
Overcome the Healthcare Staffing Crisis

icims



A world-class
patient experience
starts with a
world-class
talent experience

icims

Staffing shortages have challenged public health professionals for decades. However, several factors in recent years have combined to create a perfect storm for the healthcare industry. **Increased demand and fewer workers created a chain reaction that impacts the patient experience.**



When healthcare workers experience:

- Aging population
- Burnout
- Decrease in mental health
- Increase in workplace stress



Patients experience:

- Less time with healthcare workers
- Delays in care and diagnosis
- Lower quality of care
- Medical errors

Finding the right talent is vital to overcoming the healthcare staffing crisis and delivering exceptional patient care.

This guide explores the top hiring challenges and strategies to create a world-class experience that attracts and retains skilled talent.



¹ Optum, C-suite check-in: The healthcare workforce crisis

Top healthcare challenges

1

Balancing hiring volume with quality candidates



2

A crowded healthcare market is making it harder to compete as an employer of choice



3

Employee burnout and external opportunities are causing turnover, making it difficult to deliver patient care



Solutions

Dig out of a hiring deficit and get the right people with the right skills to the point of care fast.

Build an industry-leading employer brand that sets you apart.

Give employees a reason to stay with a proactive and personalized internal mobility experience.

1

Balance hiring volume with quality candidates

The U.S. healthcare industry is experiencing a severe shortage of workers at every level.

The American Hospital Association estimates that the industry will face a shortage of up to 124,000 physicians by 2033.²

With such a severe deficit, healthcare providers need help to balance hiring volume with quality candidates.



1 Balance hiring volume with quality candidates

To dig out of a hiring deficit, incorporate hiring strategies that get the right people with the right skills to the point of care fast.



Capture and nurture passive candidates' interests through powerful, behavior-based recruitment marketing automation.



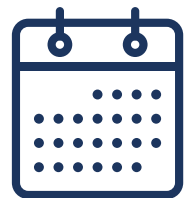
Accelerate the hiring process and onboard thousands of hard-to-find professionals fast.



Help recruiters manage candidate pools and communications for current and future hiring needs.



Connect with on-the-go or on-the-floor professionals with **text and chat**.



Cut days from your hiring process with offer management and workflows customized by job role.



Speed up your hiring process and **gain deep, comprehensive insights** into your candidates.

