



Exclusive Guide

How Recruiting Software Is *Redefining* Growing Healthcare Systems



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Introduction

As the demand for healthcare services continues to rise, healthcare recruiters have emerged as crucial problem-solvers to find qualified professionals in a highly competitive market.

Throughout this guide, we explore the pain points healthcare recruiters face and discuss strategies to overcome these obstacles, ensuring a steady supply of skilled healthcare practitioners.



Challenges of the Healthcare Industry

The healthcare industry requires a delicate mix of clinical and non-clinical employees, all working in together to care for patients and run the business side of healthcare. The recruitment process, as a result, is especially challenging because of talent shortages, high employee turnover rates, and the competitive nature for qualified talent in the market.

Recent Employ data indicate that 83% of clinical and 77% of non-clinical healthcare employees are open to other job opportunities. Additionally, according to the American Association of Colleges of Nursing, more than 30,000 new APRNs (Advanced Practice Registered Nurses) alone will be needed each year through 2031 to meet the rising demand for care. This puts added pressure on recruiters to not only hire top talent, but also retain existing employees.

High expectations of the industry, the need for advanced skills, and the fast-paced nature of the job contribute to increased stress levels among healthcare professionals, which in turn, affects employee retention. Understanding these challenges is essential for healthcare recruiters to develop effective strategies to attract and retain the best talent in the industry.



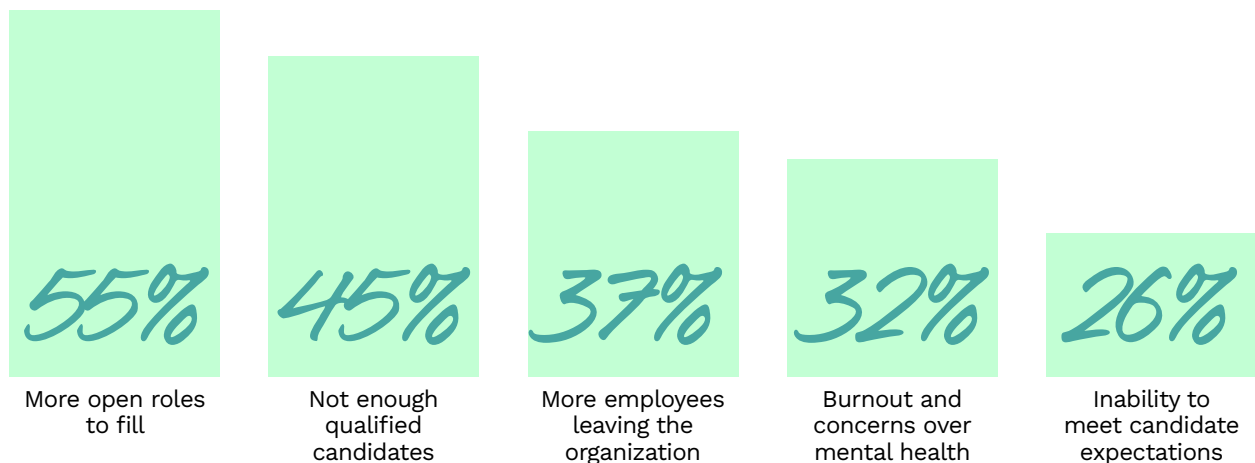
Pain Points in Healthcare Recruiting

In order to successfully tackle healthcare recruiting, it is first essential to understand the unique challenges that this industry faces, which vary between clinical and non-clinical roles.

1. Clinical Healthcare

Clinical healthcare workers are the backbone of any healthcare organization, directly contributing to patient care and outcomes. Despite their importance, the industry has struggled with employee retention and a shortage of qualified candidates, making the healthcare recruiter's job all the more challenging.

Top Reasons Recruiters in Clinical Healthcare Believe Their Job Is Stressful



With 83% of all clinical healthcare employees open to new job opportunities and 26% actively looking for another job, it's clear that healthcare recruiters must focus finding candidates who are engaged and committed to the mission of the healthcare organization for the long-term.

2. Non-clinical Healthcare

The administrative and support personnel of healthcare organizations are equally important in ensuring the smooth functioning of daily operations. Even so, nonclinical staff members face their own challenges, with 77% of these employees open to new jobs and 35% actively seeking other opportunities.

