

Use Proven Marketing Strategies in Healthcare Recruiting

HealthcareSource Recruitment MarketingSM

powered by Talemetry® enables recruiters to source all potential candidates, whether from your applicant tracking system (ATS), a subscribed resume database, or social channels.

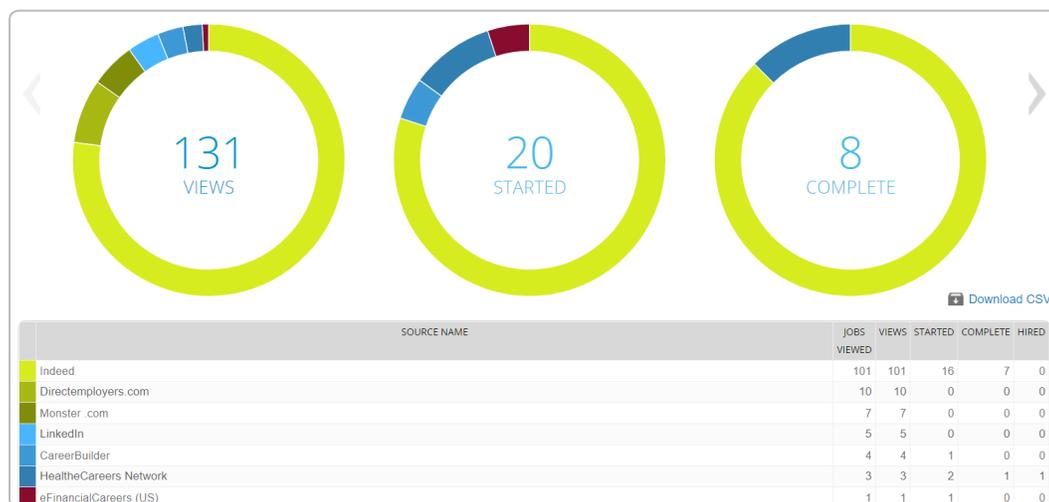
As a healthcare recruiter, finding high-quality candidates to fill critical roles presents significant challenges. According to the “Healthcare Recruiting Benchmark Report – 2016” published by Lean Human CapitalSM, the ratio of applications to positions filled is 11:1 for critical, hard-to-fill roles. In other words, your most important roles are not attracting enough applications.

Competition for healthcare talent is high, and when critical roles remain vacant, costs skyrocket. To continue to provide a high level of patient care, you will need to pay the overtime and agency fees required to staff your organization. Unfortunately, most organizations are struggling to address this issue and more. Research from Lean Human Capital by HealthcareSource® reveals industry-wide practice and data gaps.

- 30% of open positions go unfilled for an average of four months, and these roles are often critical to clinical and non-clinical operations
- Recruiters carry an open requisition load that’s 49% higher than recommended, leaving them little time to source for new talent or build the organization’s brand
- The true sourcing costs to finding talent are often unknown, leaving organizations without the necessary information to make educated recruiting decisions

Future projections estimate significant shortages for both nurses and physicians, and traditional recruiting strategies are not enough. Recruitment Marketing enables recruitment teams to implement proven marketing strategies to the pre-applicant phase of recruiting. Recruitment Marketing is designed to allow you to:

- Attract the most highly-qualified talent in your area
- Source new candidates and identify current employees to fill critical positions
- Engage with interested talent using email marketing campaigns
- Optimize your recruiting practices to gain insights into your sourcing costs and understand their overall effectiveness



Measure job board performance with the Source Activity Report.



The Recruitment Marketing Solution is delivered as a **modular solution** — so you choose only the modules you need for your organization.