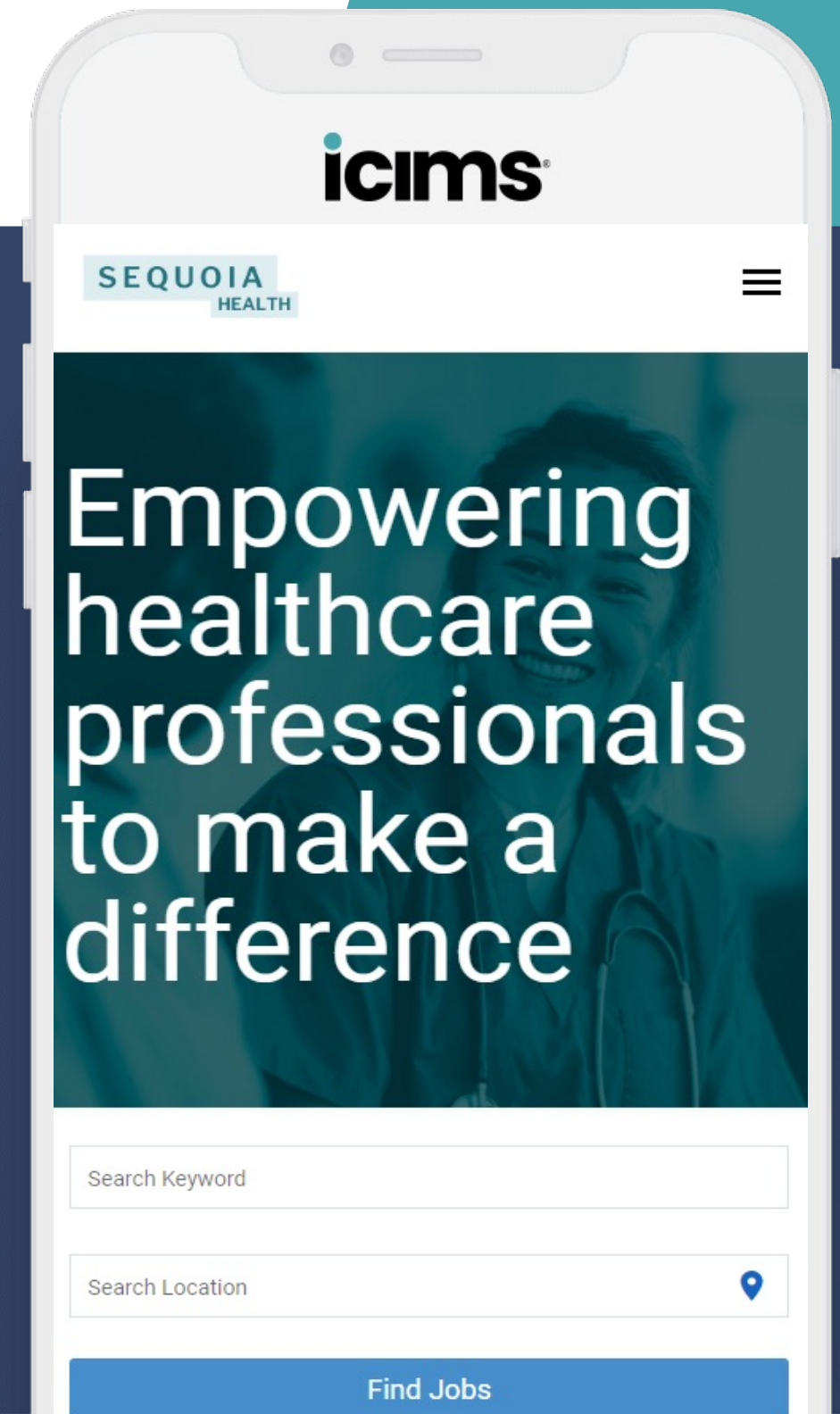
2

A crowded market makes it harder to compete as an employer of choice

Across the healthcare industry, providers have to think outside the box when it comes to their recruitment marketing strategies.

In such a tight labor market, it's more important than ever to create an industry-leading employer brand that sets you apart.

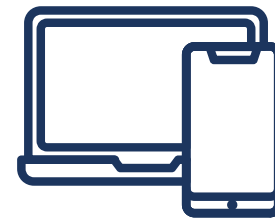
Scale up and stand out by communicating with candidates on the channels they prefer most – creating a personalized experience with content that draws them to your brand.



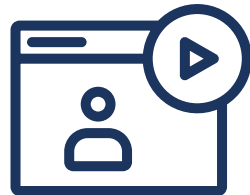
To stand out in a crowded market, build an industry-leading employer brand.



Attract top talent by showcasing your company's culture, mission and values with a career site that matches your corporate image.



Decrease candidate drop-off across the talent journey by communicating with candidates on the platforms they use most, helping you stay top-of-mind.



Make a strong first impression by meeting candidates where they are with employee-generated videos that showcase your authentic employer brand.



