

WAR for HEALTHCARE TALENT



CERTIFIED
PARTNER

What Color Is Your Cow?

An isometric illustration depicting the future of healthcare. In the center, a large blue circle contains the text 'HEALTHCARE IS PROJECTED TO GROW 18% BY 2026'. To the right, the text 'ADDING 2.4M NEW JOBS' is displayed. The background features various healthcare-related elements: a doctor in a white coat shaking hands with a patient, a doctor examining a patient's arm, a doctor with a stethoscope, a child, a stethoscope, a large tablet with a heart icon and ECG line, a pill bottle with 'Rx' on it, a DNA helix, a stethoscope, and a large tablet with a heart icon and ECG line. The overall theme is the expansion and technological advancement of the healthcare industry.

HEALTHCARE
IS PROJECTED
TO GROW

18%

BY 2026

ADDING 2.4M
NEW JOBS

**Healthcare is the
largest employer
in the U.S.**



PROJECTED SHORTAGES

60,000

MEDICAL CLINICAL TECHS



95,000

NURSING ASSISTANTS

446,000

HOME HEALTH AIDS



A black and white cow stands in a grassy field under a cloudy sky. A white hand cursor icon is positioned over the word 'you' in the text below. The entire image has a dark blue overlay.

**You don't pick talent any more –
Talent now picks you!**

5 Strategies to Survive in a Candidate Driven Market

1

Drive
Retention

2

The Whole
Candidate

3

Candidate
Experience

4

Recruitment
Marketing

5

Automated
Enhancement



1 Drive Retention

ONSITE DAYCARE



HEALTHY AMOUNT OF
PTO



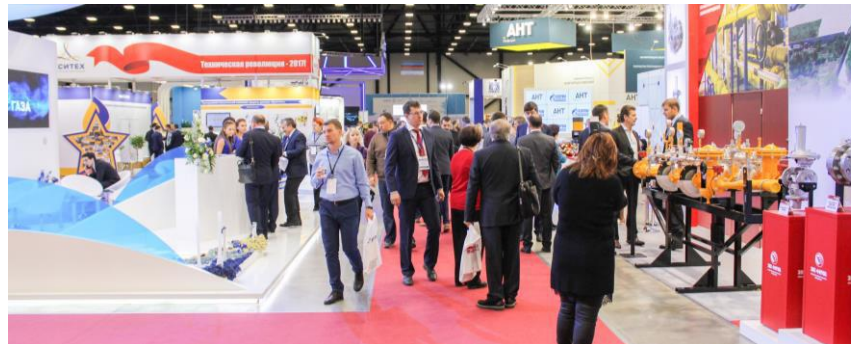
EXTRA TIME OFF
AROUND HOLIDAYS



FOOD ON SITE

BONUS

PROFIT SHARING



OFF SITE EVENTS

GYM MEMBERSHIPS
& SPA SERVICES



OVER AND BEYOND
MATERNITY/PATERNITY LEAVE



What can the rest of us do?

Meaningful Work

Autonomy
Select to fit
Smaller, empowered teams
Time for slack

Management that Cares

Clear Goals
Continuous Coaching
Investment in Development

Positive Work Environment

Culture of Recognition
Humanistic Workplace
(Work Hard/Play Hard)

Growth Opportunities

Training & Support on the Job
Structured Development
Lunch & Learn
Cross-Position Training

