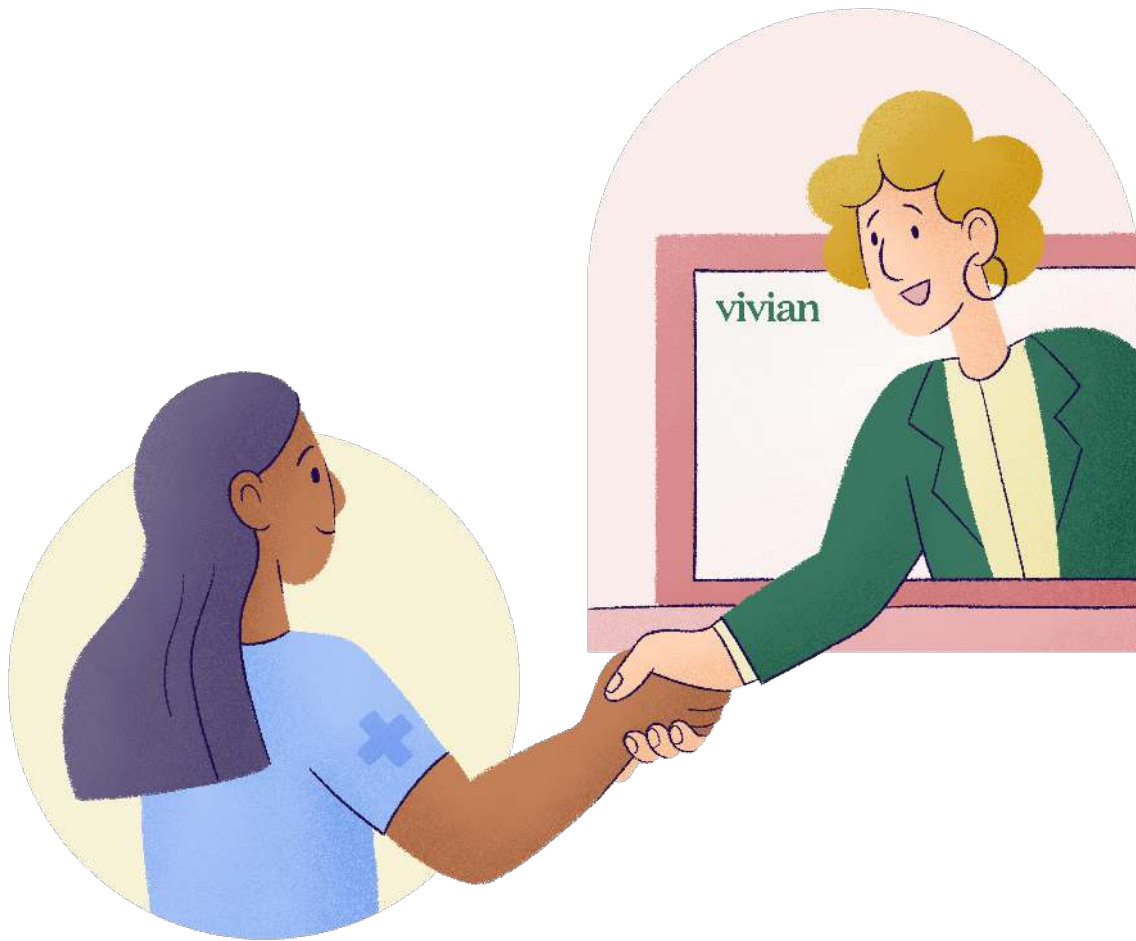


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Pain Points in Healthcare Provider Hiring:

Job Candidates and Talent  
Acquisition Teams Identify  
Areas for Improvement

# Job Candidates and Talent Acquisition Teams Identify Areas for Improvement

Healthcare facilities face overwhelming shortages of staff healthcare providers (HCPs) and ongoing competition from higher-paying travel roles that offer faster, streamlined hiring processes.

Vivian teamed up with consultancy **LeapGen** to research the major pain points faced by both HCP job candidates and facility talent acquisition (TA) teams in filling staff positions. The research included interviews of job candidates and TA staff at nine health systems.