For healthcare recruiters, it's crucial to find non-clinical healthcare candidates who are well-suited for such roles, while also addressing employee concerns and desires for greater flexibility and remote work options.

Top Reasons Recruiters in the Non-Clinical Healthcare Industry Believe Their Job Is Stressful

- Not enough qualified candidates: 73%
- Burnout and concerns over mental health: 42%
- Competition from other employers: 32%
- Inability to meet candidate expectations: 31%
- More open roles to fill: 21%





A Critical Talent Shortage

As the demand for quality healthcare continues to rise, and the aftermath of COVID-19 still lingers, staff shortages have become a significant issue for healthcare organizations. Many professionals within the industry are overwhelmed by long hours, leading to burnout and turnover. This vicious cycle makes it difficult for recruiters to fill gaps created by the departure of these professionals.

The healthcare industry faces a significant talent shortage, with a rapidly aging population in need of care and not enough skilled professionals to provide it. According to the Bureau of Labor Statistics, the healthcare and social assistance sector is anticipated to generate 2.1 million new jobs, or around 45% of all new projected job gains from 2022 and 2032. This growth represents an incredible opportunity, but it must be met with strategic investment and prioritization for healthcare organizations competing for talent.

It is important for recruiting professionals in healthcare to consider their technology investments over the coming years, especially as the industry is projected to grow faster than other sectors at 1% annually over the next 10 years, according to the BLS. This indicates a constant need for recruiters to stay ahead of the talent gap and find qualified candidates to fill these critical roles.



Overcoming the Shortage

To overcome the talent shortage in healthcare, organizations must focus on several key areas:

- Develop strong employer branding to attract potential candidates
- Leverage technology and platforms to expand the candidate pool
- Offer competitive compensation and benefits packages that reflect the current market trends
- Support continuous learning and professional growth opportunities
- Foster positive work environments that encourage collaboration and growth





The Cost of High Turnover

The healthcare industry, especially post-pandemic, is known for its high turnover rates, with nearly 1 in 3 clinical healthcare workers and 4 in 10 non-clinical healthcare workers actively looking for another job. This high turnover, combined with the stress and burnout associated with many healthcare roles, presents a continuous challenge for healthcare recruiters.

High turnover can have several repercussions, such as increased labor costs, decreased morale, and compromised patient care.

Some reasons for high turnover in healthcare include:

- Heavy workload and demanding schedules
- Insufficient compensation packages
- Limited growth opportunities within organizations
- Workplace conflicts and fluctuating or inexperienced management

Talent acquisition teams should recognize these pressing issues for healthcare workers and showcase how their organization is working to actively combat these challenges.



Balancing Cultural Fit and Skills

Recruiting for healthcare positions requires finding candidates with the necessary skills and qualifications and ensuring a good overall fit within the organization's culture and values. As previously mentioned, many clinical and nonclinical healthcare workers will leave positions based on poor company culture or lack of trust in leadership. It is imperative for healthcare recruiters to find candidates who will thrive within the organization's unique environment.

The right candidate must not only have the necessary skills and qualifications, but they also need to be the right cultural fit for the organization. This is especially important in healthcare, where a strong team dynamic and collaboration are essential for providing quality patient care.

Healthcare organizations, and those individuals who recruit on their behalf, must differentiate their culture, mission, vision, and values to candidates to become an employer of choice in the healthcare industry. This is done by showcasing what it's like to work in the organization through strategic recruitment marketing, a nurturing candidate experience, and streamlined hiring activities.



Six Ways Scalable Technology Empowers Effective Recruiting

To meet each of the challenges mentioned head-on, leading healthcare teams are turning to scalable recruitment software to find the talent they need, optimize the candidate experience, and turn top candidates into long-term employees.

As the talent profile in healthcare continues to evolve, competition for top candidates will only increase. There's never been a better time for these industry professionals to impact their workforce from their recruiting technology.

Below are six ways healthcare recruiting teams can invest in a lasting talent strategy and grow the organization at scale.

1. Showcase Your Employer Brand

While employer branding is complex, one key element is your career site. It's often the first place a healthcare candidate will go to learn about your organization — and first impressions matter. A robust recruiting platform like Lever lets you create a custom, branded career page with dynamic content functionality to target each unique audience, while blending seamlessly with your website's look and feel.

Just posting job advertisements is not enough. Use engaging content like behind-the-scenes videos, employee testimonials, and visual graphics to present your healthcare facility in the best possible light. Remember, a strong employer brand is essential for attracting high-quality candidates and reducing turnover rates.

