

The Real Benefits of Industry-Specific Job Boards

By Norma Gaffin, Senior Content Marketing Manager, HealthcareSource

Are niche job boards an integral part of your healthcare recruiting strategy? If not, they should be.

If you're a healthcare recruiter, you likely need your positions filled yesterday, and you're probably facing a serious talent shortage. Meanwhile, there's a good chance your organization's turnover is high and your employee engagement low, compounding your efforts to attract and retain talent.

The healthcare talent shortage is a serious issue that's not going away anytime soon. Therefore, it's crucial to be where the candidates are and to differentiate your organization as much as possible. An industry-specific board gives you visibility with selected candidates who have chosen a specific industry and, in the case of healthcare, are in high-demand.

Of course, there are obvious benefits of using a niche job board to hire for your open healthcare positions, but those cascade to deeper benefits affecting time, cost, and even quality of patient care.

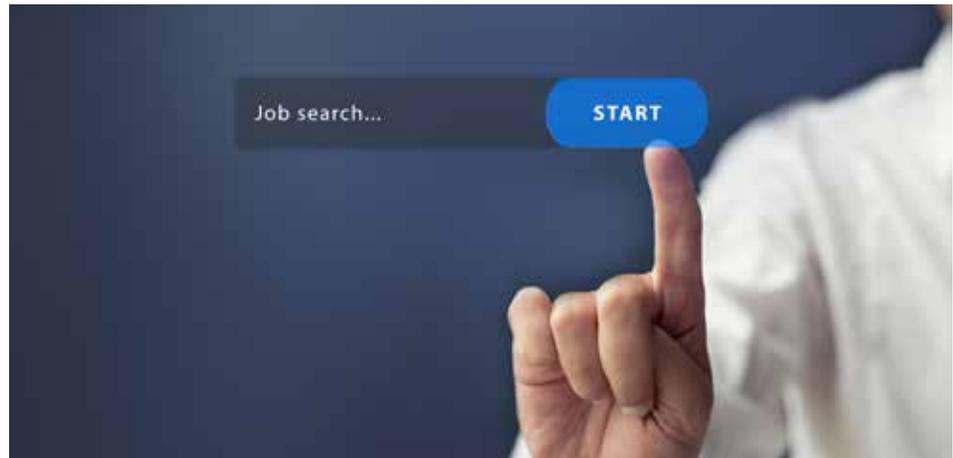
More Qualified Applicants

Using a job board dedicated to your industry allows for communication with a more targeted audience and is likely to reduce the number of unqualified applicants that apply to your open positions. Reducing this number increases the amount of time available for recruiters to spend reviewing, interviewing, and engaging with more qualified applicants.

Remember that for every open requisition you have, it's not about finding a large volume of candidates. Instead, it's about reaching that best candidate for the job and your organization. Niche job boards will help you get to that candidate more quickly than general job boards.

More Interested Candidates

Talent that makes the effort to seek out industry-specific job boards tends



to be more engaged and interested in finding a job. And, as you hire for non-clinical roles, you can be assured that candidates who apply through a healthcare job board are committed to working in the industry.

Niche Job Boards Are Easier for Job Seekers

Niche job boards are tailored solely to your industry, so they can make discovery easier for you and the job seeker. Candidates on general boards have to sift through thousands of openings without healthcare-specific filters or functionality. An industry-specific board makes it easier for them to find the job they're looking for faster, because the categories and fields are focused on this one industry. You end up having a larger pool of healthcare workers viewing and applying to jobs.

Don't Overlook Down-the-Road Benefits

You can see how posting jobs on a niche job board can positively impact the talent acquisition team's goals, including improving time-to-fill and decreasing cost-per-hire. The benefits of using a healthcare-specific job board can also extend to increased employee engagement, reduced turnover, higher quality care, and improved patient satisfaction scores.

Healthcare organizations need to look at the importance of the recruiting function, and how, if recruiters are able to bring more high-quality talent into the organization, that level of quality will cascade through everything else employees do, ultimately impacting the delivery of patient care.

If recruiters are able to more efficiently source candidates, the quality of the hires and the hiring process improves. Turnover is then reduced, and employee engagement increases. That has an impact on the quality of care you give patients. It all starts at having a great employee base and a great talent acquisition strategy, and that begins with the recruitment function.

Recruiting quality talent in order to deliver quality care is key for the overall success of any healthcare organization, and using a healthcare-specific job board is one step recruiters can take to hone in on sourcing the right candidates.

Norma Gaffin leads the content function for HealthcareSource, the leading provider of talent management software and solutions for the healthcare industry. She has more than 20 years of experience working on content and thought leadership for the human capital, healthcare, and software sectors, among others.