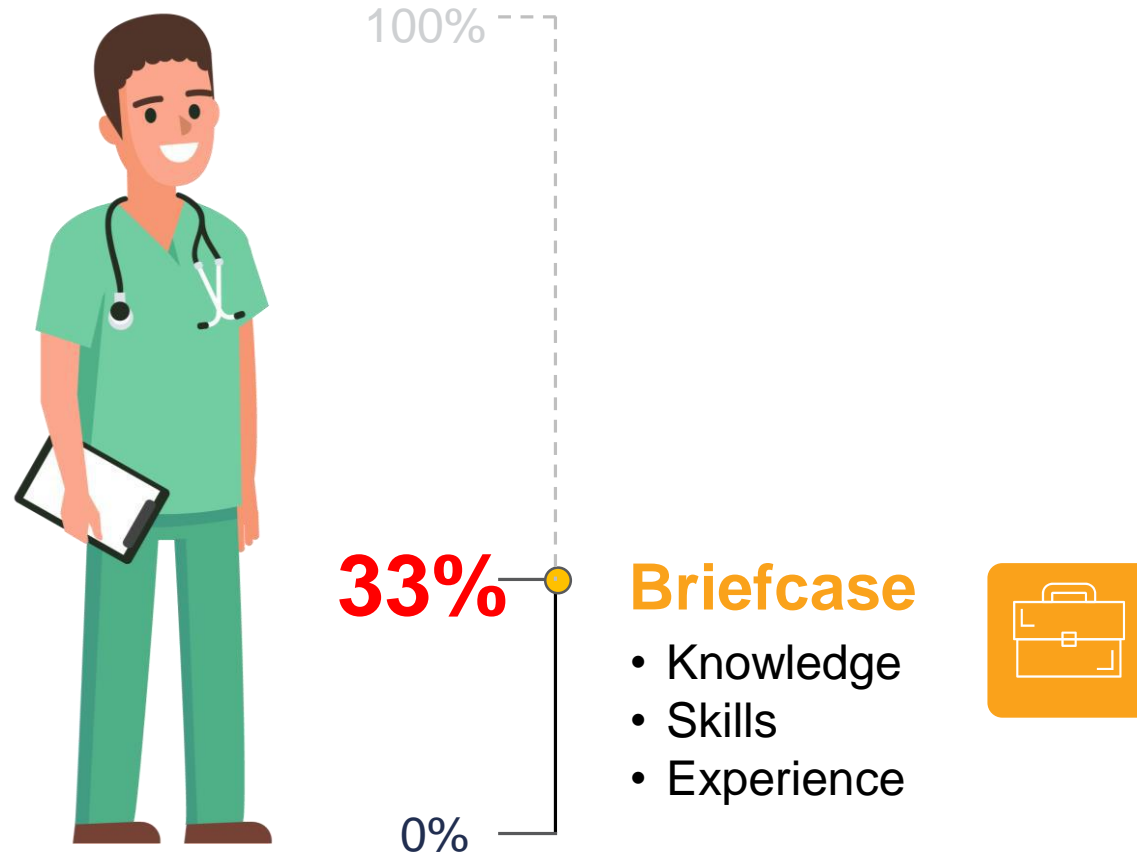
Trust in Leadership

Investment in People
Investment in Technology
Clear Objective
Support of External Causes

