



2019 TECHNOLOGY FORECAST

FIVE DIGITAL TRENDS
HAVING A BIG IMPACT
ON HEALTHCARE
RECRUITING



2019 Technology Forecast: Five Digital Trends Having a Big Impact on Healthcare Recruiting

As a healthcare recruiter, you know that finding and connecting with qualified candidates is your key to filling vacant positions. With candidate shortages growing on every front, you have a huge time-consuming task in sourcing and screening applicants, but you can't afford to fall short on the soft skills and streamlined communication that candidates are looking for in the interview process.

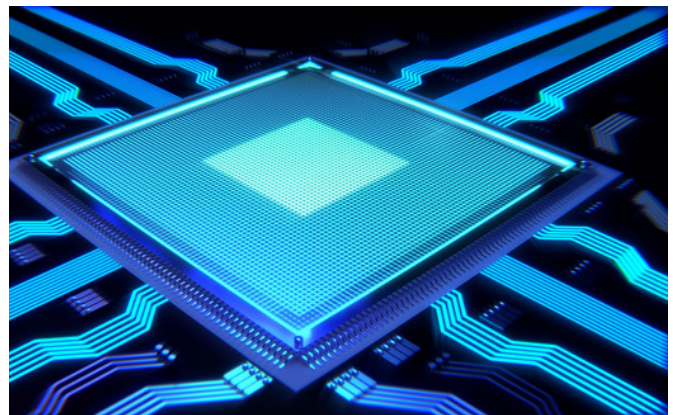
Digital tools are rapidly evolving the recruitment process in an important way. Task automation is transforming the recruiter's role. Although digital progress is taking some job duties away, when used well, these new tools free up recruiters to focus on the most important – and human – parts of the job.

Let's review five digital trends that are having a big impact on Healthcare Recruiting.

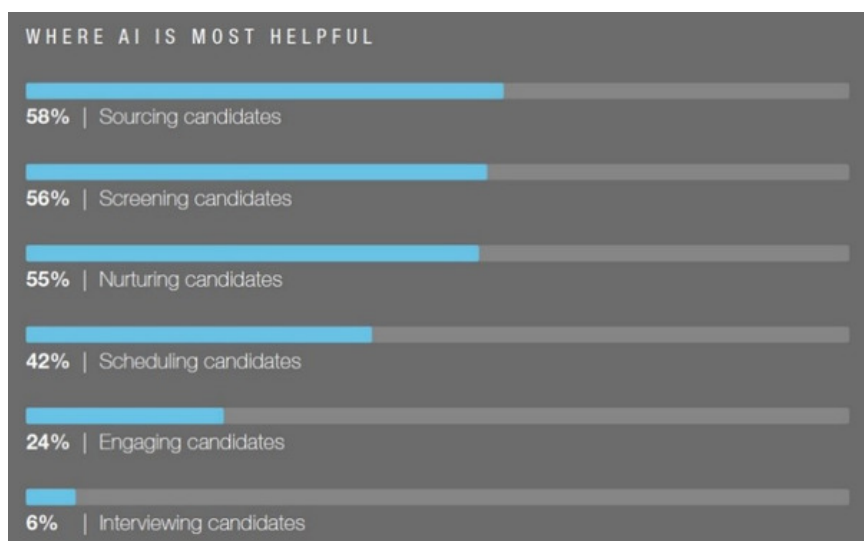
#1: Artificial Intelligence (AI)

Artificial Intelligence (AI) is making big strides in the recruiting process, especially in the early stages of the process. Recruitment systems are being designed to apply logic and problem solving to repetitive or high-volume tasks.

Often, these are the more administrative - but time-consuming - tasks in the recruitment process. The gain in efficiency and productivity frees a recruiter to focus on the sophisticated and individualized aspects of the interview process.



According to the 2018 LinkedIn Global Recruiting Trends Report, AI is most helpful with sourcing, screening, nurturing and scheduling candidates. As your talent acquisition strategies become digitized, you can offer candidates a more seamless experience.



Source: LinkedIn

#2: Chatbots

A subset of AI, chatbots are increasingly being employed to enhance the candidate experience. Today's mobile world is accustomed to near-immediate response time and instant gratification. Chatbots can help deliver a 24/7 experience. Gone are the days when a candidate had to send emails and wait for a weekday, business hours, human response. Chatbots can provide submission acknowledgement and answer status and update questions around the clock. A study by Career Builder found that 44% of workers who did not hear back from an employer when they applied for a job said they had a worse opinion of that employer. Of those job seekers, many would never apply to the company again and would share their negative feedback online or with peers.

