against more than 800 healthcare organizations. Lean Human Capital was acquired by HealthcareSource in May 2016.