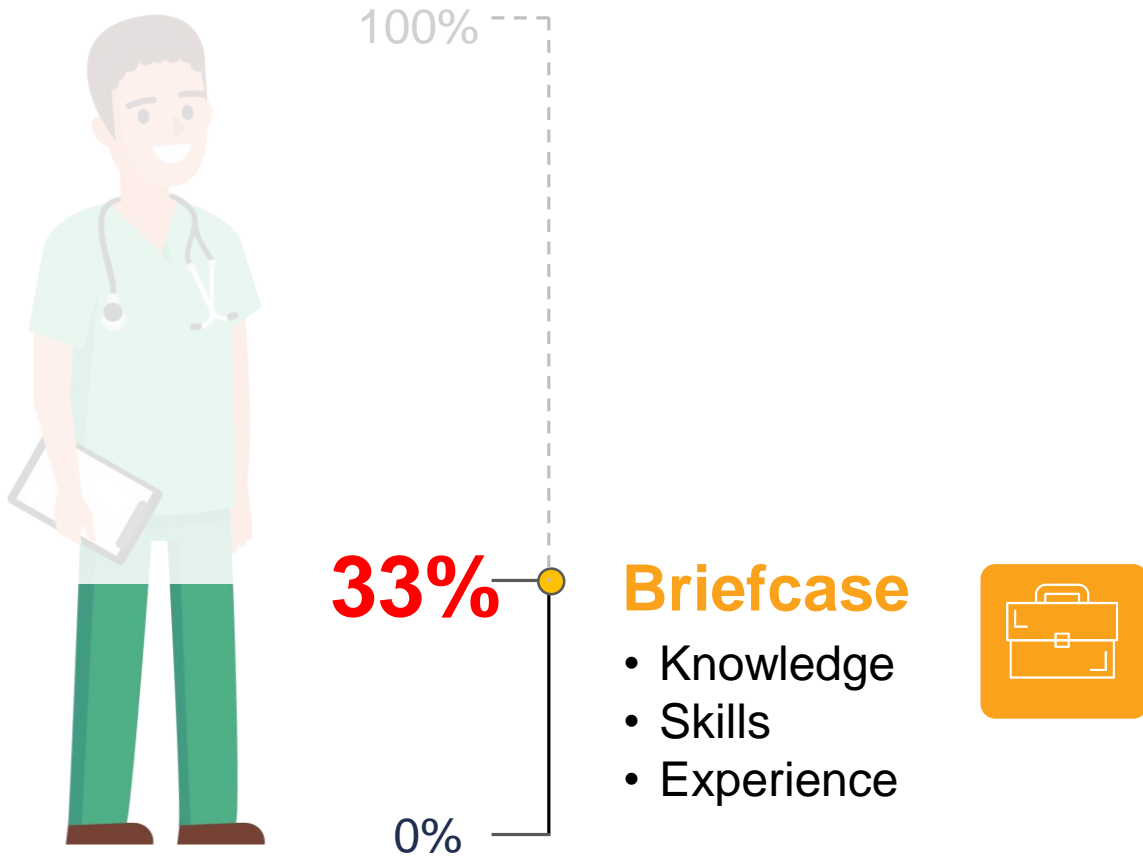


2 The Whole Candidate

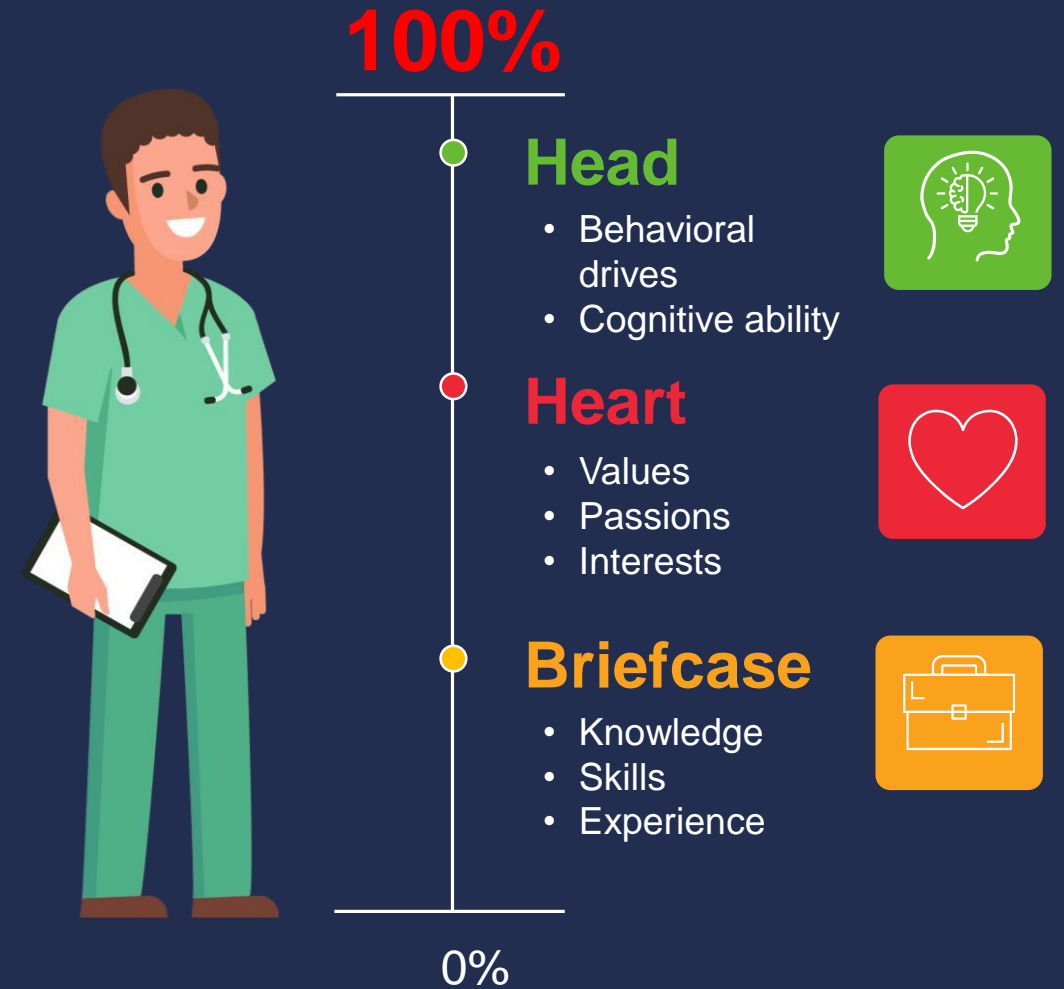
Most people are **HIRED** for their skills



