

When it comes to finding the right healthcare talent, you're competing with other senior living and senior care organizations and more. As you meet people who may be a match for your organization, you need an effective way to manage your relationships with them to fill vacancies.

The **HealthcareSource Recruitment Marketing**SM **Source & CRM** module allows you to proactively find candidates, build those relationships, and develop a pipeline for your critical, hard-to-fill positions. With Source & CRM, you can organize the contacts in your database and plan for future talent needs.

Senior Living Source & CRM

Grow and Nurture Your Talent Pipeline

A long time-to-fill for critical roles is common in the healthcare industry. Whenever a new role is approved or a vacancy opened, recruiters and hiring managers often start their search from square one. Finding, interviewing, hiring, and onboarding new employees takes time and, until key positions are filled, healthcare organizations need to fill the gap. They often resort to paying their staff overtime or turning to a contingency workforce to meet residents' and clients' needs.

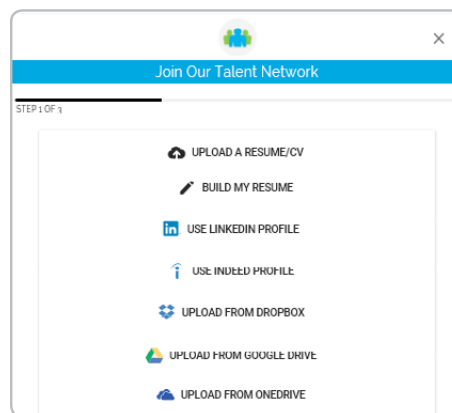
According to a LeadingAge workforce survey, 83.5% of member providers cited the absence of a talent pipeline as their top workforce challenge. One of the best ways to reduce time-to-fill is to have an easy, efficient way to source, manage, and communicate with candidates. The HealthcareSource Recruitment MarketingSM Source & CRM module allows recruiters to proactively build talent pipelines and positively impact time-to-fill numbers.

Find New Talent for Your Open Positions

Finding qualified talent is more competitive than ever. In addition to other senior living and senior care organizations, today's healthcare recruiter is also competing against hospitals and other industries. It's important to discover and build relationships with new candidates who could one day join your organization. If you foster those relationships successfully, when new opportunities arise, you will have a list of known contacts for sourcing.

The Source & CRM module helps you discover and engage with qualified candidates so you can build out your talent pipelines. Using this solution, you can source and import contacts from external sites, and resume databases. When you add these contacts to the mix of previous applicants and current employees, you have a unified, searchable database through which to start your recruiting. The Source & CRM module also allows you to set up an auto-search that will find candidates based on your predefined criteria and will then present them to you on your schedule.

A branded and mobile-optimized Talent Network allows you to engage with candidates in your area. With a Talent Network in place, passive candidates can express interest in your organization even



Candidates can easily join your **Talent Network** through resume or social profile upload.

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when a matching opening may not be available. As they join your Talent Network, candidates can let you know their areas of interest. And when they opt-in to a Talent Network, they grant permission for you to reach out regarding new opportunities, career fairs, and other events.



HealthcareSource Quality Talent Suite™

Combine our recruitment marketing solutions with our other software and services to help your recruiting organization develop and perform at an elite level. Complementary solutions include:

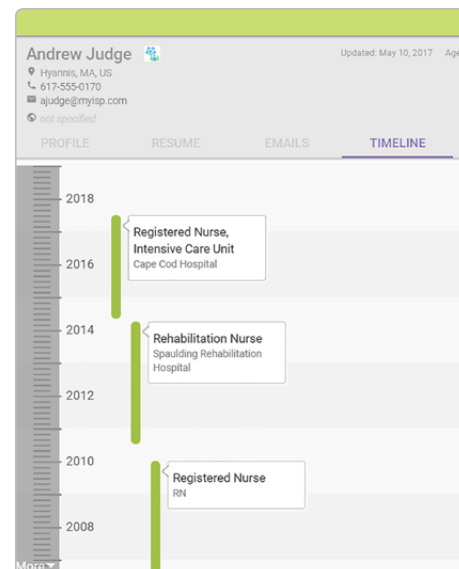
- HealthcareSource Applicant Tracking
- Lean Human Capital Recruitment OptimizationSM
- The Recruiter Academy by Lean Human CapitalSM

Organize and Manage Your Talent

Now that you have a sourcing database from which to select, it's important to review, assess, and categorize candidates in ways that are meaningful to your organization. When you identify how you want to manage your talent, you can organize candidates using system tags and folders. Automated workflows help you plan your sourcing strategy and execute personalized campaigns.

When working with candidates, you have easy access to key information such as their contact information, resume, and application history. The timeline feature provides a visual overview of work history so that you can easily identify any employment gaps or tenure trends. With the candidate record open, you can also view their current stage in your internal review process.

The Source & CRM module allows you to create a standard way to communicate with candidates. Using email marketing templates, you can send branded, mobile-friendly campaigns. You can also configure the Source & CRM module so that automatic emails are sent when candidates join your Talent Network or are added to a new job opportunity. The system also analyzes email effectiveness and can schedule your emails to send at specific times.



The **Timeline** view displays a candidate's employment and education history.

Analyze Your Sourcing Effectiveness

You spend a lot of resources to attract candidates to your organization. Your recruiters likely employ several methods to encourage applications to your open positions. In addition to their time spent, it's also important to understand which methods bring in the most highly qualified candidates. The Source & CRM module includes several standard reports that enable you to analyze what works best for your organization.

The Candidate Source Report provides an overview of the candidates in your database and the related source. Using this report, you can monitor the growth of your talent pipeline. The Job Pipeline Report displays the candidate pipeline by job in real-time. You can quickly view which jobs have a healthy pipeline and which may require additional sourcing actions to identify qualified candidates. The standard reports included with the Source & CRM module help you make key decisions about how you manage your sourcing activities.



Monitor the growth of your CRM with the **Candidate Source Report**.