## Top HCP Job Candidate Pain Points

HCP job candidates aren't thrilled with the current job search and hiring norms for staff positions.



In the **travel** arena, HCPs have become used to conducting their searches on a centralized platform, such as Vivian. They interact with travel agency recruiters incentivized to move the process quickly and use simple digital systems for communications and verifying that the candidate is qualified and suitable for desired roles.

The efficient processes in travel job hiring are primarily lacking in most staff roles. Job candidates, both new grads and experienced hires, encounter multiple pain points. These may include:



Lack of transparency



Lengthy hiring process



Cumbersome job search



Matching tools that consume candidates' time and energy

## Transparency in Expectation

Compared to travel jobs, healthcare professionals are nervous about stepping into long-term staff roles without transparency about the facility's culture and role expectations. Often, they take a leap of faith in a facility with limited knowledge but leave within 90 days when they discover a facility doesn't meet their expectations or desires. This turnover *wastes candidates' time and costs the facility in repeated onboarding.*

Candidates and facility TA staff recognize this problem for one another. One facility hiring manager noted that "new hires come in with a lot of incorrect assumptions about the role and our culture," leading to disappointment. Meanwhile, an experienced candidate said of transparency, "It benefits the hospital at large, that's spending an incredible amount of money to train these people."



More robust job details in the original job post or a database of testimonials and ratings would be one way to help.

## Lengthy Hiring Process

Transparency is also lacking in understanding the mechanics of an organization's hiring process. Candidates are frustrated when they don't know where they are in the organization's hiring process. Playing phone tag doesn't help, as HCPs often work busy shifts during the hours facility recruiters are on the job and placing outgoing calls.

The length of the hiring process magnifies this aggrievement. One experienced candidate noted:



With travel nursing, you can get a job in a day. With permanent roles, you might as well go on a two-month vacation because it's painfully slow.



Providing automated status updates and using asynchronous communication tools like text and direct messaging could go a long way to keeping candidates engaged and informed.

## Streamlined Job Matching

College applicants benefit from the “Common Application,” which avoids time-consuming and redundant applications for multiple institutions. HCPs would similarly prefer a **single profile and platform to apply for healthcare jobs across many systems**. This capability is currently rare for staff roles, and HCPs tend to use multiple platforms across many health systems to ensure they don’t miss opportunities.

One new nursing grad sadly explained feeling compelled to use a “spray and pray” approach, filling out dozens of applications and hoping for follow-up, but constantly *feeling like they fell through the cracks*.

Applications tend to be lengthy, and often, data isn’t retained on the platform for returning applicants either. Many platforms are also clunky. As one candidate noted, “When I was trying to search for ‘labor and delivery’ roles, it was pulling up unrelated roles. I had to scroll through eight pages of job listings, and there was no way to filter for RN jobs versus NICU or something else.”

TA technology staffers understand the candidates’ grief. As one technician noted of the out-of-date technology,



Why do we ask candidates to re-type exactly what they already sent us?  
With today’s tools, all we should need is a resume.



## New Grads and Experienced Candidates Have Specific Desires

Both new grads and experienced HCP candidates share critiques that fit the aforementioned themes. As for solutions, new grads, in particular, say they would like **more communications via email and text, proactive notifications of open roles matching their qualifications** and **more extensive job descriptions** to know if they match the facility’s culture and expectations.

Meanwhile, experienced hires say they want **offers for more project-based experiences with intentional unit rotations, better pay and a tool or platform for rating hospitals from an employee perspective**.



# Top Facility Talent Acquisition Team Pain Points

As we've seen, pain points for candidates often have a flip side in which they create difficulties for a facility's various talent acquisition staff, particularly recruiters and hiring managers. These difficulties also extend to talent sourcers and HR tech support.