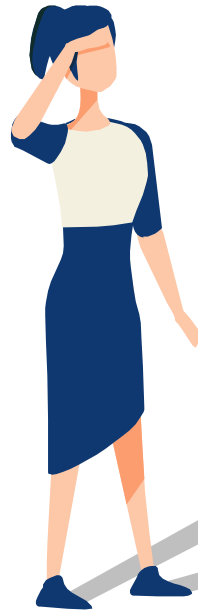
Most people are HIRED for their skills



Instead of the **WHOLE PERSON**



DRIVE > **NEEDS** > **BEHAVIORS**

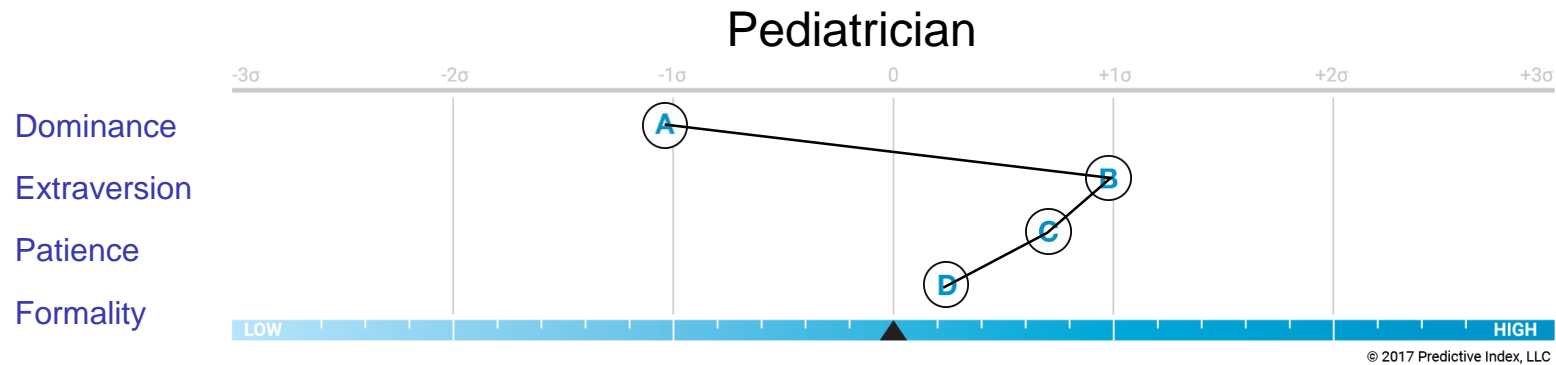
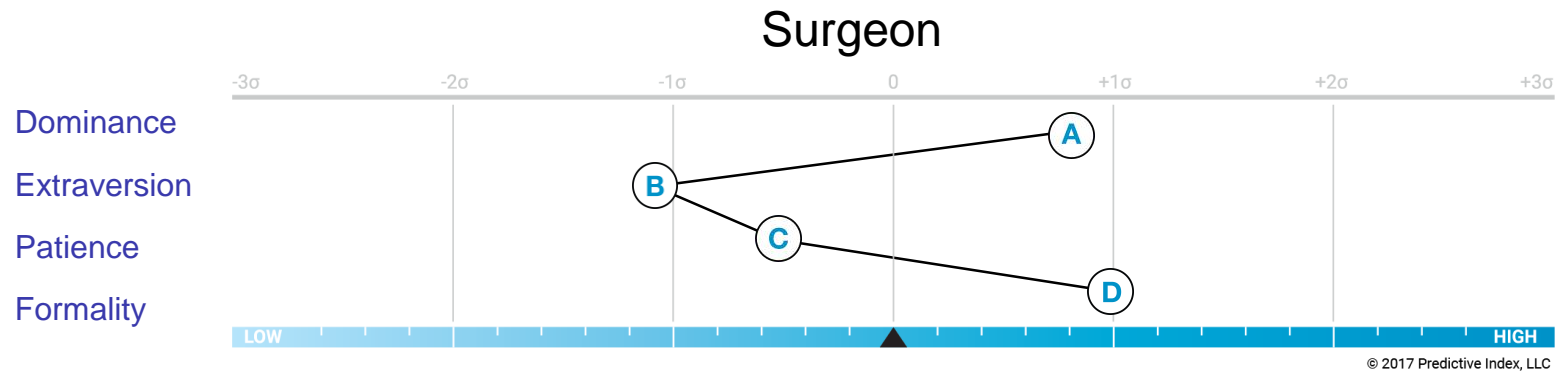


