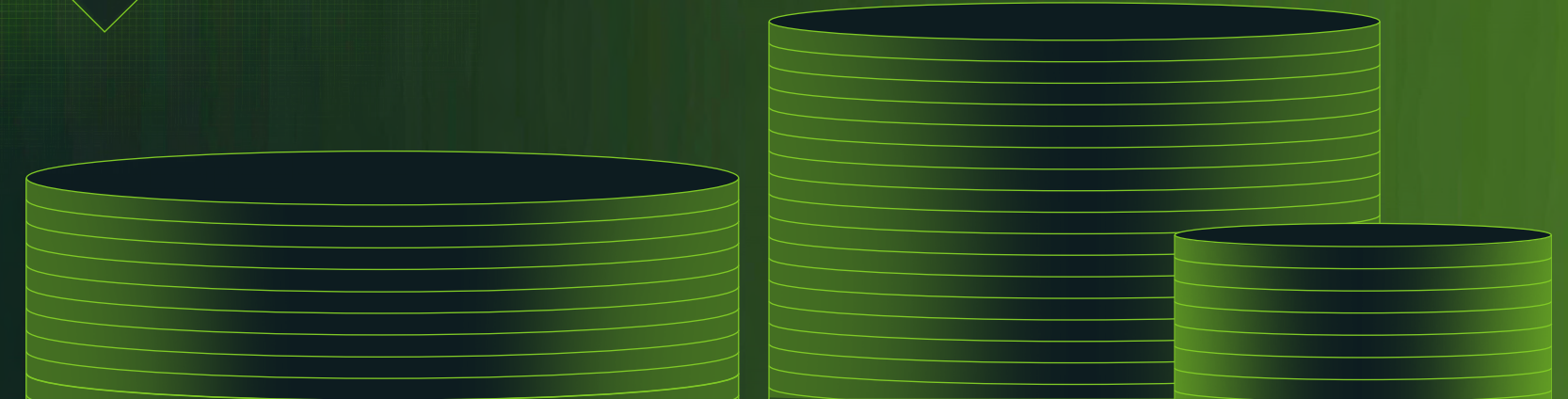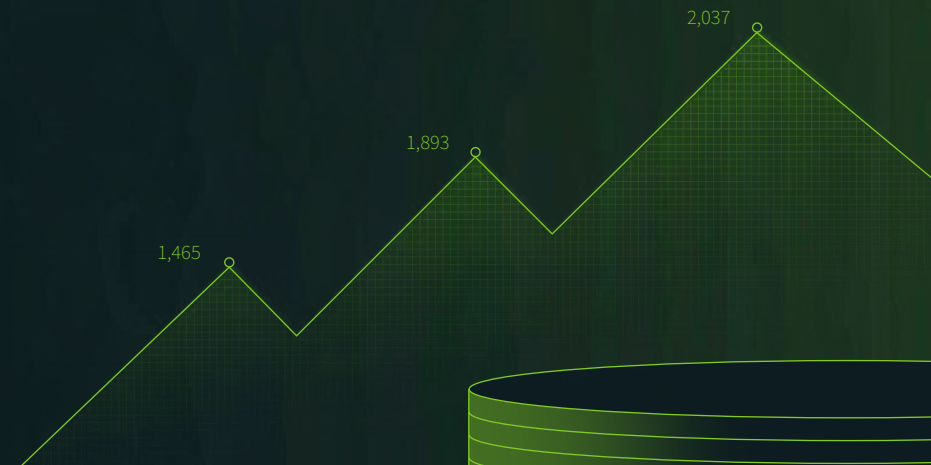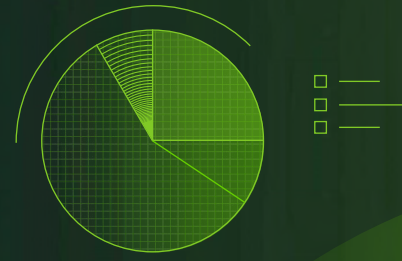# Hireology

The Future of Healthcare Hiring 2024

Outsmart your competitors and win in the new age of healthcare talent

Based on an exclusive survey of HR professionals at healthcare facilities nationwide

