



EBOOK

# Hire★Vue

**Recruiting for  
Healthcare**  
What Does  
Research Say

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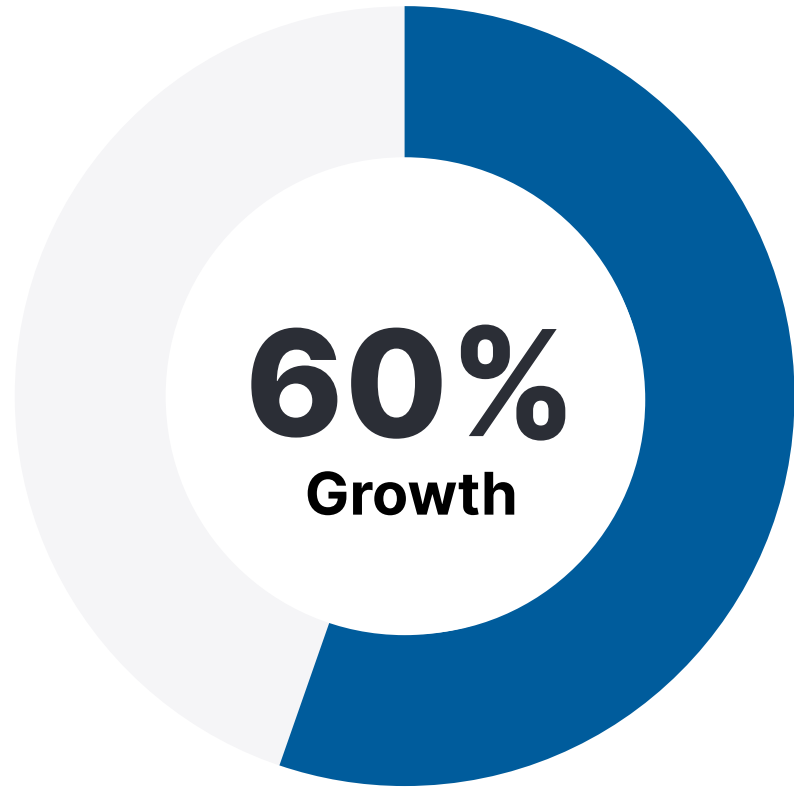
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The fastest growing occupations in the US are in healthcare.

# Healthcare Recruiting's Unique Dilemma

Healthcare recruiting organizations face a unique challenge.

On the surface it might seem like you would need two very different recruiting functions. But with the right approaches, you can attract and hire both of these seemingly disparate groups without splitting your focus.

**YOU'RE RESPONSIBLE  
FOR FILLING TWO VERY  
DISTINCT, HARD-TO-  
FILL TYPES OF ROLES:**

## **1** *HIGHLY SPECIALIZED CLINICAL STAFF*

**They are hard to fill because there are few people with the necessary education, skills, and certifications for the job.**

## **2** *GENERAL ADMINISTRATIVE & CARE STAFF*

**They are hard to fill because opportunities are abundant and job seekers have many options, from healthcare to retail.**

## **CHALLENGE**

# **Candidates Want to Know What You Stand For**

Healthcare providers have a compelling story to tell candidates. The work they'll do for your organization has a direct, measurable impact on people's lives. This is probably why 90% of candidates said employer brand was an essential resource for them.

**90%**

**of candidates say employer brand is an essential recruiting resource**

**43%**

**of healthcare providers have budget to address employer brand**

**44%**

**of healthcare providers have headcount to manage their brand**

## ***SOLUTION***

# **Differentiate Through Branding**

When many recruiting leaders think of employer branding, they think of recruitment websites or “company overview”-style videos. While these are a good start, there are much more compelling ways to sell your organization as an employer of choice. Many healthcare organizations will look the same in an overview. To differentiate, you need to go deeper.

## **TRY THESE EXAMPLES OF ENGAGING EMPLOYER BRANDING:**



### ***PATIENT FEATURES***

**With permission, spotlight patients who had a stellar experience in your care. These stories are most powerfully told through video.**



### ***EMPLOYEE FEATURES***

**Spotlight employees, asking them what a “day-in-the-life” looks like and why they chose to work for you. These can be either videos or interview-style blogs.**

## ***SOLUTION***

# **Differentiate Through Branding (continued)**

This approach to branding attracts highly specialized clinical talent and less specialized administrative and care staff: both of which want to make a positive impact on people's lives.

## **TRY THESE EXAMPLES OF ENGAGING EMPLOYER BRANDING (continued):**



### ***PROFESSIONAL SEMINARS***

Host professional seminars with nursing and other professional organizations.  
Recruit frequent, engaged attendees.