Behavioral Factors



Surgeon v. Pediatrician

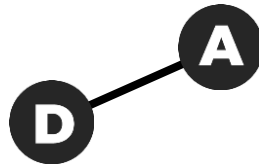
Medical



RISK

A/D Relationship

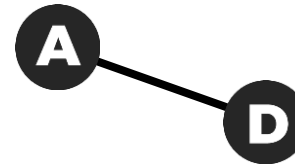
GENERALIST



$A > D$

New way
Risk taker
Makes rules
Strategy/vision
Results

SPECIALIST



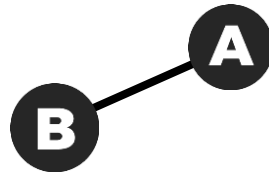
$D > A$

Proven way
Risk avoider
Follows rules
Tactics/execution
Details

People v. Things

A/B Relationship

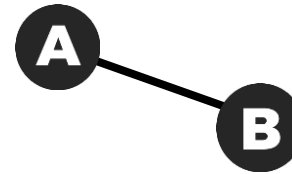
THINGS



$A > B$

Planning
Analysis
Problem solving
Synthesis

PEOPLE



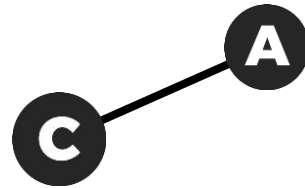
$B > A$

Communicating
Motivating
Team building
Trusting

Proactive v. Responsive

A/C Relationship

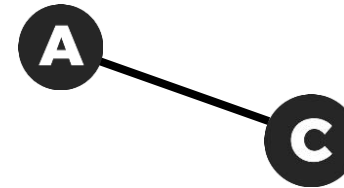
PROACTIVE



$A > C$

Takes Initiative
Competitive
Responds to Pressure
Fast-Paced

RESPONSIVE



$C > A$

Consistent with Repetition
Steady
Dependable
Tolerant



Customer

~~Candidate~~
Experience

3



1 person tells 7 people ...

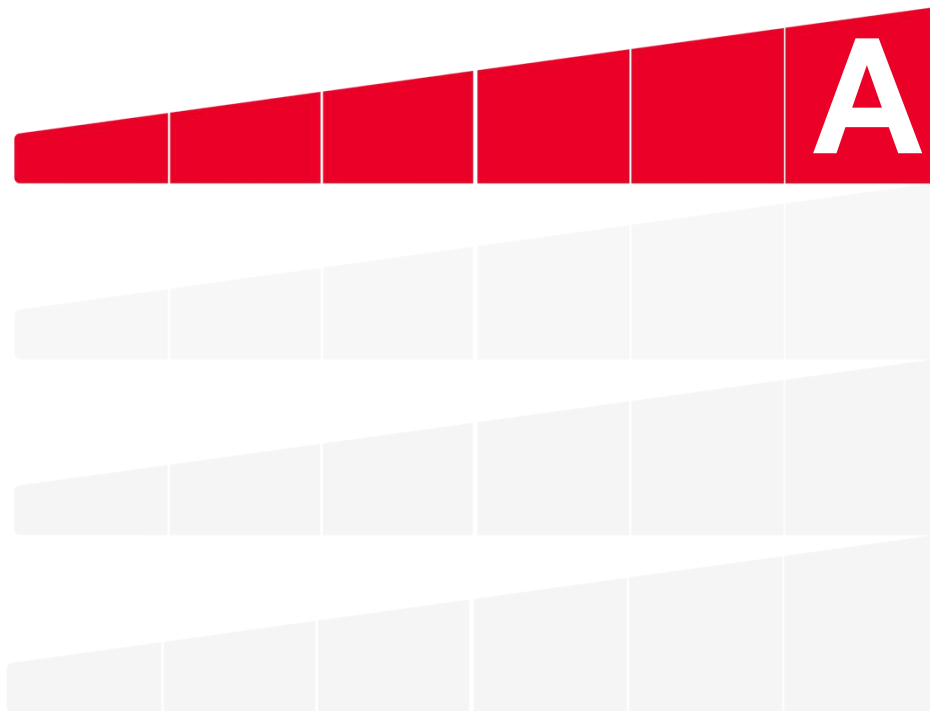
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A photograph of two healthcare professionals, likely nurses, in a clinical setting. They are both wearing scrubs and glasses, smiling as they look at a clipboard held by the person on the left. The background is slightly blurred, showing what appears to be a whiteboard or chart. The overall tone is professional and collaborative.