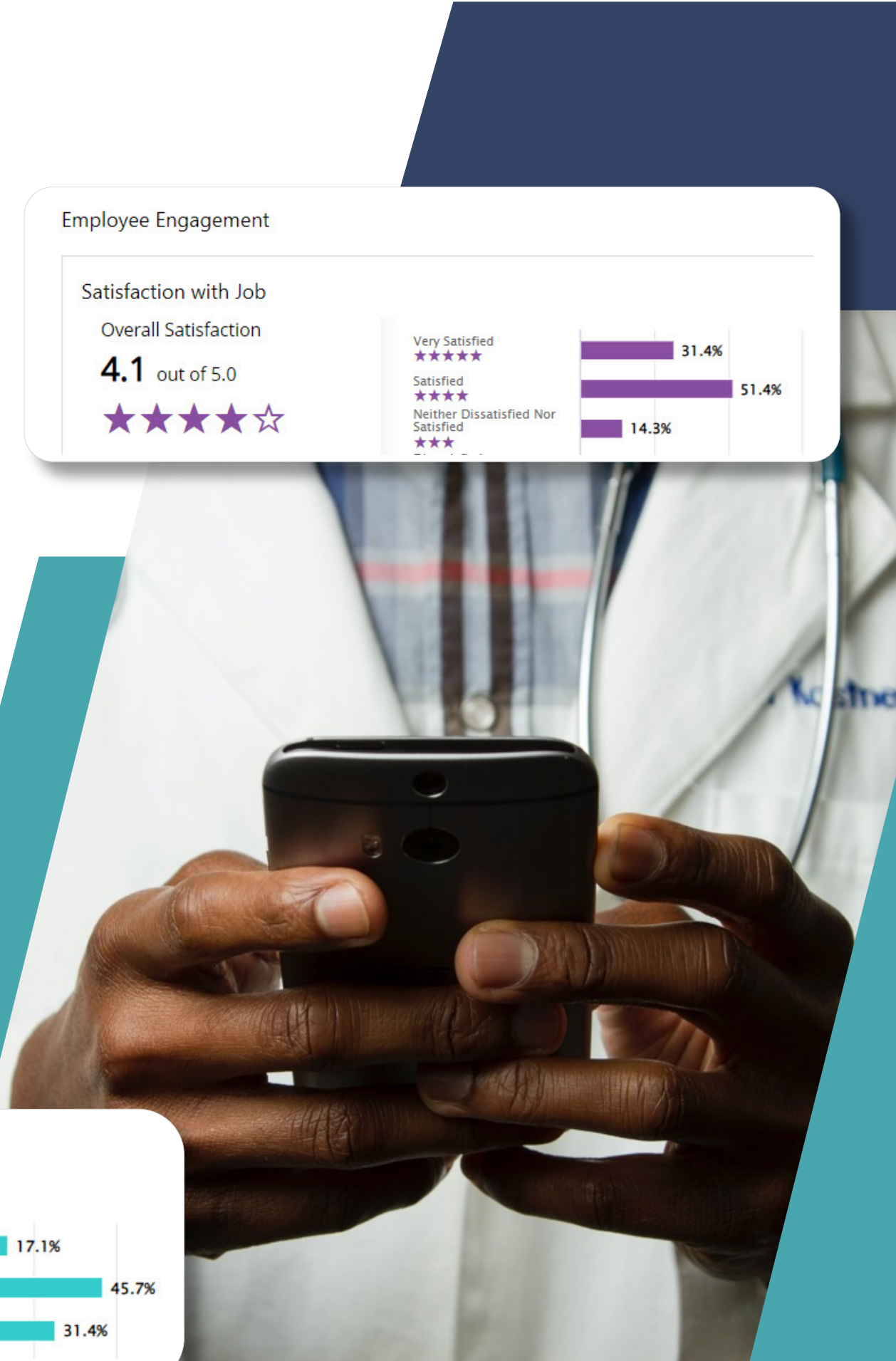
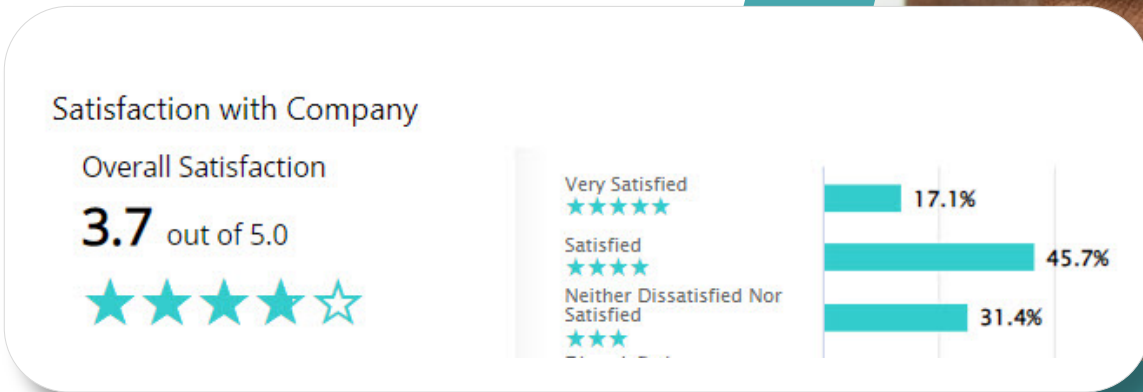
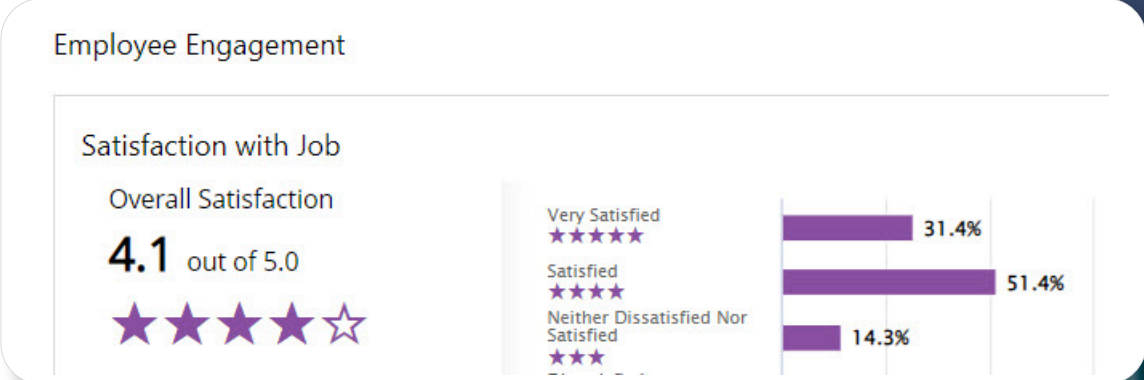
Give candidates what they want with a simple self-serve experience while surfacing qualified candidates to recruiters with talent discovery.

