



NAHCR Image Conference 2016

Las Vegas, NV

What happened in Vegas comes to Atlanta!

Angela Pointer & Sue Dunlap

Image 2016

Video Highlights



Day One



Pre- Conference Workshops

1. How to Source in a Modern Hospital Recruiting Environment (Angela)
2. Recruiters & Candidates- Bridging the Divide (Sue)

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



In order to understand candidates, you need to understand metrics, analytics and data

- See where people are clicking on certain pages
- Review region/area people are being hired for all positions or by job title
- RN survey data shows
 - RNs typically search for jobs by going to specific company site, then by specific jobs
 - RNs are more likely to attend open houses for face to face interaction (same for Rehab professionals)
 - Social media not a big factor to gain hires (same for Rehab professionals).

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



4 Things to Keep in Mind

- 1) Applicants are looking for you: Enhance the candidate experience
 - 1) Make it easy to apply
 - 2) Title jobs with all title possibilities
 - 3) Think of job posting as advertisement
- 2) Drop off and Multiple Visits. Research suggests that candidates visit our company sites multiple times before they submit applications
 - 1) Update regularly
 - 2) Use it as a marketing channel
- 3) Take advantage of your referral source and programs
- 4) Focus on the jobs and its contents

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



- Indeed drops off jobs in their search with a creation date after 120 days (make sure new ones are created)
- Dynamic content = things are updated based on what you have liked or buy (like amazon.com)
- Applicants are searching google for “jobs” as users
 - Incorporate “jobs” in the url i.e. resurgensjobs.com
 - Add page title with the word “jobs” i.e. Healthcare and Nursing jobs Atlanta, Georgia: Resurgens Orthopaedics
 - Add “jobs” many times in the web page content as much as possible

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



Hiring Events

- Have candidates RSVPs for headcount and communication prior to event
- Promote event by direct info on career site, email, direct mail (postcards), search jobs (google adwords in ATS), facebook ads, linkedin, retargeting/banner ads
- Apply prior to event so we have info prior to event for hiring managers to review

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



Employee Referral Program

- Average hires of employee referral is 30%, healthcare is 19%
- Use posters/flyers, table at events, website promotion, internal marketing (newsletters), new hire orientation, recruiter rounds
- Track for success
- Consider community referral program
- Add in employee communication channels of success referrals (i.e. New faces at Resurgens; Suzy referred Bob to join as a MA this week. Thanks Suzy and welcome Bob!)

Recruiters & Candidates – Bridging the Divide presented by Fusion Marketing



Multiple visits

- Retargeting and remarketing
- Understand and look at drop off rate and use it to come up with a plan
- Consider pairing with Miranda with marketing to find out if we can work with who they work with from a careers perspective for careers vs. business development
- Remarketing-not applied but allows them to stay connected in a database and can separate by job specialty or location
 - Send personalized emails in database if have a special need job or event to advertise

Day Two



Keynote/General Sessions

1. How to Recruit with Video
2. Bring Your “A” Game to Work & Life
3. Setting the Tempo for Success

Day Two



Concurrent Sessions

1. Substance Abuse in the Workplace (*Angela*)
2. Building a Proactive Sourcing Function in a Traditional Recruiting Model (*Angela*)
3. Going from Good to Elite- Health Care Recruiter Best Practices (*Sue*)
4. It's All About Engagement: Building & Nurturing a Talent Community... (*Sue*)

Skills to make an Elite Recruiter



- About 10% in the room had 100+reqs
- Need Technology
- Adequate Resources
- Competency/skills
- Must be disciplined
- Recruiter Competency and skills self assessment on healthcare source website free download
- Create a scorecard - include quality of hire, responsive

Skills to make an Elite Recruiter



5 Best Practices of Elite Recruiters

1. Understand what your customer wants/needs and manage and market

- Conduct an intake session to sell candidates on opportunity, screen the candidate, source high quality candidates, set SLA
- Proactively start recruiting even before a req comes for higher availability, core job families

2. Define the need, set SLA and communication rhythm

3. Leverage centers of influence

4. Sprint through the day. Find out their motive to move to action or call you back. What can your competitors offer and what is it you can offer differently?