### ***PARTNER WITH VOLUNTEER GROUPS***

Help volunteer groups make an impact.  
It shows dedication to your company's mission and helps you find great potential employees.

## ***CHALLENGE***

# **Your Target Candidate Market Is Geographically & Demographically Diverse**

Great healthcare talent is generation-agnostic. But that doesn't stop members of different generations from wanting different things out of work.

Consider nurses. Experienced nurses and nurse team leads are more likely to focus on safety, work-life balance, and patient-centrism when considering their next role. Recent nursing graduates tend to focus on things like overarching vision, mission, and purpose.

Great healthcare talent can come from any generation. So how do you appeal to them without sacrificing recruiting effectiveness?



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**Million  
millennials  
will enter  
the nursing  
profession  
between  
now & 2030**



## ***SOLUTION***

# **Candidate Personas**

What sort of brand you present should be contingent on the type of candidate you're looking for.

Candidate personas are a simple way for recruiting to effectively target different groups of candidates at all stages of the hiring process.

Candidate personas help you hone in on what really matters to the candidates you need in your organization. They help you orient your employer value proposition, from branding to benefits.

### **CANDIDATE ATTRACTION**

- Recruitment Marketing Email Optimization
  - Sourcing Channel Optimization
  - Branding Content Focus
  - Job Description Focus

### **SCREENING**

- Other Job Opening Recommendations
  - Interview Follow-up

### **HIRE**

- Vacation Packages
  - Benefits
  - Perks

# Developing a Candidate Persona

The most effective way to develop candidate personas is simple: talk to your new hires.

## **Explore with new hires:**

- Where did you find our opportunities?
- What inspired you to apply?
- What other companies did you apply to?
- Why did you accept an offer here?

These questions outline the new hire's journey, from job seeker, to applicant, to candidate, to hire.

*When you identify patterns and commonalities between new hires, you can direct your focus to the channels that yield the highest quality candidates and the hiring approaches that keep them engaged.*

# Example Candidate Persona

## Talent Competitors

- Competitor #1
- Competitor #2
- Competitor #3

## Why They Apply

- Mission Orientation
- Employee Testimonials
- Opportunities For Advancement

## Why They Accept

- Positive Brand | Recruitment Experience
- Mission Orientation
- Salary & Benefits

## Relevant Certifications Experience

- Certified Nephrology Nurse (CNN)
- Certified Dialysis Nurse (CDN)
- Critical Care Unit (CCU) experience
- Intensive Care Unit (ICU) experience
- Emergency Room (ER) experience
- Medical Surgical (Med Surg) experience

## Where They Find You

- Graduate Recruitment Fairs
- Alumni Networks
- Peer Networks
- Job Boards



## Nurse Candidate Persona

Entry-level Nephrology

## **CHALLENGE**

# **Nobody Has Time to Interview**

Healthcare employee schedules are notoriously hectic. It's difficult to find time for hiring managers to interview candidates, particularly if those candidates are already employed and have hectic schedules of their own.

This challenge is not exclusive to highly specialized roles like nurses and physicians.

Great candidates for administrative and care roles are frequently not employed in healthcare. They might be working multiple hourly jobs, or participating in the gig economy. Scheduling time for your recruiters (who probably work 9-5) to interview these candidates is difficult.

It can take weeks to find time to interview. By this time, the best candidates are often off the job market.



## **Average Time a Health Services Job Stays Vacant**

(Nearly 2x National Average)

## ***SOLUTION***

# **Video Interviewing**

On-demand video interviews solve these classic scheduling headaches. Candidates respond to questions of your choosing at their convenience; their responses are recorded so your recruiters or hiring managers can review them at their leisure.

### ***This asynchronous approach means:***

- You get access to those desirable candidates who are already employed. In the healthcare industry candidates have notoriously difficult schedules that don't align with recruiters.
- Candidates have a great experience with your brand - 70% of HireVue interviewees rate the experience 9-10 out of 10 - and get into your hiring funnel faster because they can interview outside of office hours.
- Recruiters can screen for skills and aptitude in a shorter time frame that surfaces better candidates.
- Recruiters can allocate more time to creating brand-building content, since they don't need to schedule and conduct phone screens.
- Hiring managers can focus on providing their patients with the highest quality care, rather than interviewing a large number of candidates.
- Hiring managers are empowered to bring the best-fit candidates in for an onsite interview while your competitors are still scheduling phone screens.



**of HireVue  
Interviews in  
the Healthcare  
Industry Take  
Place Outside  
Normal Business  
Hours**



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## Recruiting for Healthcare What Does Research Say

**[See a Demo](#)**

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