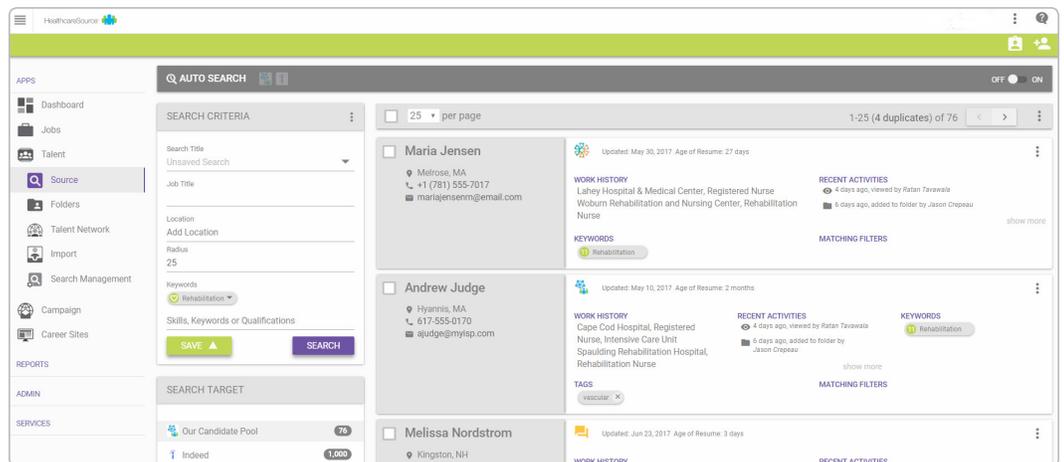
- Source & CRM
 - Job Broadcast
 - Career-Site
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Strengthen Your Brand to Attract Quality Applicants

You need to attract qualified applicants so that when it comes time to make an employment decision, the best talent is ready to join your team. To increase your odds for success, you should apply inbound marketing techniques to your activities. Through a search engine optimized career site, your site can appear higher in search results and you can establish a strong company brand that is well-known within your community. Job ads and blog posts that tie back to a site including employee testimonials and organizational insights will further strengthen your brand. All this can be accomplished through Recruitment Marketing, enabling you to demonstrate your employer value and increase the attractiveness of your organization to potential applicants.

Be Proactive When It Comes to Sourcing Talent

Your organization has already collected contact information for talent through job postings, internal referrals, and other activities. You can shift from reactive recruiting to proactive recruiting and source within your pipeline to plan for future openings. When your next position is posted, you can review all of your contacts and take proactive steps to assess whether a contact in your database may fit with your current openings. Recruitment Marketing includes a Candidate Relationship Management (CRM) capability that allows you to track all the people that have interacted with your organization in any way. Candidates can come from multiple sources, including agencies, job boards, past applicants, and current employees. When you are working within the CRM, you can quickly view the referring source for the contact. If the best candidate is not yet known to your organization, Recruitment Marketing allows you to automatically search your talent sources, such as Monster and Indeed, for new contacts. Having a healthy sourcing strategy will ensure you are continuously building out your network to meet current and future employment demands.



Search talent from all of your sources.

Engage Interested Talent and Nurture the Relationship

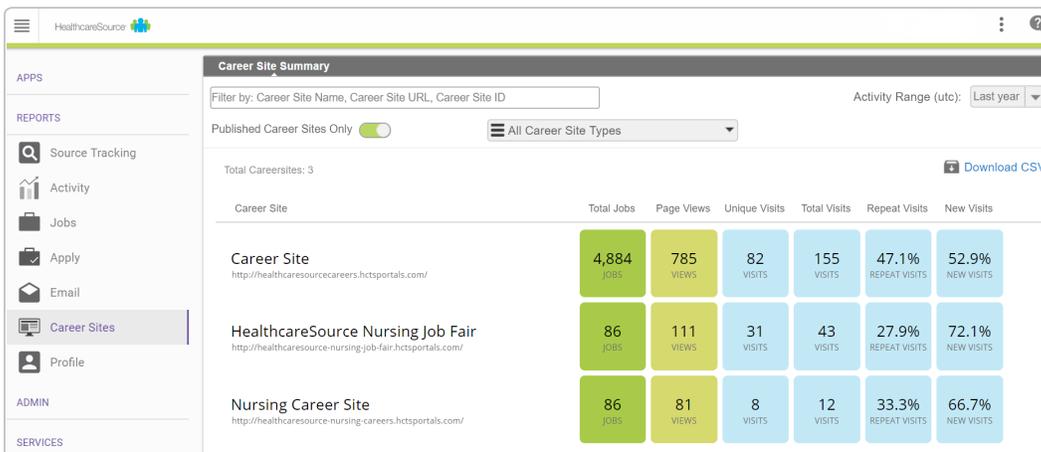
Outbound marketing techniques offer your organization the means to continue to engage and build your relationship with talent in your area or even outside it if your local talent pool does not include enough qualified candidates. With Recruitment Marketing, you can set up dedicated talent networks linked to your career site. When healthcare professionals opt-in to hearing from your organization, you can build upon their initial interest in your organization by using email marketing campaigns and newsletters, in-person events, and other techniques to keep your organization top of mind during the pre-applicant phase of recruiting. When done effectively, you will convert highly-qualified, interested talent into applicants for your open positions.