3

Employee burnout and external opportunities lead to turnover

Healthcare providers are not only short-staffed, but workers are leaving the profession altogether, retiring early or looking at organizations that offer more money, sign-on bonuses and greater flexibility.

To offset those leaving and the lack of available skilled talent, you must prioritize the employee experience and career journey while continually gathering feedback on employee satisfaction.



To retain talent, give employees a reason to stay with a proactive and personalized internal mobility experience.



Redeploy existing talent by building a personalized internal mobility program.



Provide comprehensive tools for career management, candidate communications and job matching to help increase retention and gain a competitive advantage.



Gather insights to help retain top performers, uncover the root causes of turnover and keep employees engaged to help ensure they stay.



Optimize talent management across the employee journey with automated feedback from practitioners, your staff and their managers to help drive the long-term goal of retaining existing talent – leading to less turnover and greater patient satisfaction.

Find, hire and retain the best to deliver your promise on patient care.

The healthcare staffing crisis may seem overwhelming as you consider what to tackle first. Here are the first steps to help you overcome the top healthcare talent challenges:

1. Take a step back and evaluate your greatest challenge.
2. Examine your existing tech stack to determine whether you can leverage it to its full potential.
3. Identify key gaps and develop a plan of attack to dig out of your hiring deficit, build an industry-leading employer brand and give employees a reason to stay.



Looking for guidance or solutions? Contact sales@icims.com for more information on how iCIMS can help you overcome the healthcare staffing crisis.



The right talent acquisition tech can help you solve your greatest hiring challenges.

See how our all-in-one recruiting platform helps attract, engage, hire and advance the best talent.

[Learn more](#)