5. Reflect on the day and celebrate successes

It's All About Engagement: Building & Nurturing a Talent Community by AppVault



- To improve Candidate Quality, ROI, and Time to Fill
- Healthcare jobs surpass all other industries-more hiring of new grads and interns
- Mobile functionality on the rise but you would be surprised how many employers are not mobile adaptable (jobs, ATS, talent community)

It's All About Engagement: Building & Nurturing a Talent Community by AppVault



Benefits of a Talent Community

- Mobile engagement
- Reduces time to fill
- Creates a pipeline
- Engages better talent

Case study with Memorial University Health-
cultivate candidates, reduced TTF, reduce in
media spend

Day Three



Keynote/General Sessions

1. Employment Law Updates: What's Hot for 2016
2. This Year's Results- The Healthcare Recruitment Benchmark Study

Day Three



Concurrent Sessions

1. Recruiting Health Care Talent Beyond Borders (*Angela*)
2. Great Candidate Experiences Don't Happen By Accident (*Angela*)
3. Avera Health's Recruitment Transformation(*Sue*)
4. Recruitment & Retention Puzzle: How to Make All the Pieces Fit (*Sue*)

Avera Health's Recruitment Transformation Journey with Healthcare Source



- Learn the expectations of your customers
- Implement measures with data (using Staffing productivity data, # reqs per recruiter, turnover rates) and compare them to benchmark data
- Use surveys to give to hiring managers, new hires and even applicants to determine success of recruiters (quality of hire, communication, understanding of the position, etc)

The Recruitment and Retention Puzzle- How To Make All the Pieces Fit!

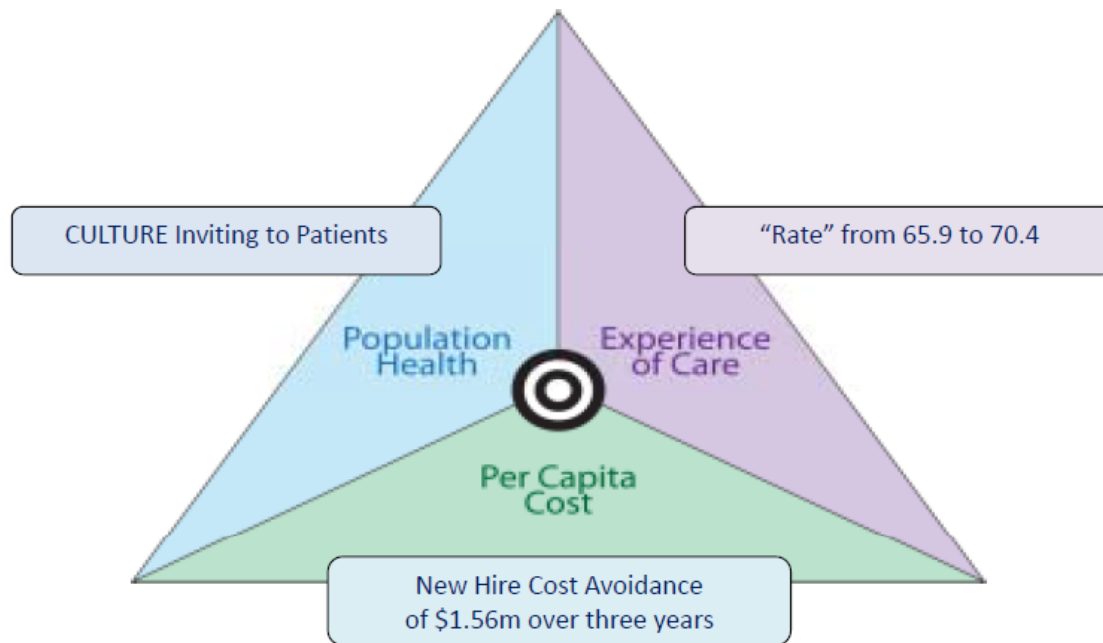


- Disconnect between hiring manager and recruiter
- Taking into account the Triple Aim:
Population Health, Experience of Care,
Per Capita Cost-HR contributing to 90%
 - Evaluate selection process
 - Using Employee Engagement data to show progress

The Recruitment and Retention Puzzle- How To Make All the Pieces Fit!



