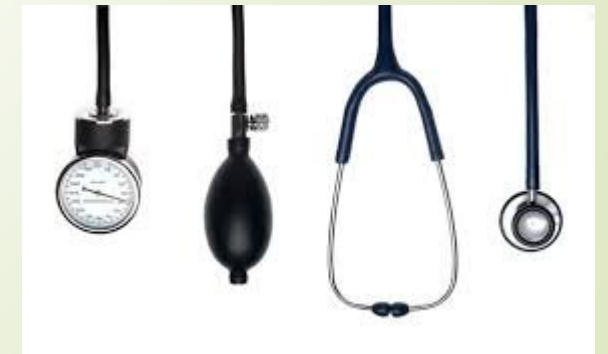


Strategies for Recruiting and Retaining Nursing Talent





Covid Impact

- COVID-19 raised stress levels for recruiters
- Candidates faced with the fear and stress



Covid Statistics

- ▶ Healthcare recruiters stress increased 75%
- ▶ 52.4% of candidates inquire about COVID-19 safety measures
- ▶ Candidates with families want accommodations/flexibility



Shortage of Healthcare Workers in the U.S.

The shortage concern is not new:

- By 2025, shortage of 400,000 home health aides
- By 2025, shortage of 29,400 nurse practitioners
- By 2025, shortage in other healthcare professions
- Baby Boomer generation requiring more medical care
- People are living longer



Additional Reasons

- 1/3 of RNs retiring in 10 to 15 years
- The 65+ population will increase 48% by 2032
- Physicians reaching retirement age w/Baby Boomers
- Doctors and nurses are freelancing
- 57% of workers applying to new jobs



Consequences of Healthcare Worker Shortage

- Rural areas have more healthcare shortages
- Healthcare workers need extensive training/specific qualifications
- Negative patient experiences
- Poor HCAHPS scores
- Overall decrease in quality of care




Nurse Shortage

- High demand for BSNs
- Demand for nurses keeps increasing
- Need 200,000 new nurses a year
- More nurses needed in acute care areas
- Nurses move to specialized areas rather than primary care

Strategies for Restoring the Healthcare Workforce

- Promote public health and preventative measures
- Attract more nurses to primary care roles
- Provide online healthcare degrees and certificates
- Increasing policy initiatives supporting HR development
- Collecting reliable data for health databases
- Increase healthcare workers voice on legislation/policies




Bad Hiring Decisions → 80% Turnover

Harvard Business Review

- High employee turnover = Company devastation
- Bad hire cost replacement = 30% of a singular annual salary
- Bad hire can be as high as...
 - 2-5X a singular employee's annual salary




Employee Engagement Questions

- ▶ Is employee engagement effective?
 - ▶ Best way to increase employee engagement?
 - ▶ Should we focus on pre/post hiring?
- 



What Makes a Candidate Likely to Stay?

- ▶ Candidates personal experiences influence on retention?
 - ▶ Can proper screening help w/employee retention?
 - ▶ Should recruiters focus on quality hires?
- 



Possible Interview Questions

- **Why did you apply for this position?**
- **How satisfied are you with...**
your career right now, and why?
- **Explain a time you experienced burn-out.**
- **What caused the burnout?**
How did you handle it?
- **What are the...**
largest sacrifices you have made thus far for your career?




Possible Interview Questions

- ▶ **How important is your career to you?**
Has that impacted your decisions thus far?
- ▶ **Name [3] main reasons for leaving a former job?**
- ▶ **What are your strengths?**




Tracking Results/Analytics

- Ex: Superb performer, but leaves in <1 month
 - Data is your greatest ally
 - Reducing turnover must be deliberate
 - Must collect data as you go
 - Analytics are worth the cost
- 



Recruitment Marketing/DEI

- Digital marketing increase = Recruitment marketing increase
 - Technology continues to change the game
 - Recruiters must stay agile
 - Healthcare recruiters must increase diversity
- 



Talent Acquisition/Human Resources

- Constantly improve employer branding via social recruiting
- Increase employer branding on social media platforms
- Create engaging campaigns to increase recruitment/attract applicants
- Look at current applicant tracking system
- Ensure application forms are easy to use
- Ensure job descriptions are top notch




Talent Acquisition/Human Resources

- Utilize employee referral programs
- Make a great first impression during interview process/shadowing
- Improve interviewing process
- Communicate constantly with candidate(s)
- Constantly improve the onboarding process
- Get and receive feedback



Internal Mobility

- Talent Management
 - Is there a succession plan?
 - Internal job postings
 - Company newsletter
 - Emails
- 



The Good News

- By 2024...
healthcare industry to add 3.8 million new jobs
- That's nearly 40% of all job growth!



Hartford Healthcare

- ▶ Constantly promoting company statement and culture
- ▶ Highlighting nursing professional development
- ▶ Yearly review of...
 - benefits and employment engagement programs*
- ▶ Yearly compensation reviews