

# Healthcare Staffing 2022

## How to Stay One Move Ahead



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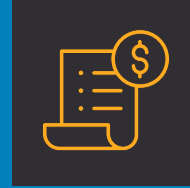
## According to a recent national survey of healthcare system executives, four hospital labor trends will continue to dominate staffing:

Non-clinical positions will continue to shift to remote work



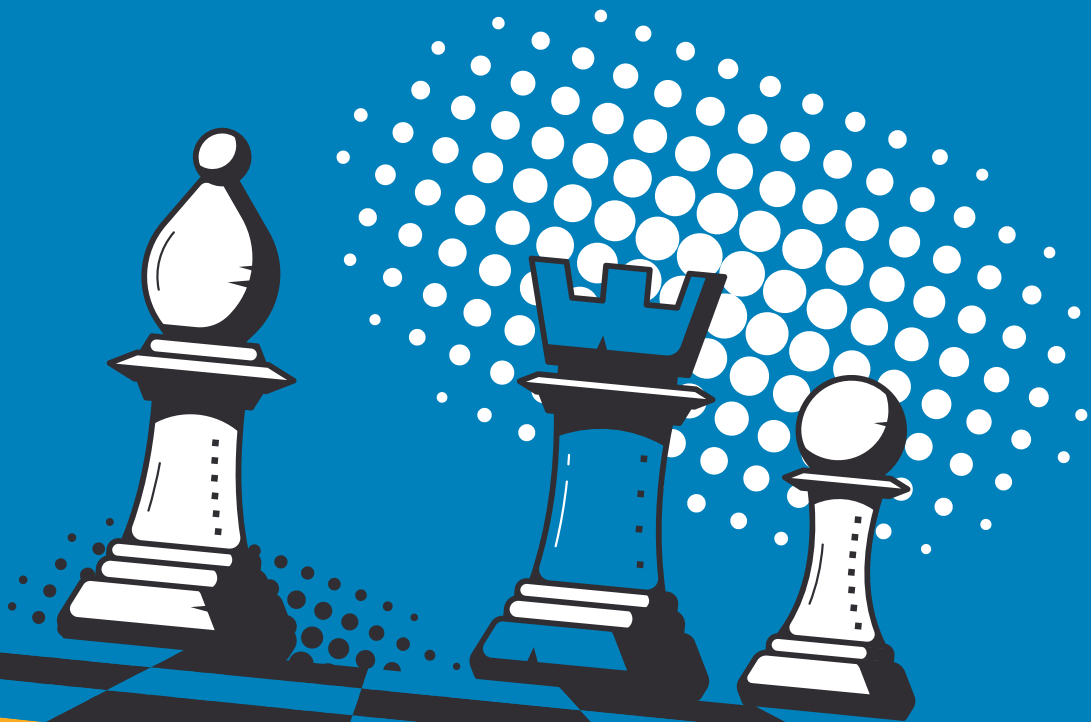
Recruiting will require extra efforts to build adequate talent pools

Flexibility and innovation are requirements for workforce shortages



Labor expenses will increase

In short, healthcare systems now need to think like chess masters, working to stay one, two, even three moves ahead of the competition when it comes to securing high-quality provider talent. Success will drive a return to stability and increased profitability from the front line to the back office.



## Move from Recruiting to Ongoing Talent Management

Traditionally, health systems recruited providers and other staff when needed. Now, more and more organizations use resources such as traveling nurses to fill open positions and better manage unpredictable caseloads. That means hospitals must have a ready list of who's available with the skills and experience to step in on a moment's notice – ideally regulars who minimize the need to train contingency hires on technology, policies, and procedures.

### Benefits

- Stable talent pools to ensure adequate, safe staffing levels
- More manageable labor expenses via lower need to bid for whatever talent is immediately available

**43% of cite survey respondents expect the need for RNs to increase through 2022**

**42% report increased need for ancillary staff**



## Employer Branding Is Essential

COVID-19 quickly illustrated a pandemic's ability to overwhelm the workforce at all levels of a healthcare organization – as well as the increased bargaining power for talent as organizations desperately bid up the cost for providers and essential staff. As a result, hospital systems need to extend recruiting and talent management to include comprehensive employer branding. It means a concerted effort to make full-time, part-time, and contingent workers feel visible, heard, and appreciated – and that means active investment in programs that support employees.

### Benefits

- Lower staff turnover and staffing expenses due to higher employee satisfaction
- Enhanced recruiting via reputation as a great place to work, supported by positive confirmation from current and alumni employees

### Ways to Increase Healthcare Employee Retention



Simplify onboarding



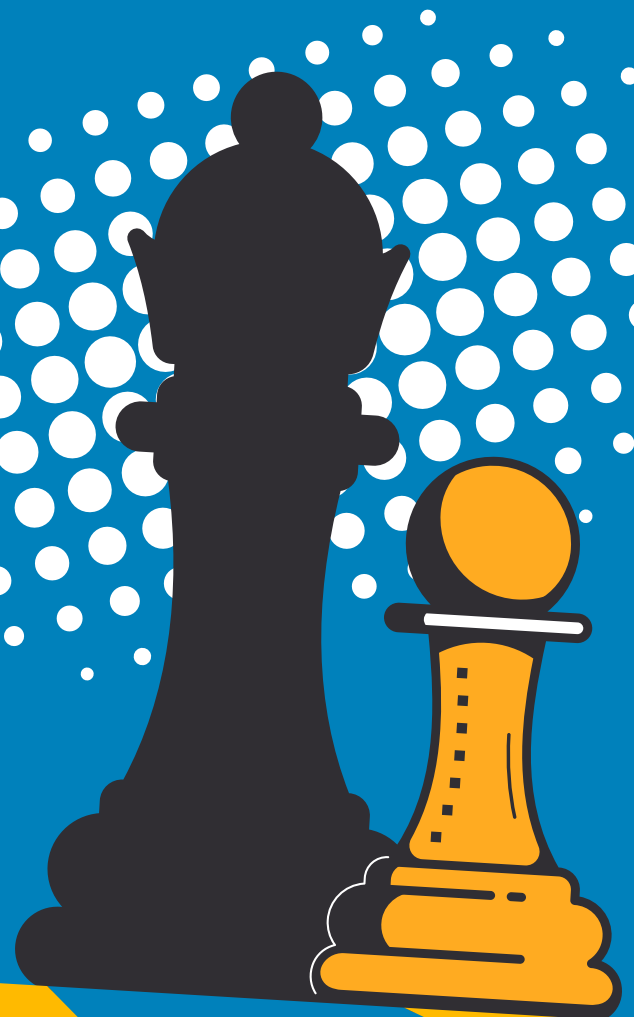
Provide education and career development opportunities



Enable easy access to burnout prevention resources



Create peer-to-peer support



## Rebuild Recruiting for A Longer-Term Horizon

Traditional recruiting was reactive – receive notification of an open position, post that opening, process candidates, offer the job. Healthcare systems now must develop the data resources and processing tools to identify and track more possible candidates, across larger geographic areas, with enhanced, intuitive segmentation – even when fully staffed. In short, outreach and relationships need to be in place long before the need to fill an open position.

### Benefits

- Less competition for highly desired talent
- Faster conversion from outreach to hire

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Need more information on how to develop the talent management systems your organization needs to recruit in today's rapidly changing staffing landscape? Do you need fast, flexible recruiting tools that quickly and intuitively enable segmentation by specialty, availability, and geography? Contact Healthlink Dimensions today at **404.250.3900** to learn more about our market-leading healthcare recruiting and talent management solutions.

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