2,037

1,893

1,465

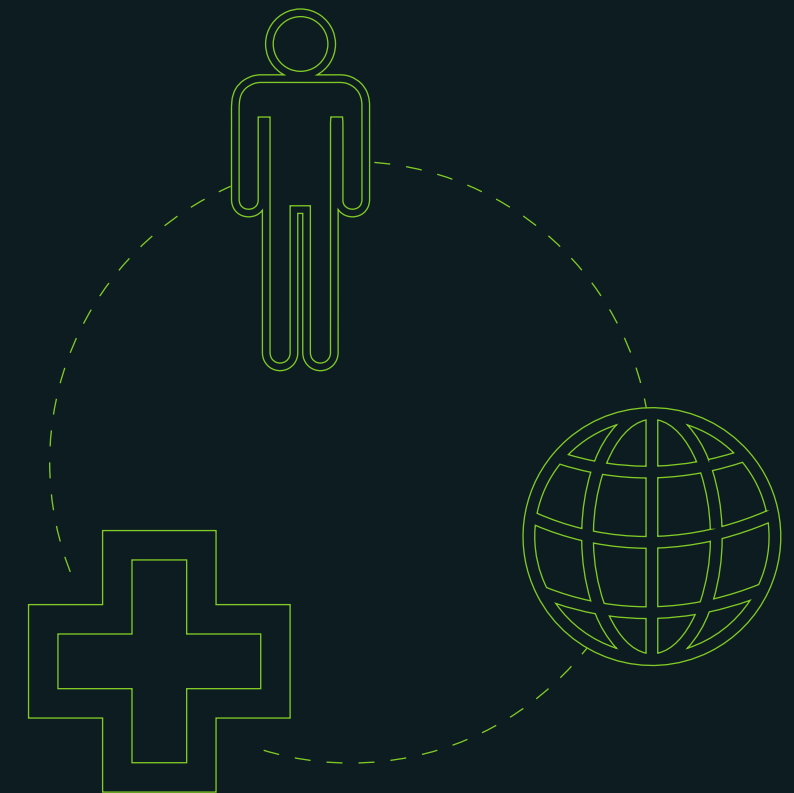# The new age of healthcare talent is here — are you ready?

In the facilities-based care sector, bottom-line growth depends entirely on your ability to recruit and retain top talent for critical patient-facing roles. But in a highly competitive hiring landscape where talent is scarce and candidate expectations are ever-changing, this is easier said than done. To outsmart your competition and capture your fair share of today's talent pool, it's important to start with an understanding of where most facilities stand today as it relates to hiring, retention, and more.

In our third-annual benchmark report, we'll uncover the insights gleaned from our December 2023 survey of HR teams across leading post-acute and senior care facilities. This report sheds light on common healthcare hiring challenges, emerging trends, the state of AI in healthcare recruitment, and more — offering a comprehensive roadmap for what it takes to win in the new age of healthcare employment.

Key findings

◎ **94% of facilities reported that hiring is still somewhat or extremely challenging**

◎ **Facilities cite candidate no-shows as the top factor impacting today's hiring challenges**

◎ **46% of facilities say CNAs are the hardest role to fill**

◎ **Tuition reimbursement is the most common employee benefit offered among healthcare facilities**

◎ **76% of facilities say their hiring process takes less than 2 weeks**

◎ **Only 29% of respondents feel they truly understand the possible impacts of AI when it comes to hiring**
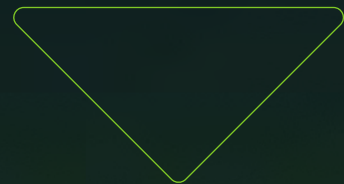
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How challenging is hiring for healthcare facilities today?

From hiring to retention and everywhere in between, learn what facilities reported are their greatest people-related challenges for 2024.

Healthcare facilities still find the hiring climate untenable

For 94% of facilities today, hiring remains a challenge — with 43% noting that that challenge is extreme and 44% reporting that it is more challenging now than it was a year ago. Hiring has become so difficult that about a third have admitted to hiring someone who wasn't a fit simply to get the position filled.

One reason why it is still so difficult to hire qualified caregivers is because of the ongoing effects of the pandemic. Workers in this sector are burnt out and have had the upper hand in the job market for years — giving them opportunities to change careers to meet their needs for mental health, flexibility, and growth. Many workers have left the industry entirely for what they feel are greener pastures elsewhere.

In your opinion, how challenging is hiring for your facility right now?

