

The Biggest Healthcare Recruiting Obstacles



Overcome These Four Obstacles and Become a Healthcare Recruiting Superstar

As a healthcare recruiter, you've got a tough job. Chances are your goals are aggressive, your budget is too small, and leadership is breathing down your neck for results. You need quality candidates, you need a lot of them, and you need them now.

Whether you are recruiting for physicians, mid-levels, nurses or allied health professionals, you've got a lot of obstacles in your way. Most of these obstacles are industry-wide and can't be solved on the recruiter level.

That DOES NOT mean you can't be successful in recruiting for your organization. Following are four major obstacles you can't solve, but you CAN overcome.



Lack of Candidates

You need candidates and you need them now!

The healthcare industry is facing a labor shortage that is not going away. There is a lack of qualified candidates across the board, and competition is fierce. For example, the [Bureau of Labor Statistics](#) estimates that between 2014 and 2022, there will be more than a million nursing vacancies emerging in the industry.

When faced with a daunting labor pool shortage, healthcare organizations must begin to look inward. A meaningful way to address the lack of job candidates is to improve retention.

Employee retention strategies include:

- On the job training programs
- An environment of shared governance or empowerment
- Increased employee engagement
- Appreciation awards and rewards for longevity

Retention will remain an essential investment for the foreseeable future. Enhancing your organization's retention programs is an evolution that you can and should advocate for. It is important, though, to remember that employee retention is not something that you can control or "fix." If you have jobs to fill because of a high attrition rate, but are struggling with low response rates to job postings, open houses and recruiting events, you need a solution now.

Here's the thing: most experienced healthcare professionals are currently employed. They won't find you through your website's careers section, and you won't find them through online job boards.

Great candidates are out there. You need access to an advanced database of healthcare job seekers and the right strategy to reach them. Katon Direct employs personalized tactics to increase the pool of interested candidates for your immediate hiring needs. You can spend more time recruiting candidates and less time sourcing when you partner with a company that specializes in healthcare recruitment marketing.



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Location, Location, Location

As a professional healthcare recruiter, you are likely aware of how your location may be hampering your recruiting efforts. Location issues are varied and can be hard to address. Some issues with your site might be:

- Cost of living vs. income
- Population size – too urban/too rural
- Geography - proximity to airports, arts/culture/nightlife, sporting venues, outdoor activities and other desirable amenities
- Climate extremes
- Commute time and availability of public transportation options
- Competition – who else is hiring near you



**84% of Millennials
are willing to
relocate for a job**

You can't change where you are located or which organizations you compete with for candidates. To overcome the obstacle of location, you must overcome the most substantial negatives by showcasing exciting positives. Location obstacle strategies include:

- Specifically targeting qualified job seekers that live in or are interested in living in regions like yours
- Identify and reach people who are serious about relocating
- Articulate and promote the appealing features of your location
- Demonstrate the positive aspects of your workplace culture on your website and through social media
- Highlight advancement opportunities
- Source candidates from nearby competitors using a strong value proposition

Showcasing a brand that is built on the positive aspects of your organization and community is a great way to set the groundwork for effective recruiting when location is an issue. Supplement that with a recruiting message strategically crafted and targeted to the right candidates and your pipeline will grow.

Katon Direct develops strategies to deliver a steady stream of quality candidates in your hiring funnel. Our Recruitment Marketing solution promotes your brand to support awareness, messaging, and values and enhance your pitch and appeal to candidates.

Quality and Experience

Are you getting the right quantity of candidates, but not the quality you need? Candidate quality factors include:

- Level of experience
- Self-motivation
- Demonstrated commitment to continuing education or attaining specialty certifications
- Longevity
- Clear professional goals supported by logical job progression
- Organizational engagement
- Commitment to a patient-centric mission



To successfully build a large pool of quality, experienced candidates, you must cast a wide but targeted net. You need to reach candidates that have experience on the job and/or whose skills have been enhanced by on the job training or certification programs. You also want to find the candidates who love what they do and don't hop from organization to organization without purpose. Additionally, your most qualified candidates will demonstrate involvement within their previous organization beyond fulfilling the basic job description.

A great way to attract the best candidates is to actively demonstrate how they will benefit professionally from working with your team. Whether through tuition reimbursement, upward career mobility, a supportive working environment, or on the job training, a sincere commitment to your employees will always attract experienced talent.

With a partner like Katon Direct, you can concentrate on building the "why" that will convert job seekers into valuable employees, and Katon can help you reach the "who."

Katon's proprietary healthcare candidate database is the most complete database of healthcare professionals available anywhere. Each record is scrutinized by an exclusive 23-step verification process to ensure high-quality candidates. Katon will deliver the prospects you need so that you can concentrate on connecting.

Hiring Speed and Agility

Does the slow pace of your recruitment process become a turn-off to your applicants?

The healthcare industry is known for having slow and complex screening requirements as well as a confusing interview and hiring process. Even though it is considered standard for the industry, a hiring process that moves at a glacial pace can significantly contribute to candidate fall-out. It also can negatively affect the candidate's feelings about joining your team.

If your process is hurting your competitiveness as a healthcare recruiter, it could be caused by:

- Unclear or shifting requirements from the hiring manager
- Large hiring panels with busy schedules that make it impossible to coordinate interviews
- Excessive rounds of interviews
- Poor communication with candidates
- Below average application databases that make it difficult for candidates to view their status
- Inconsistent branding and messaging across hiring departments



On average, it takes [85 days](#) to fill an experienced RN position

With issues like these, it is no wonder that jobs are hard to fill. If you are too busy sourcing to make up for candidates dropping out during your hiring process, you can't spend the time needed to fully recruit your great prospects and build connections that result in great hires. Leave the sourcing to a partner like Katon Direct. We'll build your pipeline, so you can focus on the candidate experience, and engage in a personalized recruitment marketing experience.

Change Starts Today

Trust Katon Direct's recruitment marketing, generating results for 15 years. More than 300 healthcare employers partner with Katon to recruit their ideal candidates while growing their talent pool to fill the growing market demand. Connect with Katon Direct today and become a healthcare recruitment superstar.



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