Additionally, chatbots can help recruiters throughout the screening process. According to HR Technologist, research has found that using Chatbots can save 75 percent of recruiters' time. They can work in the background filling resume and experience gaps by proactively asking questions and gathering data.

Furthermore, chatbot programming can be established that ranks a pool of candidates based on a series of answers. Add chatbot follow up and interview scheduling and the pre-screening process is incredibly efficient.

#3: Data and Connectivity

According to LinkedIn's 2018 Global Recruiting Trends Report, 50% of talent professionals and hiring managers say that data is the top trend impacting how they hire.

A connected recruitment team can plan strategy and make decisions based on data, often gleaned from an Applicant Tracking System. Analytics allow recruiters to understand where their best candidates come from, identify areas where great candidates fall-out in the recruitment process, and predict and prevent delays in the screening process, to name a few.

Predictive analytics can be extremely helpful, allowing recruiters to take information about patterns of behavior and develop better strategies.

Some examples of automated data that can help you improve your recruitment strategies:

Candidates

- Demographics and Geography
- Job Search Sites
- Online Behaviors
- Technology Usage
- Education and Experience Level

Employer

- Open Position Trends
- Time to Hire
- Number of Offers Accepted/ Declined
- Applicant Pool Overview
- Marketing ROI
- Candidate Satisfaction

Data matters for finding talent faster & more efficiently

Talent acquisition teams with mature analytics are:

2X

more likely to improve their recruiting efforts; and

3X

more likely to realize cost reductions and efficiency gains

¹ Bersin by Deloitte, WhatWorks Brief: High-Impact Talent Analytics - Building a World-Class HR Measurement and Analytics Function, (Oct 2013).

#4: Communication

Job seekers have very strong preferences when it comes to communication methods used in the hiring process. The healthcare industry has been slower to adopt tools such as text, video and online meet-ups, but the tides are turning. When used correctly, digital communication tools can improve the candidate experience while increasing efficiency and productivity.

In a recent report 86% of adults aged 18-30 had a positive reaction to the use of text messages during the interview process. Text messages have much higher delivery and read rates than email. Text response times are also much quicker than emails. But before you go text crazy, remember there is etiquette to learn.

Texting during the hiring process should be one-on-one. No group texts. Keep texts short and to the point. They are best used for scheduling and reminders. And never give interview outcomes over text. Traditional communication methods are the appropriate choice for offers and rejections.

Video is an important tool throughout the hiring process. It starts right at the beginning with video marketing: job seekers respond positively to video demonstrations of your company and culture. Beyond that, video can be used for all kinds of things such as assessments, and pre-screening. On the horizon is facial expression recognition that can evaluate candidates for truthfulness!

Online meet-ups can take the place of the pre-screen and sometimes replace the initial interview. They are a time-saver logistically, tell you something about the candidate's adaptability and comfort with technology, and allow you to assess the candidate's presentation visually.



#5: Optimize for the mobile experience

The Pew Research Center reports that 77% of adults in the United States own a smartphone. Broken down by age group, smartphone owners make up:

92% ages 18-29

88% ages 30-49

74% ages 50-64

It stands to reason with the pervasiveness of smartphones that the number of adults job-seeking on their phones is also increasing. According to an Indeed.com report mobile job seeker breakdown by age group is:

78% of millennials

73% of Gen Xers

57.2% of Baby Boomers

With the move towards mobile, it is imperative that your recruitment process is completely optimized for your candidates. As a recruiter, if you haven't tested every aspect of your process from a mobile device, you might have missed a hurdle that is decreasing the number and quality of applications you receive.

Mobile Optimization Checklist

Responsive website design

Mobile job listing search functionality

Simplified or 1-click application submission process

Keyword-rich, optimized job listing copy

Branded social media profiles linked from all web pages



Video marketing Chatbot or direct messaging capabilities

As you can see, it is important to stay up to speed with the latest (and emerging) digital trends. This will help you make a case for new technology, or at least know what your competition might be using.

One of the great things about technology is that it frees up the recruiter for the more sophisticated aspects of the job. The areas where their knowledge and expertise can make a big difference in winning candidates.

Although technology can be slow to adopt a great area where you can increase productivity quickly is to supplement your candidate pipeline with a partner like Katon Direct who offers verified talent funnels and high conversion rates.

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