ONBOARDING

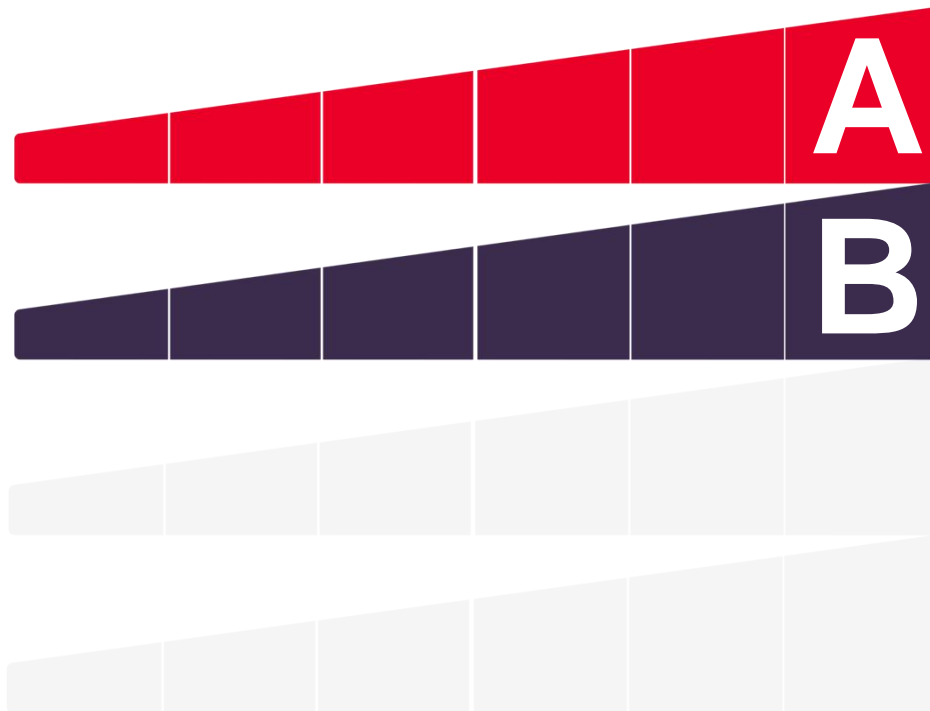
BRING OUT THEIR SUPER POWER

Onboard to their highest drive



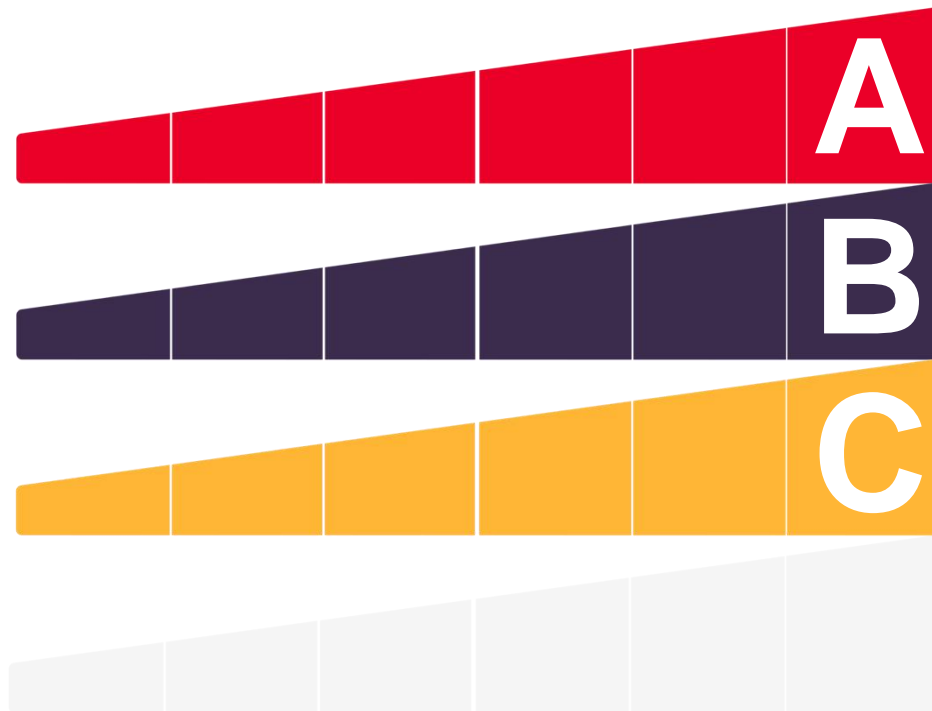
Hands On / Give Ownership

Onboard to their highest drive



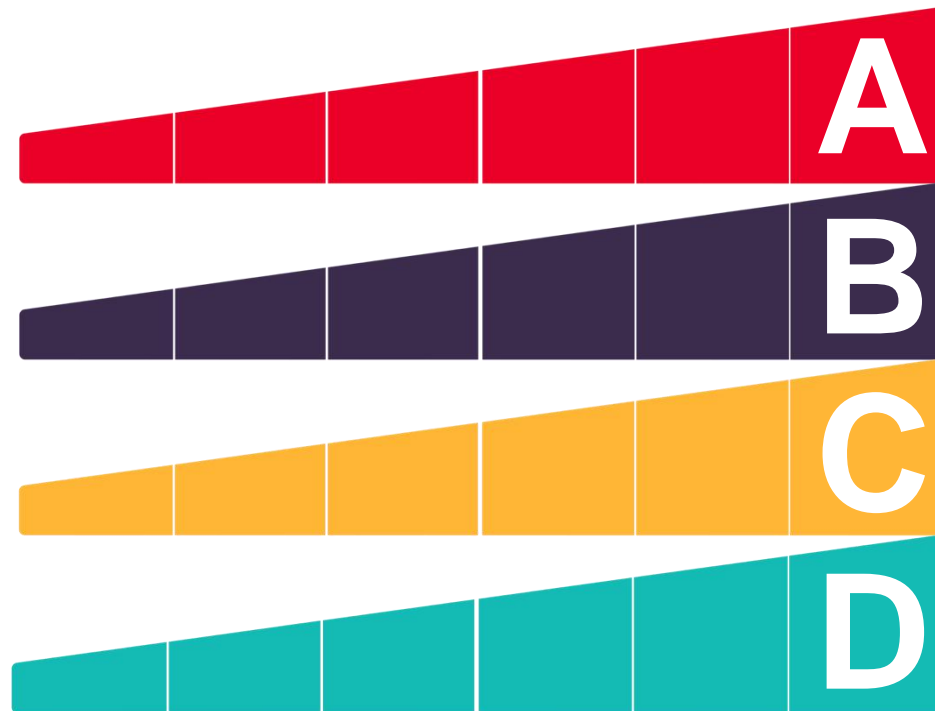
Verbal Leaners, Meet the Team

Onboard to their highest drive



**Provide — Schedule, Timeline,
Pace out the learning**

Onboard to their highest drive



**Set Expectations, Provide
— Data, Clarity & Structure**



MOBILE



E MAIL



**SOCIAL
NETWORK**



VIDEO

4 Recruitment Marketing



79%

of candidates perform job
search social profiles
(managers, recruiters, Etc.)