Their complaints fall into four thematic areas:



High recruiting volumes



Process delays



Lagging tech adoption



Adapting to a weakened talent pipeline

## High Recruiting Volumes

TA staff feel overwhelmed by today's high requisition loads. Hiring managers feel the burden negatively affects their primary day jobs. Meanwhile, recruiters recognize that *job candidates expect a higher level of engagement that the recruiters are too overwhelmed to offer.*

One TA leader called the current requisition load unsustainable for recruiters: "They're drowning . . . post-pandemic, the numbers ballooned." Optimally, facility TA staff would deal with a smaller but more qualified and better-matched pool of candidates to offer them the desired level of engagement and allow them to fill roles quickly.

Providing for candidates' wish for more transparency would allow facilities to **target applicants who are a good fit and reduce turnover**. Another opportunity is developing systems that would enable recruiters and talent sourcers to stay engaged with silver and bronze medalists for filling other roles down the line.



Hiring managers would like to have one-stop-shop technology to monitor the hiring process for candidates. TA tech workers also want to upgrade their technology and use automation to help reduce tech support requests and deal with the increased requisition load but feel facilities infrequently approve tech investments for HR.

## Process Delays

Across the board, TA staff complain that hiring processes and approvals aren't streamlined to deal with this high requisition load. As one TA leader explained:



Time, to me, is the biggest thing. We have nurse managers who have this job to take care of the floor, employees, the patients, and their families. At the same time, we're asking them to make hiring a priority.



Part of the problem is the large number of stakeholders often involved with each hire, many of whom have other roles as well. **Ideally, one person would manage hiring and onboarding.** Additionally, automated functions would keep calendars up to date and sync up with HCP candidates' stated availability.

## Lagging Tech Adoption

A common bottleneck in the hiring process is clunky and outdated HR technology. One talent sourcer explained, "Healthcare sees HR as a cost center, not a profit center." For this reason, tech investments lag there. **But now is the wrong time for underinvestment,** considering the huge requisition load and the costs of relying on temp and travel HCPs to keep units staffed.

TA teams would like candidate resource management (CRM) tools to automate what's now time-consuming manual work. These tools would also help with talent sourcers' desire to stay connected with silver and bronze medalists. Tech upgrades would also benefit candidates, *allowing them to create their own job alerts based on their credentials and specialty.*

## Adapting to a Weakened Talent Pipeline

Talent acquisition's underlying challenge is that demand to fill roles is high while the talent pool has weakened because many HCPs have left patient care. TA staff recognize that **it's now a job seeker's market.** Recruiters say candidates want "white glove" service from them. One TA manager says nursing students "want to be wooed in their freshman year, not their junior year. They want to be pursued early and often."

Health systems must **widen the geographic footprint of their candidate searches and cultivate a talent pipeline early in the education process** to fill the volume of roles in this competitive marketplace. They must develop systems for such pipeline outreach and nurturing. Meanwhile, to offer the white glove service candidates expect, recruiters need a way to *spend more quality time on a narrower talent pool.*





# Find Qualified, Interested and Available Leads with Vivian

One of the biggest challenges in hiring is to match the limited pool of job candidates with the high volume of available positions. This matching must be done quickly and efficiently to address the pain points associated with the hiring process.



Vivian offers solutions that help both sides of the hiring exchange to get better information, track a candidate's progress, speed up the process, and reduce the burden on everyone's time and energy.

We operate solely in the HCP space and understand the ins and outs of various provider roles, credentials and licensures. This knowledge allows Vivian to help facilities quickly screen for a pool of **qualified, interested and available (QIA) leads**. Our assistance eases the burden on HR tech staff, helps recruiters spend more time on the best candidates and gives hiring managers the capacity to focus on their day jobs.

We also offer the flexibility to search our talent pool for proactive outreach. We provide data-driven insights, automated and targeted digital candidate engagement features and an intuitive app.

## About Vivian Health

Vivian Health has already made a mark as the premier job platform for HCP travelers, but we also provide tools to help health systems fill perm staff roles.

Our platform boasts:



1.5 M  
unique  
clinicians with  
Vivian accounts



200 K  
unique users conducting  
on-platform job searches  
each month



1.5 K  
new providers joining  
daily, more than half  
seeking perm staff jobs

# vivian



Schedule a demo with us to learn how Vivian can help your organization *improve the hiring process and connect with candidates where they're at.*