



The HR Executive's Guide To Buying Talent Acquisition Software In Healthcare



Is Your Organization Prepared For The Future Of Healthcare?

The labor market in healthcare is more tumultuous today than ever before. The global pandemic has introduced new challenges to healthcare providers and executives. Some employees are afraid to come to work — often fearing that they will put themselves or their family members at risk for COVID-19.

While unemployment rates literally flipped overnight from historic lows to new highs, healthcare providers are still struggling with filling critical positions throughout their organizations. Because of this, HR executives are evaluating every moving part of their talent acquisition process, looking for new and efficient ways to improve recruiting

and hiring. In particular, talent acquisition software provides a critical foundation through the automation of key tasks, workflows and communication, giving users the ability to manage the entire hiring lifecycle from a single system.

“OnShift makes the hiring process go very smooth from start to finish.”

—Recruiter

This guide will explore the important role of talent acquisition software for healthcare organizations' recruiting and hiring efforts. You will learn the key attributes of talent acquisition software, identify what features you need and get the key questions to ask as you evaluate software providers.

Talent Acquisition Building Blocks

What is Talent Acquisition Software?

Talent acquisition software helps healthcare organizations source, recruit, screen, hire and onboard candidates from one robust, easy-to-use system.

- ✓ Source & recruit candidates
- ✓ Keep applicant flow & hiring consistent during COVID-19
- ✓ Manage applicant tracking & communication
- ✓ Conduct background screening
- ✓ Streamline onboarding
- ✓ Capture & organize electronic documents during COVID-19 & beyond
- ✓ Run comprehensive analytics

Why Do You Need Talent Acquisition Software?

The impact of not having enough qualified staff can cause chaos for healthcare providers and risk quality and continuity of care. As a result, providers will often resort to filling positions with less qualified candidates, leading to employee burnout and creating a vicious turnover cycle.

Without talent acquisition software in place, healthcare providers may be:

- ✓ Struggling to find qualified candidates
- ✓ Experiencing job vacancies, leading to lower quality of care & employee burnout
- ✓ Losing qualified candidates because of manual hiring processes

What Are The Key Benefits?

Talent acquisition is about stronger results for your organization — and that starts by having the right people. Quickly finding and hiring candidates helps reduce agency use, decrease overtime, improve resident care and prevent employee burnout.

With robust talent acquisition software supporting recruiting and hiring efforts, your organization could experience significant benefits, including*:

- ✓ 35% reduction in time to hire
- ✓ 75% increase in applicants
- ✓ \$60,000 reduction in annual job ad spend
- ✓ Improved productivity



Talent Acquisition Software: What To Look For And Ask Before You Buy

1 SIMPLICITY FOR HR EXECUTIVES, HIRING MANAGERS AND CANDIDATES —

Did you know that 60% of job applicants quit an online application because it's too long?ⁱ Because many healthcare recruiters are often responsible for multiple business functions, it's important to keep it simple for all stakeholders involved. Look for intuitive and easy-to-use workflows and dashboards that provide enough flexibility for all stakeholders to work within their processes.

Key questions to ask:

- ☐ How easy is it to get a big-picture view of all hiring activities? How does this break down by role (i.e. recruiters, hiring managers and supervisors)?
- ☐ Are applications mobile friendly?
- ☐ Can dashboards be easily configured in a way that meets your organization's specific needs?
- ☐ Is there a limit on the number of users?
- ☐ Is it easy to control user permissions?
- ☐ Is the data secured and encrypted to meet all regulations and compliance laws?
- ☐ Do other customers find your software easy to use?

2 EFFECTIVE SOURCING AND RECRUITING —

According to OnShift's research among healthcare providers, finding candidates is the second-highest workforce challenge (62%) behind only employee turnover (72%).ⁱⁱ Many recruiters and hiring managers spend hours each day juggling tasks between disparate systems such as email, Excel spreadsheets, calendars and job boards. This becomes further complicated as many healthcare providers have different hiring processes tailored to each organization and position they want to fill. And, with hundreds of applications being submitted per month, the opportunity for delays or missteps becomes almost inevitable.

With increased competition from grocery stores and big brands (especially during the COVID-19 pandemic), along with rising labor costs and high turnover, it's crucial to ensure that sourcing and recruiting are a major part of talent acquisition software. Be sure to evaluate how well the software can accommodate these needs specifically for healthcare.

Key questions to ask:

- ☐ Do you offer a candidate portal with job postings, company information and branding?
- ☐ Does the software integrate with key job boards where healthcare workers look for jobs, such as Indeed, Zip Recruiter and The National Labor Exchange?
- ☐ How extensive is the reach into other job boards?
- ☐ Can job postings be easily turned on and off?
- ☐ Can you post to job boards with the click of a button?
- ☐ Can job postings and ads be easily shared on social media websites such as Facebook and Twitter?
- ☐ Will we have access to the candidate database we have built up over time?