Triple Aim Impact by Human Resources



The Recruitment and Retention Puzzle- How To Make All the Pieces Fit!



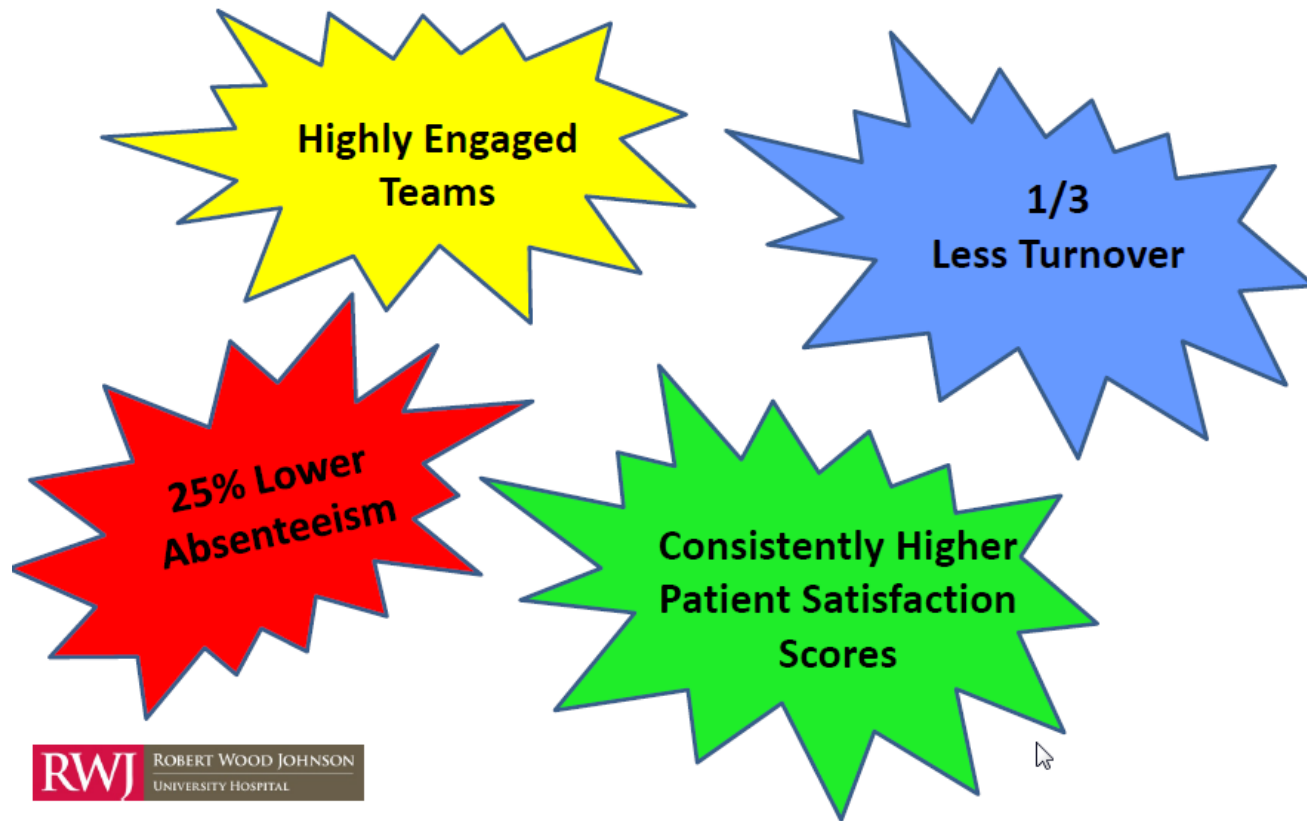
HR role to serve your Nursing customers through a Nurse Recruitment Operating Group

- Purpose-Focused effort on enhancing recruitment of RNs through a nursing leadership and HR team partnership
- Timing
- Candidate vs Position approach
- Leadership involvement
- Enhance candidate flow
 - Push scheduling of interviews
 - More timely feedback on candidates to HR
 - Removal of barriers in the hiring processes

The Recruitment and Retention Puzzle- How To Make All the Pieces Fit!



