JOBVITE

Healthcare Recruiting Trends

BACKGROUND

Every year, Jobvite surveys hundreds of recruiters and HR professionals for its annual [Recruiter Nation Survey](#) report to determine where the industry's priorities lie and what current hiring trends are. Among our respondents were 86 healthcare industry recruiters. Below are our findings on how the shifts brought forth in the pandemic and social unrest of 2020 impacted the healthcare industry.

SHIFTING PRIORITIES

The top priority for healthcare recruiters has shifted from time-to-hire, to quality-of-hire. This is great news for the healthcare industry as it shows a maturation in the process where recruiters are strategically recruiting the best candidates who will deliver the best patient care for the long term.

Key Stats:

- **66.3%** say their recruiting priorities over the next 12 months have shifted.

- Primary focus has shifted to quality-of-hire (**53.5%**) and retention rate (**38.4%**) while time-to-hire is less of a priority (**27.9%**).

- **38%** of recruiters are not leveraging AI with **63%** believing the common misconception that AI will lead to job displacement in 5-10 years.

COVID-19 IMPACT

COVID-19 raised stress levels for healthcare recruiters, who were often dealing with increased workloads, decreased headcount, and shifting priorities. Candidates have also been faced with the fear and stress of COVID-19 and recruiters have needed to be prepared for increased inquiries into accommodations for working parents and safety protocols.

Key Stats:

- Stress has increased for over **75%** of healthcare recruiters, with **26.7%** reporting stress increased drastically.

- **52.4%** report that job seekers always or often inquire about their organization's COVID-19 safety measures, with **18.6%** sometimes asking.

- **37.2%** report that headcount and hiring have both been reduced, yet **25.6%** report levels increasing and hiring happening rapidly.

- More candidates inquire about accommodations and flexibility for working parents (**65.1%**).
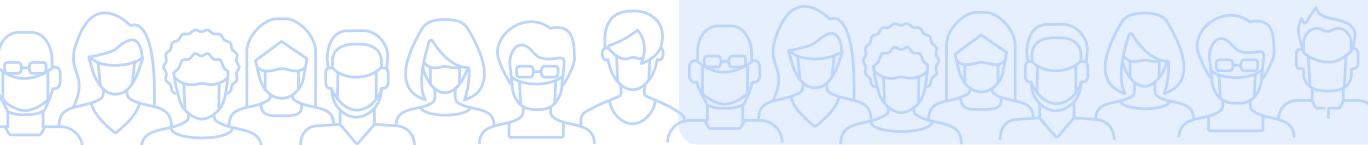
SOURCING AND SOCIAL MEDIA

Since the start of COVID-19, applications per job opening have increased almost fivefold. The highest quality candidates from social media are sourced through LinkedIn and healthcare recruiters have pegged social media as the leading channel for increased investment in 2021. As they source candidates on social media profiles, political posts have been identified as a key recruiter turnoff, joining references to drugs and alcohol, and spelling/grammar mistakes.

Top negative candidate social media activities

References to marijuana: **57%**

Spelling/Grammar errors: **53.5%**

Alcohol consumption: **38.4%**

Political posts: **31.4%**
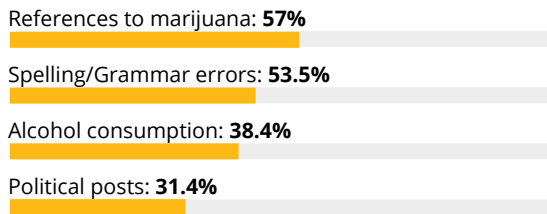
Key Stats:

From March 2019-2020, healthcare recruiters most commonly received 10-20 applications per requisition, compared to 51-100 applications from March 2020 onward.

Planned recruiting activity increase compared to previous years

Social media including LinkedIn:
76%

LinkedIn:
36%

Employee Referrals:
33.7%

Social channels that source the highest quality candidate

LinkedIn
57%

Glassdoor
27.9%

Facebook
19.8%

Social media channels most used for recruiting

LinkedIn
65.1%

Facebook
58.1%

Glassdoor
41.9%

COMMUNICATION TECHNOLOGY

Healthcare recruiters are becoming more comfortable using video and text tools for communication with candidates. As these tools help automate and increase recruiting efficiency, this will lead to a decrease in time-to-hire.

Key Stats:

64%

64% have used text messaging to engage and communicate with current applicants.

42.2%

42.2% will make virtual interviews available moving forward.

JOBVITE FOR HEALTHCARE
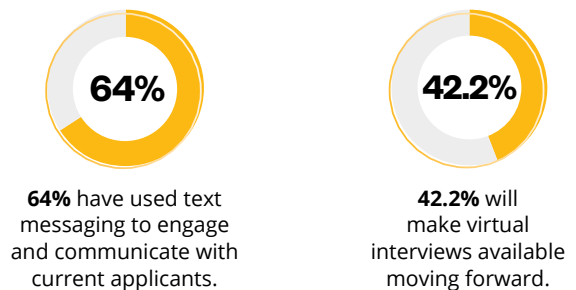
RECRUITMENT MARKETING

An overwhelming majority of healthcare recruiters believe recruitment marketing to be essential in an increasingly digital world. Additionally, healthcare recruiters have precise goals for increasing the diversity of their talent, specifically for race, gender, veterans and sexual identity.

Key Stats:

- **88%** believe recruitment marketing is important in an increasingly digital world.

- Top perks for attracting candidates are medical/dental coverage (**59.3%**), 401(k) (**46.5%**), work from home or flexible work (**38.4%**), and continuing education reimbursement (**30.2%**).

- Top areas where healthcare systems and organizations have specific goals for improving diversity in hiring are race/ethnicity (**65.1%**), gender (**39.5%**), veterans and LGBTQ+ (**32.6%** each).

INTERNAL MOBILITY

While a large percentage of healthcare recruiters don't have a process or technology in place to identify eligible employees, most believe their organization is effective at enabling internal mobility. Still, there is opportunity to improve internal mobility processes.

Key Stats:

- **76.7%** believe their organization is very or somewhat effective at enabling internal mobility.

- Healthcare recruiters alert employees of internal job postings multiple times per week on average with common sources including company newsletter (**43.8%**) and email (**41.1%**).

- **43%** don't have a process or technology to identify employees who qualify for a new role or promotion.

KEY TAKEAWAYS

Hiring in healthcare has never been more challenging. Even before COVID-19, the average time-to-fill for an RN was 81 days. And with healthcare turnover rates of almost 18%, talent acquisition teams need strategies and solutions to attract and recruit top healthcare talent — candidates who are focused on the patient experience throughout the entire continuum of care.

With all that has made the job of healthcare recruiters more challenging, there is good news. Advances in recruiting technology, such as widespread adoption of text and video communication abilities and social media sourcing, have increased efficiency. Recruiters have been able to move away from focusing on time-to-hire to address quality-of-hire – spending their time and resources on identifying, interviewing, and hiring the right talent.

Looking for ideas on how to achieve healthcare recruiting results to deliver better patient outcomes? Check out our ebook on 7 Ways to Overcome the Most Common Healthcare Recruiting Challenges.

ABOUT JOBVITE

Jobvite is leading the next wave of talent acquisition innovation with a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Talent Acquisition Suite weaves together automation and intelligence in order to increase recruiting speed, quality, and cost-effectiveness. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Premise Health, and Zappos.com. To learn more, visit jobvite.com or follow the company on social media @Jobvite.

* Clarification: this report was updated March 2021 to reflect additional context.