

5 Strategies For Finding Top Healthcare Talent

With ongoing staff turnover and a rapidly growing labor market, the healthcare industry is constantly challenged to recruit and retain the best talent. In fact, according to a recent study, 93% of nurses consider their health system to be understaffed.

It's more important than ever for healthcare organizations to develop effective recruitment marketing strategies to attract the right candidates and close the current healthcare staffing shortage gap.

Here are five strategies that healthcare organizations can use to enhance their recruitment marketing efforts:



1. Develop A Strong Employer Brand

A strong employer brand is essential for attracting top talent. Your employer brand should encompass your company values and mission and showcase the unique value of working for your organization. You should demonstrate and promote your employer brand through your social media channels, website, newsletter, and more.



2. Create an Engaging Career Site

Just like your main website is used to educate and appeal to your patients, your career site should be used to appeal to prospective employees. It's the face of your recruitment marketing efforts and should be designed to engage and inform potential candidates.

Your career site should include a minimum of three things:

1. Up-to-date and concise descriptions of job openings and benefits
2. Images and videos to showcase your company culture
3. Detailed information about the hiring process and company values



3. Develop a Comprehensive and Well-Targeted Job Advertising Strategy

Digital advertising is a highly effective way to reach potential candidates for your open positions because you can reach the right audience, at the right time, in the right place. It is also an effective way to reach passive job seekers.

It is important to have a clear understanding of who you want to reach. This includes things like the type of candidate you are looking for, their education and experience, their location, and other relevant demographic information.

See page 2 for more ►

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Your content needs to be engaging, informative, and relevant to your target audience if you want to effectively reach them. This includes things like thought-leadership articles, employee testimonials, and other types of content that highlight the unique value of working for your organization. Utilizing images, video, infographics, and other visual content can help bring your message to life.

To effectively reach your audience, after defining them and crafting engaging ads, you need to decide on the platforms to display your ads. Consider using a combination of search engine marketing (SEM), digital display advertisements, targeted email marketing, and paid social media ads in your plan.

Once your ads are live, track your results to see how well they are performing. This will help you make any necessary adjustments to your ads, so that you can optimize their effectiveness.



4. Utilize Recruitment Marketing Automation Tools

Recruitment marketing automation tools are designed to streamline the hiring process and increase efficiency by automating repetitive and time-consuming tasks. This includes functions like automatically posting your job description to multiple job sites.



5. Develop Employee Referral Programs

One of the most effective ways to promote your company is through the voices of your current employees. Employee referral programs are a highly effective way to find top candidates. Encourage your current employees to network for job openings and offer incentives for successful referrals. This not only helps you find qualified candidates, but also helps build a strong sense of community among your employees.

Establishing a solid foundation and formulating a comprehensive recruitment strategy can be a complex task. To ensure the success of your campaign, it is recommended to bring in a specialist in recruitment strategy.

By strategizing and applying appropriate tactics, healthcare organizations can attract the right candidates for the job. Whether you are a healthcare administrator, HR professional, or a hiring manager in the medical field, understanding tactics for successful healthcare recruitment marketing is essential for your organization's success.

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