



**6 HEALTHCARE  
TRENDS  
THAT WILL IMPACT  
NURSE RECRUITMENT  
IN 2019**



# 6 Healthcare Trends that Will Impact Nurse Recruitment in 2019

The face of healthcare is changing for nurses, and the evolution continues in 2019. From shared leadership structures to technology advancements to emerging delivery models the one thing that nurses can count on is that change is the new normal.

As change sets the stage in healthcare delivery, nurses are questioning their place in the care continuum. Nurses are now placing more emphasis on setting and attaining rewarding long-term career goals. Ultimately recruiters are experiencing the 2019 nurse—a career woman with a goal-oriented mindset.

**Looking ahead, here are six important trends that will likely impact your nurse recruiting tactics in 2019.**

## *#1: The Shortage*



Although our first trend is nothing new, it continues to set the stage. We've got a growing nursing shortage.

As a nurse recruiter, you've heard the statistics again and again. According to the American Nurses Association, by 2022, there will be far more registered nurse jobs available than any other profession, at more than 100,000 per year.

Plus, thanks to retirement projections, there will be a shortage. The U.S. Bureau of Labor Statistics projects the need for 1.1 million new RNs over the next few years to replace retirees.

There is a hidden opportunity in these statistics though:

- Some areas of the country are expecting a nurse surplus. According to the U.S. Department of Health and Human Services, the states projected to experience the largest excess supply compared to demand by 2030 include Florida (53,700 FTEs) followed by Ohio (49,100 FTEs) Virginia (22,700 FTEs) and New York (18,200 FTEs).
- Changes in the eNLC license compacts have made it easier for nurses to relocate and/or deliver care across state lines

## ***#2: The Electronic Health Record Has Gained Acceptance***



Technology advancements are impacting the distribution of nursing duties. Some are found to reduce administrative time while others increase it. In the case of the Electronic Health Record (EHR), we've come a long way in the past couple of years.

It has always been regarded that Nursing support was critical to the successful adoption of the EHR. Nurses are incredibly active technology adopters in the medical field. When EHRs were first being integrated into healthcare networks, nurses found they hindered their ability to treat patients. According to a 2014 Black Book HER Loyalty survey, ninety-two percent of nurse respondents were dissatisfied with inpatient electronic health record systems.

Fast forward to 2019, and we see that viewpoints have changed. The same survey shows ninety-six percent of nurse respondents would not want to go back to using paper records and find EHRs increase the ability to deliver higher quality care. Nurses now prefer to work for organizations that have great EHR systems. The recent survey also suggested eighty percent of job-seeking registered nurses claim the reputation of the hospital's EHR system is a top three consideration in their job search.

"80% of job-seeking registered nurses claim the reputation of the hospital's EHR system is a top three consideration in their job search."

### ***#3: Nurses Value Education Opportunities***

Nurses increasingly value continuing education opportunities—making them a great benefit for recruiters. Whether degree or certification, nurses prioritize higher education as increasing their ability to deliver the highest level of quality patient care.

When it comes to degrees, the workforce has demanded a Bachelor's degree as the desired entry point for nurses, and the nursing ranks have responded. According to AACN's survey on Employment of New Nurse Graduates and Employer Preferences for Baccalaureate-Prepared Nurses, more than seventy-nine percent of employers are now requiring or expressing a strong preference for nurses with a baccalaureate degree. This statistic is in line with the requirement that Magnet designated hospitals attain eighty percent baccalaureate workforce by 2020.

Nurses are rising to the challenge. This article by Nursing Education estimates that the number of nurses with BSN degrees will jump from 50% to 80% by 2020. Furthermore, the number of nurses with a doctoral degree will double by 2020.

When it comes to education, the number of nurses attaining specialty certifications is also rising rapidly. Certifications are shown to improve the quality of care and are respected by the general public. Healthcare organizations are offering increasing incentives for certified nurses that range from flex time to bonuses to salary premiums.

## ***#4: Technology in the Clinical Environment***

In addition to EHRs (discussed above), technology advancements of all kinds are changing the world of nursing. Nurses embrace and place a premium on technology that improves face time with patients, quality of care, and care management.

Patient communication methods have been revolutionized by the advancement of portals and cloud-based technology. Improved communication flows allow nurses to interact with patients and encourage patient compliance. In a time where population health initiatives are vital to cost containment, electronic communication avenues can have a huge impact.

Within the clinical environment, all types of technology are emerging to help decrease the physical demands of nursing while increasing accessibility and functionality. Some examples include:

- AI Robots to help with everything from lifting patients to stocking supplies to room disinfection to dispensing prescriptions. Although the roll-out is limited at this point, look for Robot use to increase exponentially in 2019 and beyond.
- Remote technology like Telesitters reduces staffing strains while improving patient safety.
- SmartBeds and SmartRooms connect with the EHR and allow nurses to monitor patients remotely. They can provide an automated experience that does everything from help monitor key patient variables to protect patients from falls to provide a digital whiteboard that can be driven by the EHR.

## ***#5: Care Delivery Model is Evolving***

In 2019, big data meets health care consumerism. The patient is the customer, and the customer wants convenience. Look for the care delivery model to expand beyond telehealth and pop-up clinics into video appointments, texting, and personal monitoring devices. Ease and connectivity are the mantras.

The general public has grown used to personal technology and digital tracking in their lives. They expect that same level of convenience when receiving personal services. Patients want to experience how personal technology can create ease in the healthcare environment.

As the ways in which people receive care is expanding, so are the opportunities for nurses.

## ***#6: Sourcing Candidates and Growing Your Pipeline is a Priority***

Having an effective sourcing strategy that keeps your pipeline robust with qualified candidates is imperative to successful nurse recruitment in 2019. A pipeline flush with qualified candidates allows you to segment your audience and target your messaging for a better success rate.

When faced with aggressive recruitment goals and a shrinking candidate pool, it is vital that you understand the most important trends that will affect your candidate pool in 2019. You will need to cast a wider – and smarter – net in 2019 and develop strategies to stand out in the highly competitive recruiting environment.

As you build your recruitment strategy, supplement your candidate pipeline with a partner like Katon Direct who offers verified talent funnels and high conversion rates.



For a limited time, Katon Direct is offering  
a **FREE** trial of our proprietary  
Recruitment Marketing Services.

Let us show you how Katon Direct's Recruitment Marketing Services can  
help **fill your talent funnel with qualified nursing talent.**

- No Cost

- No Obligation

FIND OUT IF YOU QUALIFY  
FOR OUR FREE TRIAL.  
VISIT:

**[www.katondirect.com/trial](http://www.katondirect.com/trial)**



Over 300 healthcare facilities partner with Katon Direct for their most  
challenging recruitment needs. For over 15 years Katon has pioneered  
connecting healthcare facilities with the most qualified clinical candidates.

With over 8 million candidates in our industry-leading database, we can help  
fill your talent funnel with qualified candidates.

**Contact Us**

Katon Direct

914-921-8800

[www.katondirect.com](http://www.katondirect.com)