2. Develop a Proprietary Database of Talent

Sourcing candidates for every open healthcare role can be overwhelming — and expensive. Instead, focus on building a proprietary talent database so you can control — and own — your talent data. An integrated recruitment marketing platform allows you to build your own talent pool using both internal and external sources, including your existing CRM database. It can also help you identify which sources are most effective at delivering high-quality candidates.

Having a talent database at your fingertips can speed up the hiring process significantly. With the right technology, you can create a proprietary database that centralizes candidate information, making it easier to identify and match qualified candidates to specific job openings.

Advanced search functions and filtering capabilities help refine your search and speed up candidate placement. Plus, having a comprehensive database allows for more targeted, personalized communication with potential candidates.



3. Reduce Manual Tasks with Automation

Healthcare candidates today have high expectations for the candidate experience. Today's sophisticated talent acquisition solutions use automation and intelligence to automate tedious, manual tasks, so you can focus on the more human elements of healthcare recruiting. Streamlining the hiring process lets you connect with candidates faster, smarter, and more confidently.



31%

of recruiters indicate their biggest priority in healthcare recruiting is improving the speed of the hiring process.

Here are just a few ways automation can improve the hiring experience for healthcare recruiters:

Automate candidate sourcing

A comprehensive recruitment marketing platform can initiate outbound candidate searches and automatically invite qualified candidates to apply. This centralized, automated sourcing ensures a robust pipeline of candidates for every open job without relying on manual sourcing by your recruiters.

Reach healthcare candidates where they are

In today's world, candidates are never far from their phones. Get more out of the mobile channel with intelligent texting and automation — including a text-based application process, automated text bots to answer common questions, and more.

Make scheduling a breeze

Scheduling interviews can be a headache, but it doesn't have to be. With automated smart scheduling, you can easily propose interview times based on interviewer availability, automatically book the meeting when the candidate responds, and communicate schedule changes if needed.

4. Optimize the Candidate Experience

The candidate experience plays a major role in attracting and retaining talented healthcare workers. From the first contact until the offer letter is signed — and beyond — candidate experience can be the difference between getting the hires you want and watching them slip away.

In today's fast-paced world, that means making things as easy as possible for candidates, keeping the process moving, being responsive to candidates' needs, and delivering a personalized experience through custom, relevant communications. The right technology can help you create an unforgettable candidate experience through a combination of ATS capabilities, intelligent messaging, and more.

Here are a few things to keep in mind:

Start at the beginning

You can't improve the candidate experience until you understand it. That means mapping every step of the candidate journey to understand what great looks like. How long does each phase usually take? What are the communication points? Where do the bottlenecks usually occur? From there, you can take steps to eliminate roadblocks and simplify the process from start to finish.





42%

of clinical healthcare workers, and 44% of non-clinical healthcare workers, think it should take 15 minutes or less to apply for a new position.

Use automation to keep things moving

Employ research shows that a lack of employer responsiveness is the top factor for a negative candidate experience. Smart use of automation can address this problem by streamlining manual processes. Automated text bots can also be used to answer common questions — anytime, day or night.

Keep communication open

Develop stronger relationships with candidates by delivering engaging content that will nurture them throughout the recruitment process. Automated text and email campaigns can deliver timely information about perks, benefits, onboarding, and more.

5. Improve Onboarding

Onboarding is one area where technology can make a significant impact on your recruiting efforts. Implementing digital onboarding solutions, such as eLearning platforms and virtual orientations, can acclimate new hires to your healthcare organization more rapidly and efficiently. These efforts not only increase employee engagement but also contribute to long-term retention.

If you want the best healthcare workers to stick around — especially in today's competitive environment — a good onboarding process is critical to helping them acclimate to the organization, their team, and their responsibilities.

Make it personal

While some elements may be universal (like the benefits presentation and a welcome meeting with the new team), the overall onboarding experience should feel personalized for each individual.

Measure your progress

In order to understand the effectiveness of your onboarding program, you need to measure it. Track employee progress through onboarding tasks. Analyze whether your company is retaining new hires and how long it takes to reach full productivity. A robust technology solution makes it possible to identify any additional training needs or added attention.



