

43rd Annual IMAGE Conference Speaker Highlights

Legal Roadmap to Hiring

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interfere with the applicant's rights under the NLRA. On the other hand, we need to be prepared to deal with the applicant who makes a point to tell the employer about his previous union activity or employment. This applicant may be a "salt," a union staff member seeking employment in order to organize the employer. We will consider this and other issues under the NLRA at the IMAGE Conference.

Uniformed Services Employment and Reemployment Rights Act (USERRA)

We know that USERRA provides protections to employees called into military service or engaged in military training. The statute's protections also extend to applicants for employment. As a result, making a hiring decision based on an applicant's expected military service can run afoul of USERRA. Moreover, an employer may be required to make certain accommodations to an applicant in order to facilitate his or her application for employment. We will lay out the parameters of USERRA's protections and discuss handling of hiring issues under the statute.

The Legal Roadmap to Hiring session at the 2017 IMAGE Conference will also address additional hiring topics such as use of background checks and criminal histories, drug testing, and compensation issues. Please let me know if you have other topics you would like to hear about by sending an e-mail to padgettm@jacksonlewis.com. Otherwise, I look forward to seeing you in Savannah this summer.

A Healthcare Talent Storm Gains Momentum

By Dana Cates, SPHR, SWP, RACR, Consultant, Lean Human Capital by HealthcareSource

While demand for healthcare talent surges, other factors, such as the talent exodus of baby boomers and unexpected competition from urgent care, freestanding ERs, retail clinics, and outpatient surgery centers, are exerting downward pressure on the talent supply.

The Bureau of Labor Statistics projects the U.S. will have 1.05 million fewer nurses in 2022 than the country will need; and according to the Association of American Medical Colleges, by 2025, physician demand will outpace supply by up to 90,000 doctors.

Over the past eight years, Lean Human Capital has conducted an annual survey of more than 850 healthcare organizations to develop a detailed, validated benchmark of recruiting practices, staffing models, and technology investments.

Our benchmark data has consistently shown that healthcare recruiters are inadequately prepared to meet the challenges that lie ahead. In fact, based on our 2016 survey, most healthcare recruiting organizations are struggling even in the current talent environment.

These challenges, if not addressed, have the potential to de-

crease the quality of patient care, increase expenses, and introduce revenue risk. Our data has found that:

- Ineffective sourcing increases time-to-fill and negatively impacts clinical outcomes, expense management, and revenue
- Poor candidate experiences negatively impact an organization's employer brand, and in turn, its ability to attract talent
- Insufficient data inhibits the ability to develop critical insights, make informed decisions, and improve ROI
- Lack of headcount and skillsets are often key contributing factors to recruitment challenges

Join me as I share real-world examples and some of our latest insights at the NAHCR 2017 IMAGE Conference for my session, "Results Are In! The 2017 Healthcare Recruitment Metrics Benchmark Study."

Lean Human Capital is the research and advisory services division of HealthcareSource, the leading provider of talent management software and solutions for the healthcare industry.

Demonstrate your knowledge and competence in the specialized field of health care recruitment by earning the **Certified Health Care Recruiter (CHCR) credential**. Take the exam Tuesday, July 11, from 4:00 p.m. to 6:00 p.m. at **IMAGE in Savannah, Georgia.**