Experience the Impact of the Results!



The Recruitment and Retention Puzzle- How To Make All the Pieces Fit!



The Puzzle Pieces Fit!

In Summary:

- Take a Risk! Try the Candidate vs Position Approach
- Involve Leadership
- Create greater alignment
- Leverage Relationships
- Listen to Your Customer
- Measure, Measure, Measure
- Be Proactive in Your Recruitment & Retention Efforts
- Positively Influence Your Organization to Align with Triple Aim

Don't Forget....



Day Four



Keynote/General Sessions

1. Innovate or Stagnate: The Cutting Edge of Change
2. Recruitment Trends 2016: The Outlook for Health Care Employers & Professionals

Day Four



Concurrent Sessions

1. Mission Possible: Achieving Stellar Patient & Associate Satisfaction (*Angela*)
2. Best Practices in the Recruitment & Management of a Contingent Work Force (In-House Supplemental Pool) (*Sue*)

Best Practices in the Recruitment & Management of a Contingent Work Force (In-House Supplemental Pool)



- Streamline all 1200 per diem staff for 80 nursing centers in 6 states covering about 1900 shifts a week
 - Centralized “one call”
 - Per diem staff are employees
- Showing reduction in vacancy rates and agency cost, increased candidate interest

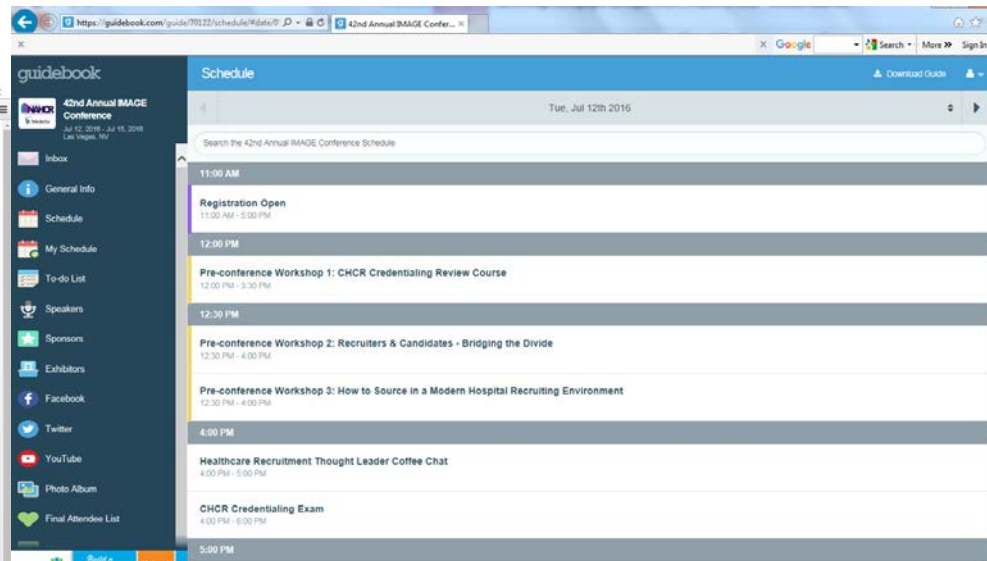
Presentation Links



Resources from NAHCR



- Available on the AAHCR website under NAHCR
- Download “Guidebook” app and select NAHCR conference to see itinerary and download content



Mark Your Calendar



2017 IMAGE Conference

July 11-14, 2017 • Westin Savannah Harbor Golf Resort & Spa
Savannah, GA

Honoring the Past, Treasuring the Present,
Shaping the Future of Health Care Recruitment.

AAHCR and NAHCR relationship



- Seeking volunteer committee members to help with Savannah conference
- Will be looking at ways to strengthen relationship and increase membership of both associations