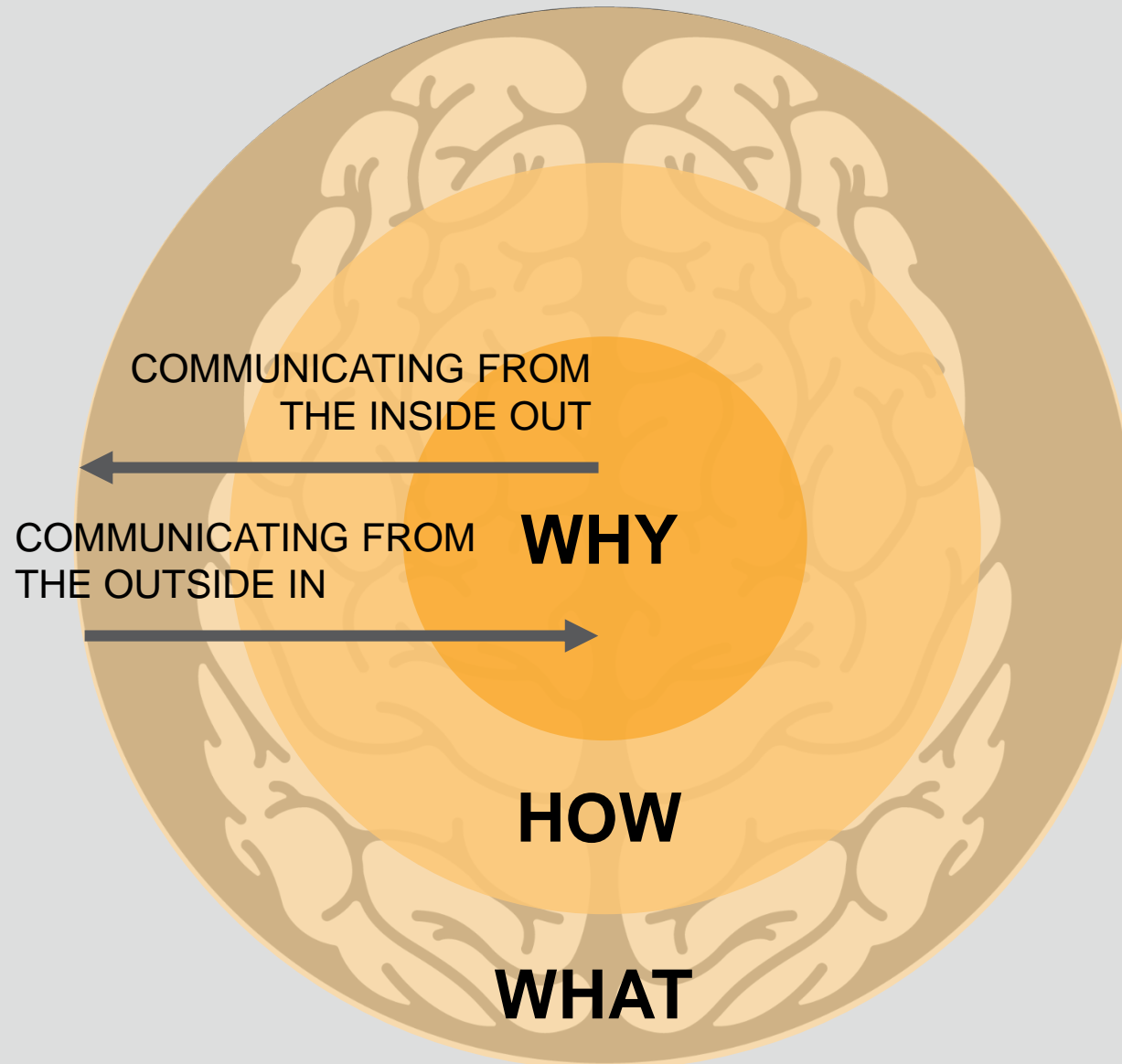
↓
**Recruiters & managers should present
themselves as authentic-real-humans,
and NOT as out-of-touch robots**



REALTY: CONSUMERS/CANDIDATES

Buy Emotionally
& Justify Rationally

THE GOLDEN CIRCLE



Automated Enhancement 5





- **Chatbots**
Answer questions and provide a way to engage
- **Behavioral/Cognitive Assessments**
Leverage the power of data and remove guesswork
- **Automated Engagement –**
Marketing Automation Software

HubSpot



AUTOMATION



AI can tell which candidate is most likely to change jobs based on company and personal factors.

IDENTIFY



Candidate



ENGAGE



AI Messaging



AUTOMATE



Alerts

Thank You



Qualigence
International



CERTIFIED
PARTNER