Your AI checklist for better healthcare hiring

AI is evolving faster than the common cold virus.

And many talent acquisition leaders are feeling the pressure to keep up. Leadership wants you to implement generative AI tools ASAP, but you're a little more hesitant. Not only could there be legal and privacy concerns, but chasing the shiny new trend feels like a distraction from bigger hiring priorities.

Ultimately, your leadership wants to see more efficient hiring practices and an impact to the bottom line. This guide will help you determine where to start (and why) so you can meet expectations and make an impact on hiring.

Traditional AI vs Generative AI: What's the difference?

Traditional AI automates tasks, recommends actions and analyzes data. An AI-powered tool might:

- Automate interview scheduling
- Match a candidate's skills to open jobs
- Forecast staffing needs based on data

Generative AI creates new content like text, video and images. An AI-powered tool might:

- Generate interview questions based on the job req
- Rewrite job descriptions to include inclusive language
- Answer FAQs during onboarding

Traditional AI tools boost efficiency, cut costs and create better candidate experiences.

GenAI simply makes powerful AI tools even better.

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Add these AI-powered tools to your hiring process

From the tools already in your tech stack to new innovations, here's how to prioritize the use of AI in healthcare recruiting.

1 **Job matching** A top priority for healthcare leaders this year is to attract more talent. With AI on your career site, you can recommend roles that match a job seeker's skills and experience. This helps talent find roles they actually qualify for and convert into applicants faster.

2 **Chatbots** Many people job search in pockets of free time — whether in line at the drive-thru or in between patients. With conversational AI, job seekers get instant responses to FAQs, answer pre-screening questions and schedule interviews. This keeps them moving through the hiring process before ever speaking to a recruiter.

3 **Automated marketing campaigns** For the candidates who aren't quite ready to move forward, use AI to track candidate activity across channels, respond to these behaviors with text and email campaigns, and then notify recruiters when talent is ready to engage.

4 **Talent discovery** It's estimated that the time to fill in healthcare ranges from 59[1] to over 200 days![2] Use AI in your ATS to surface the highest qualified candidate for the job. Recruiters do less digging and more decision-making that gets nurses and critical staff to the point of care faster.

5 **Automated reference checks** Collect feedback from references and use analytics to predict which candidates have a high likelihood of turnover. A study of more than 10,000 nurses found that candidates with poor references were 3.5 times more likely to be terminated within one year.[3]

6 **Career pathing** The average hospital loses $8.55M to RN turnover each year.[4] AI-powered career pathing encourages nurses and staff to find their next great role at your organization by matching their skills and experience to open roles.

7 **Generative AI** Once you've optimized how you attract, hire and retain talent, explore how generative AI can create content and efficiencies. An AI recruiting assistant helps with day-to-day tasks, accelerates workflows and helps recruiters pick up new skills and insights along the way.

[1] LinkedIn, Who hires fastest? New LinkedIn data ranks 10 key job functions, 2023
[2] Recruiting News Network, Recruiting Time-To-Fill and Costs Spiking in Healthcare, 2022
[3] iCIMS SkillSurvey data
[4] NSI, National Health Care Retention & RN Staffing Report, 2023

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Ready to use generative AI for hiring?

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