



**HEALTHCARE HUMAN  
RESOURCES WEEK:  
CELEBRATING  
FIVE VITAL QUALITIES  
OF HEALTHCARE  
RECRUITERS**



# Healthcare Human Resources Week: Celebrating Five Vital Qualities of Healthcare Recruiters

This week is Healthcare Human Resources Week. It is a time set aside to appreciate human resources professionals' contributions to the care continuum. Interestingly, in many places healthcare human resources departments will celebrate by spending this week creating and managing events and initiatives that educate and benefit others.

When it comes to the job itself, focus is on the increasing labor shortages and major challenges of the healthcare industry. Healthcare recruiters are charged with finding more with less. Successes are often brushed aside as attention remains on filling scores of open positions.



Let's pause for a moment and celebrate **five vital qualities of healthcare recruiters.**

## One: Healthcare Recruiters are Highly Adaptable and Creative

Healthcare recruiters are often faced with big goals and little support. Consider these factors:

- Increasing competition as healthcare recruitment goes national (and even international)
- There are fewer qualified candidates available (high retirement rates, increasing patient need due to improved access and higher acuity)
- It's a candidates' market; Candidates are growing more demanding and discerning as salaries and incentives rise
- Budgets are shrinking

It's a wonder that healthcare recruiters are successful at all. But two of their superpowers – adaptability and creativity – support them in hurdling these challenges and finding new and unique ways to identify and engage candidates.

## Two: You Never Let Them See You Sweat

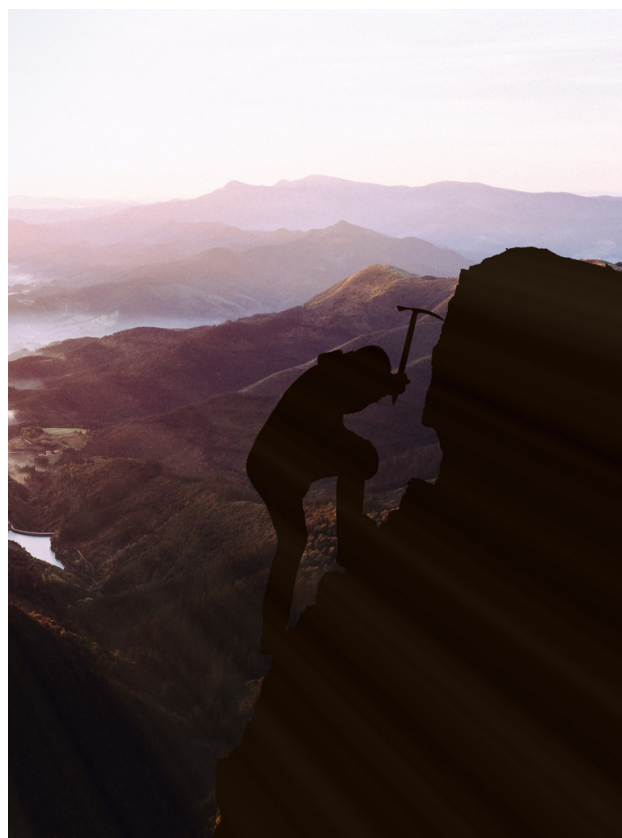
Challenge. What Challenge? Healthcare recruiters have to become experts in so much more than recruitment principles and practices. They must also be well versed in the clinical environment. Many healthcare job requirements are highly specialized and need a clinical expert to understand how to identify and find the proper candidate skill-set. A great healthcare recruiter doesn't panic. They listen, learn and overcome.

## Three: “Ain't No Mountain High Enough” is a Healthcare Recruiter's Mantra

When it comes to finding quality candidates, a great healthcare recruiter is not deterred by barriers.

Internally, they will work with the IT department to maximize technology; marketing leaders to support their recruitment campaign and branding needs; hiring teams to ensure a great onsite candidate experience and positive communication stream; administration to offer competitive salaries and incentives; and more.

Externally, they will expand their search boundaries. They will identify the “who” and “why” of their organization and build a recruiting message centered on that competitive advantage. They will find and reach their desired candidates no matter what.



## Four: Healthcare Recruiters Value Relationships

For a healthcare recruiter, every relationship has value. Whether it is internally or externally, nurturing relationships is vital to referrals, retention and engagement. It's no wonder that human resources professionals are known to have large LinkedIn networks. They understand that connections equal prospects.

Internally, healthcare human resources department are a go-to resource for just about everyone who needs help getting something staff-related done. They wear many hats and are generally willing to lend a hand for the greater good. Employee engagement and retention cast a wide net and a "yes" now can lead to a happier staff later. A happy and engaged person is less likely to leave and more likely to be an advocate for your organization. All big pluses for a healthcare recruiter.

Additionally, healthcare recruiters seek networking opportunities and build new partnerships regularly. They partner with colleges and universities (and in some cases high schools). They work with alumni groups and are active with associations. A healthcare recruiter can develop a meaningful connection almost anywhere.

## Five: Healthcare Recruiters Know How to Work Smarter

With the demands of the occupation growing despite shrinking resources, healthcare recruiters know how to work smarter. They see new automated systems – such as AI and HRIS – as opportunities, not threats. More importantly, they know where they add the most value and embrace automating highly repetitive or administrative tasks.

A healthcare recruiter knows when to bring on partners. For example, they understand how a vendor can more efficiently grow their candidate pipeline and maintain it at an optimal level. With this time intensive task out of the way, they can focus more fully on the areas where they have the most impact and bring the greatest value, such as relationship building and candidate conversions.

**To all the healthcare recruiters and healthcare human resources professionals out there, we celebrate you and your accomplishments. You help make great healthcare possible!**

We hope you take time to celebrate your accomplishments this week. Are you making the most of these five vital qualities that contribute to recruitment success? Katon Direct can help you excel at your job. Katon Direct is a proven partner that supplements your candidate pipeline with verified talent funnels and high conversion rates.



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.

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