6. Track, Analyze, and Refine

The healthcare industry relies on numbers — and that includes the hiring process. But simply collecting data isn't enough. You need real insights from your recruiting data, and you need a way to communicate those insights to the right people quickly and easily.

A recruiting dashboard can help by giving you a high-level snapshot of your top metrics in a user-friendly visual format. From there, you can gain insights to help you refine your processes over time.

Prioritize your metrics

For most healthcare recruiters, time-to-fill and bottleneck analysis provide the most value for optimizing the recruiting process. For example, are there certain hiring managers who are consistently slow to review resumes or submit feedback? Are specific regions or roles taking longer to fill than others? Questions like these are easy to answer when you have up-to-date metrics at your fingertips.

Customize as needed

Lots of recruiting teams and leaders need insights from recruiting data, but they don't all require the same level of detail. Recruiters need to see open requisitions, applicant counts, and hiring cycle progress — with the ability to drill into candidate profiles and resumes. Execs, on the other hand, want high-level visibility into things like time-to-fill and budget status.

Continuous improvement is crucial to the success of your healthcare recruitment strategies. With data analytics tools, you can track key performance indicators (KPIs) related to your recruiting efforts — such as time to fill, cost per hire, and candidate quality — to identify areas for improvement.

By leveraging this data, you can refine your sourcing strategies, candidate screening processes, and branding efforts, ultimately leading to a stronger, more effective talent acquisition strategy.





Making the Case for Investing in Healthcare Recruiting Software

The healthcare industry continues to see high rates of employee turnover and increasing demands for additional workers. For talent acquisition professionals in healthcare, getting the right candidates through the door is crucial, but a speedy and efficient hiring process is just as important.

The right recruiting platform enhances how healthcare organizations attract, engage, and convert top candidates at scale — and dramatically improves your hiring outcomes.

Lever is a scalable, powerful applicant tracking system combined with interactive candidate relationship management capabilities that enables healthcare talent teams to find, nurture, and hire the best talent easily and efficiently.

But before you make the investment in recruitment technology, make sure you can articulate its value to key stakeholders, define its benefits, and explain its role in your talent acquisition efforts.

Here are a few pointers:

1. Define What You Really Need from a Technology Solution

In order to clearly express the need for technology, you must first define your requirements and desired functionality. At a minimum, a talent acquisition platform should provide core capabilities like requisitions and applicant management.

You may want to also consider additional functionality, such as career sites, CRM, analytics, sourcing capabilities, talent management, content management, and recruitment marketing.

2. Share the Key Stats on the Impact of Recruitment Technology

A report from Aptitude Research found that when companies invest in the right recruitment technology, they are:

- ➔ **3x more likely to improve the candidate experience**
- ➔ **2x more likely to improve conversion rates**
- ➔ **2x more likely to improve overall decision-making in talent acquisition**

3. Highlight the Impact of Technology in a Difficult Economy

Recruitment software can help healthcare service providers thrive during times of economic uncertainty by elevating the employer brand and powering meaningful candidate engagement.

Without recruitment technology, just 35% of companies engage with talent pre-application — making it more difficult to forge meaningful connections with candidates. Having disparate technologies that support your talent acquisition function doesn't cut it for healthcare today.



Addressing the Challenges

The right recruitment software can help address this and other top talent acquisition challenges the healthcare industry is facing, including:

- Finding and attracting quality hires
- Competing for top talent quickly
- Retaining new hires longer

You Need a Scalable Solution to Gain a Competitive Advantage Against Other Healthcare Service Providers

Lever recruiting software enables healthcare recruiting teams to invest in a lasting talent strategy and grow the organization at scale. Build your employer brand, nurture candidates over time, and make diverse, strategic hires with Lever's powerful combination of ATS + CRM technology and automation.

Your Partner for the Future

Recruiters in the healthcare industry are always looking for ways to speed hiring, retain employees longer, and help their company stand out from the competition. As talent needs shift, recruiters need to get savvy to invest in technologies that help them hire qualified candidates who work harder and stay longer in the organization.

Lever makes hiring scalable and empowers talent functions at healthcare organizations to better attract talent, nurture candidates, and deliver high quality hires.

Unlock an authentic, people-first hiring experience designed to nurture the relationship between the best hires and your health system quickly and easily. Schedule a Lever demo today to get started.

See Lever in Action

Request your demo to learn how your health system can find, nurture, and hire the best healthcare workers fast.

Schedule a Demo



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