Optimize Your Recruiting Practices

When using dedicated resources to engage talent is part of your overall recruitment strategy, it's important to understand the effectiveness of both the strategy and the efforts of your sourcing team. Recruitment Marketing is designed to provide a comprehensive, analytical approach to healthcare recruiting. Using real-time, visual analytics, recruiters are able to measure and refine candidate sourcing activities and simultaneously identify roadblocks within the recruiting process. With Recruitment Marketing you will:

- Increase the efficiency of sourcing activities
- Attract the right talent through targeted sourcing
- Gain insight into sourcing costs and effectiveness

All modules include **analytics** for you to **optimize your recruiting practices.**



Analyze the effectiveness of your career sites.

Flexibility to Implement Individual Modules or the Full Suite

The **Source & CRM** module provides a central location to manage your talent. In addition to allowing you to create a Talent Network to attract new candidates, you can also search your known contacts. Source & CRM includes the ability to search candidates from a variety of different sources, including, job board candidate databases, your ATS applicants, and people who have joined your Talent Network. Once in your CRM, you can segment candidates on several key attributes such as location, job category, and more. Source & CRM includes modern marketing tools that allow you to develop email marketing campaigns to attract talent for current openings and future positions.

The **Job Broadcast** module enables you to market your current openings. Using Job Broadcast you can automatically send jobs to a variety of talent attraction channels, including job boards, social channels, and digital ads. You can also use social sharing tools to further distribute your openings. Based on your business practices, you can also distribute jobs on an as-needed basis. Job Broadcast integrates with your ATS so that you can analyze the effectiveness of different job posting channels.

The **Career Sites** module helps you to strengthen your employer brand. The visual communication of your organization through your web presence can compel a candidate to apply to an open position or join your Talent Network. With Career Sites, you can create an enterprise site with search engine optimized pages, a mobile optimized site, and faceted search. A set of templates provide a starting point for your site or you can use content developed with an outside agency. Career Sites also allows you to create category specific landing pages or event sites to support your recruiting efforts.



HealthcareSource 
Quality Talent Suite™

Together, our software and services can help your recruitment team perform at an elite level.

- HealthcareSource Position Manager®
- Lean Human Capital™
- The Recruiter Academy™
- RecruitX™

Leverage Industry-Leading Professional Services to Optimize Your Recruiting Practices

To help your team achieve success with Recruitment Marketing, implementation of Source & CRM includes a Lean Human Capital engagement. The engagement provides a thorough analysis of your current recruitment marketing process, recommendations for improvement, and a detailed baseline report against which to measure your future success. To further help you transform your recruiting practices, you will also receive access to The Recruiter Academy, a certified recruiter program for healthcare recruiters. We also offer the Core Recruiting Benchmark Solution so that you can compare your organization's recruiting performance against industry benchmarks.

Conclusion

By focusing on the pre-applicant phase of recruiting, you can build your talent pipeline and reduce the amount of time it takes to staff your most critical positions. A complement to your existing ATS, the Recruitment Marketing solution provides you with the ability to manage your candidates, distribute your open positions, and strengthen your employer brand. When you establish effective recruitment marketing practices within your organization, you can help solve some of today's most pressing challenges in healthcare recruiting.

Solutions to Help You

HealthcareSource Recruitment Marketing is part of a comprehensive talent acquisition suite that includes a cutting-edge applicant tracking system, AHA-endorsed behavioral and reference assessments, and onboarding. We also provide a complete set of supporting services including The Recruiter Academy by Lean Human Capital, a web-based certified recruiter program for healthcare recruiters, and the Annual Healthcare Recruitment Metrics Benchmark Study that helps guide the talent decisions of nationally-recognized healthcare organizations.