3 EASY JOB MANAGEMENT FOR STREAMLINED, SCALABLE CANDIDATE EXPERIENCES —

Since healthcare recruiters and hiring managers wear many hats, it's crucial to have talent acquisition software that is built for streamlined, scalable candidate experiences. It's important for every candidate to have a positive, consistent experience each time, regardless of who is working on their application or what position they are trying to secure. The goal is to keep candidates engaged throughout the hiring process, so they don't disappear.

Key questions to ask:

From A Manager's Perspective

- ☐ How easily can job templates be customized?
- ☐ Can pre-screening questions be created and used to qualify candidates?
- ☐ Can hiring managers check on candidate progress?
- ☐ Will managers be notified as candidates advance?
- ☐ Can offer letters be prepared and sent?
- ☐ Are text and email communication available?

From A Candidate's Perspective

- ☐ Can candidates easily check their progress?
- ☐ Are candidates notified of their status in the hiring process?
- ☐ Can candidates easily accept their offer?
- ☐ Can candidates use text or email to respond?



4 CUSTOMIZABLE, COMPLIANT WORKFLOWS — Talent acquisition software tracks and measures each step of your hiring process for every single applicant. Healthcare executives and recruiters should have the ability to customize workflows across their organization with increased specificity for their needs. The goal is to keep candidates engaged throughout the hiring process through continual communication. Additionally, make sure that collecting and documenting necessary forms and requirements are built right into the software to drive compliance. For example, something as simple as forgetting an I-9 form or Employment Eligibility form could result in costly fines and fees.

Key questions to ask:

- ☐ Can workflows be customized based on job requisitions?
- ☐ What is the process to create job workflows?
- ☐ Do hiring workflows support candidate compliance?
- ☐ Can approval processes and other stage gates be set up before a candidate moves forward?
- ☐ What measures are in place to facilitate compliance?
- ☐ How do we share our notes on a candidate's interview during the hiring process?
- ☐ What is the form process like for the candidates?
- ☐ Do integrations with background screening services and drug testing partners exist?

5 ANALYTICS AND INTEGRATIONS — A tremendous amount of data is automatically gathered and calculated to provide insightful information across each step of your hiring process. Healthcare executives should look for built-in analytics to enable hiring process improvements. Additionally, effective talent acquisition software should integrate with a multitude of solutions and systems, such as social media sites and HRIS platforms, to streamline hiring while offering access to data for more informed decisions.

Key questions to ask:

- ☐ Do standard reports exist for measuring foundational hiring KPIs including time to hire, time to fill, applications by location and referral reports?
- ☐ Can you easily measure candidate source effectiveness from job boards, career pages, etc.?

- ☐ What out-of-the-box reports are available? Can reports be customized and/or created from scratch?
- ☐ Will hiring reports be pre-configured or will we have to set them up ourselves?

6 A TEAM + SOFTWARE DEDICATED TO HEALTHCARE — As you evaluate software providers, make sure they have extensive knowledge in healthcare and that their expertise is reflected in the software. Additionally, ensure that their customer success and support team is there to proactively guide you from implementation to launch and beyond. Look for deep experience and knowledge working with technology deployments in healthcare.

Key questions to ask:

- ☐ Do you have a dedicated customer success team?
- ☐ Do you have best practice coaching?
- ☐ How does training and implementation work?
- ☐ Do you have industry experts on your team?
- ☐ Describe how your company supports healthcare.

Hiring in healthcare will continue to evolve, especially given the impact of the pandemic. That's why you must act today. The right talent acquisition software will keep your applicant flow and hiring consistent during these challenging times and beyond. HR executives, recruiters and hiring managers will have the confidence needed to find qualified candidates, reduce job vacancies and improve hiring efficiencies.

As you embark on this journey, don't be afraid to ask the tough questions to rank vendors against your needs and the needs of the healthcare industry. With the right vendor, you'll see more quality hires, less turnover, better resident care, happier employees and less overtime. It's a win-win for everyone.

If you'd like to learn more about how OnShift can partner with you to meet all of your talent acquisition goals, schedule a demo today at onshift.com/employ-demo.

¹ Study: Most Job Seekers Abandon Online Job Applications, SHRM, 2016.

² Survey Report: Workforce 360, OnShift, 2019.

*The improvements referenced are based on OnShift customer data.

About OnShift, Inc.

OnShift's next-generation human capital management platform fundamentally transforms the relationship between healthcare organizations and their employees. Our innovative approach to recruitment, hiring, workforce management and engagement fosters a culture where people want to work. That's why thousands of healthcare organizations rely on OnShift's integrated suite of software and services to dramatically reduce turnover rates, decrease costs and improve the quality and continuity of care. For more information, visit www.onshift.com.