

SOLUTION OVERVIEW

Hire the Right People Faster with HealthcareSource Recruitment Marketing



THE MOST IMPORTANT ROLES DO NOT ATTRACT ENOUGH APPLICANTS

As a healthcare recruiter, finding high-quality candidates to fill critical roles presents significant challenges. According to the 2020 Healthcare Recruiting Capital Benchmark Study by Lean Human CapitalSM, the ratio of applications to positions filled is **10:1** for critical, hard-to-fill roles.

Competition for healthcare talent is high, and when critical roles remain vacant, costs skyrocket. To continue to provide the utmost level of care when key roles are vacant, you will need to pay the overtime and agency fees required to staff your organization. Additionally, not hiring the right people can affect your retention rates and your ability to grow future leaders for your organization.



HealthcareSource Recruitment Marketing makes it fast and easy to plan and publicize recruiting events, attract attendees, fill critical positions, and create positive experiences prospective candidates will remember.



Laura Oakes
Marketing and Medical Staff
Hugh Chatham Memorial Hospital

27%



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**

63%



higher than recommended, leaving 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.

BENEFITS OF THE RECRUITMENT MARKETING SOLUTION

HealthcareSource Recruitment MarketingSM includes three modules: Source & CRM, Career Sites, and Job Broadcast. The solution enables recruitment teams to implement proven marketing strategies to the pre-applicant phase of recruiting. The software is designed to allow you to:

- **ATTRACT** the most highly qualified talent in your area
- **SOURCE** new candidates and identify current employees to fill open positions
- **ENGAGE** with interested talent using email marketing campaigns
- **OPTIMIZE** your recruiting practices to gain insights into your sourcing costs and understand overall effectiveness

Strengthen Your Employer Brand to Attract Applicants

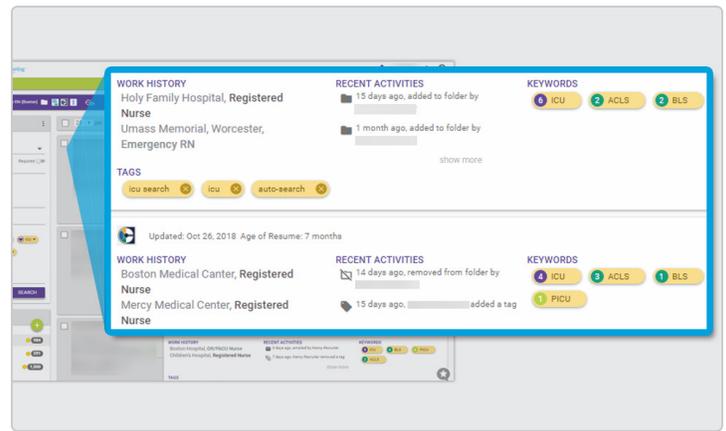
You need to attract qualified applicants so that when it comes time to hire, the best talent is ready to join your team. To increase your odds for success, you should apply inbound marketing techniques to your recruitment activities. Through a search engine-optimized career site, you can appear higher in search results and establish a well-known employer brand within your community. Job ads 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 how attractive your organization is to potential applicants.

The Career Sites module can help you accomplish all of this. With Career Sites, you can create an enterprise site with search engine-optimized pages that's mobile-optimized with faceted search. 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 efforts.

Be Proactive When It Comes to Sourcing Talent

Your organization already collects candidate contact information through job postings, internal referrals, and other activities. You can shift from reactive recruiting to proactive recruiting and develop talent pipelines to plan for future openings. When your next position is posted, you can review your candidates in your database and take proactive steps to assess whether an existing contact may fit your needs.

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



Search talent from all your sources.

from a variety of different sources, including job board resume databases, your prior applicants, and people who have joined your Talent Network.

Reference Assessment complements Source & CRM and helps you build your Talent Network. Reference Assessment allows references to opt in to be considered for job opportunities at your organization. References that opt in can be imported into their own folder into Source & CRM. Your team can create a branded email template inviting references who opted in to join your Talent Network.

The Job Broadcast module can help you market your current openings. With 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 you can analyze the effectiveness of different job posting channels.

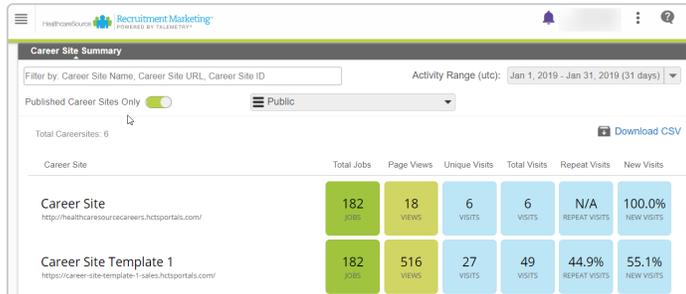
Engage Interested Talent and Nurture the Relationship

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.

The Source & CRM module allows you to manage these important relationships. 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 interest for current openings and future positions. This allows you to easily build upon healthcare professionals' 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. You can also engage in text messaging conversations with your candidates from within Source & CRM. When done effectively, you will convert highly qualified, interested talent into applicants for your open positions.

Optimize Your Recruiting Practices

The solution includes a set of standard reports and analytics designed to help you better understand the effectiveness of your recruiting efforts. Dashboards and Analytics help you manage your recruiting efforts and interactive reports provide insights into your operations and the information you need to make decisions.



Analyze the performance of your career sites.

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 you can compare your organization's recruiting performance against industry benchmarks.

Healthcare Talent Management Lifecycle Solutions

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 HealthcareSource Recruitment Marketing Solution provides you with the ability to manage your candidates, distribute your open positions, and strengthen your employer brand.

Jumpstart your journey to Recruitment Marketing

If you're not yet ready to invest on your own, let us do the work for you. Through our partnership with Fusion Marketing Group, we will help you navigate your recruitment marketing transformation with our high-touch client approach, unmatched technical and functional expertise and deep understanding of recruiting in healthcare to work as an extension to your talent acquisition team. From the initial assessment and implementation to ongoing campaign management and administration, we'll help you successfully start your recruitment marketing journey by leveraging the features and performance benefits of a world-class recruitment marketing service while enabling you bring this function into your organization in the future.

The HealthcareSource Recruitment Marketing SolutionSM includes:

- Source & CRM
- Job Broadcast
- Career Sites

Additional Offerings

- Recruitment Marketing Services
- Reference AssessmentSM

Get Results with Our Recruitment Marketing Solution

Addressing healthcare recruiting challenges requires a solution based on industry expertise and an eye toward the future. HealthcareSource combines deep healthcare industry experience with leading software to meet your needs.

THE FULL CAPABILITIES INCLUDE:



Talent networks



Candidate relationship management



Employer branding



Search engine-optimized career sites



Custom landing pages



Job broadcast to job boards and social media outlets

HealthcareSource[®] is the only comprehensive talent management suite designed specifically to support the healthcare talent ecosystem. Our software, services, content, and analytics enable more than 3,500 healthcare organizations, senior care providers, and staffing agencies, spanning over 6,000 locations, to ensure quality patient and client care by recruiting, retaining, and developing quality talent. HealthcareSource and its award-winning healthcare talent management solutions have been recognized by industry analysts and trade groups.