- Not challenging
- Extremely challenging
- Somewhat challenging

6%
43%
51%
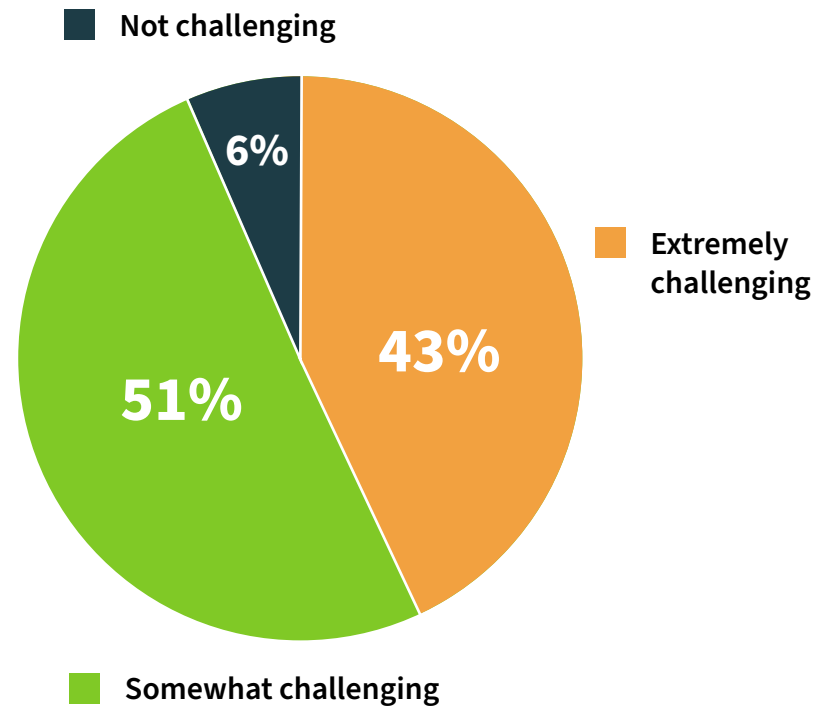
In your opinion, is hiring more of a challenge this year than it was last year?

- Yes
- No

56%
44%
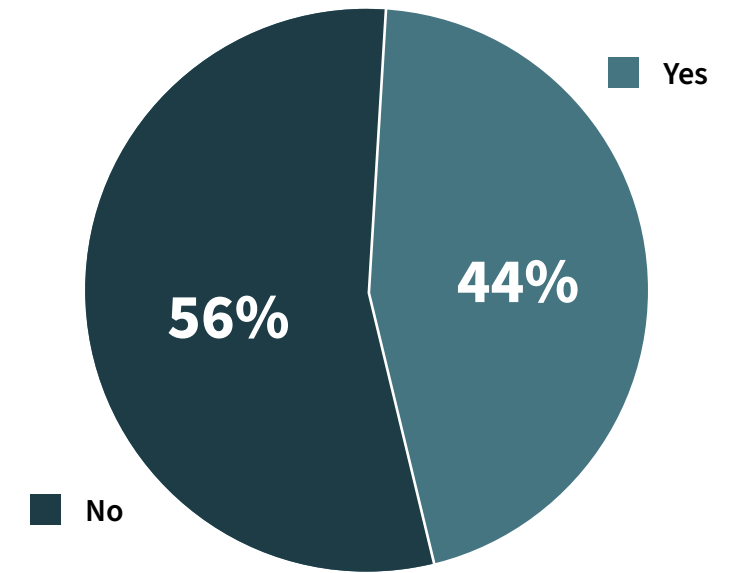
Have you ever hired someone who isn't qualified because you needed to fill a role?

Yes — 37%

No — 63%
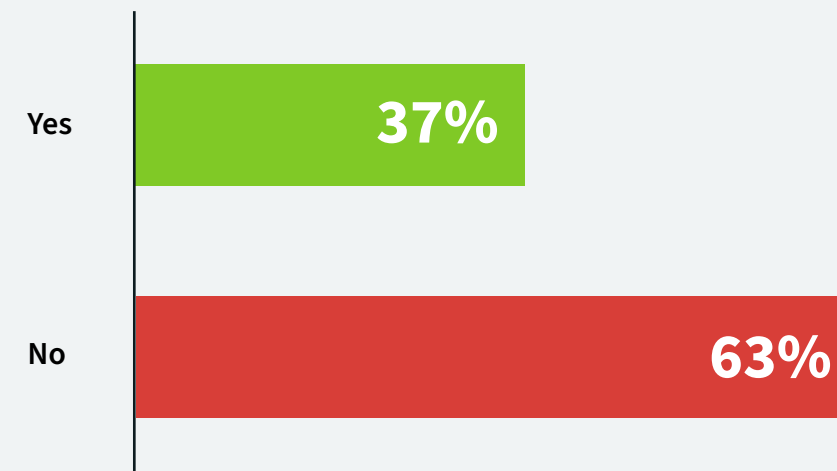
Half of all respondents said that they have more open roles now than they did a year ago, with 25% noting that the number of open roles remains the same. Many indicated that increased difficulty attracting and engaging with younger talent contributes to hiring challenges today.

One reason why younger workers are less interested in caregiving jobs is because they have greater expectations for flexibility and well-being than their older counterparts. And the healthcare industry is widely known for its long hours and high stress environments. Attracting and retaining younger workers in the sector requires employers to prioritize improving employee benefits and marketing those benefits in effective employer branding messaging.

About how many roles do you have open at your facility compared to last year?

3%	More than twice as many	
8%	Twice as many	
4%	50-100% more	
15%	25-50% more	
20%	0-25% more roles	
25%	We have about the same number of roles open	
25%	We have fewer roles open this year	
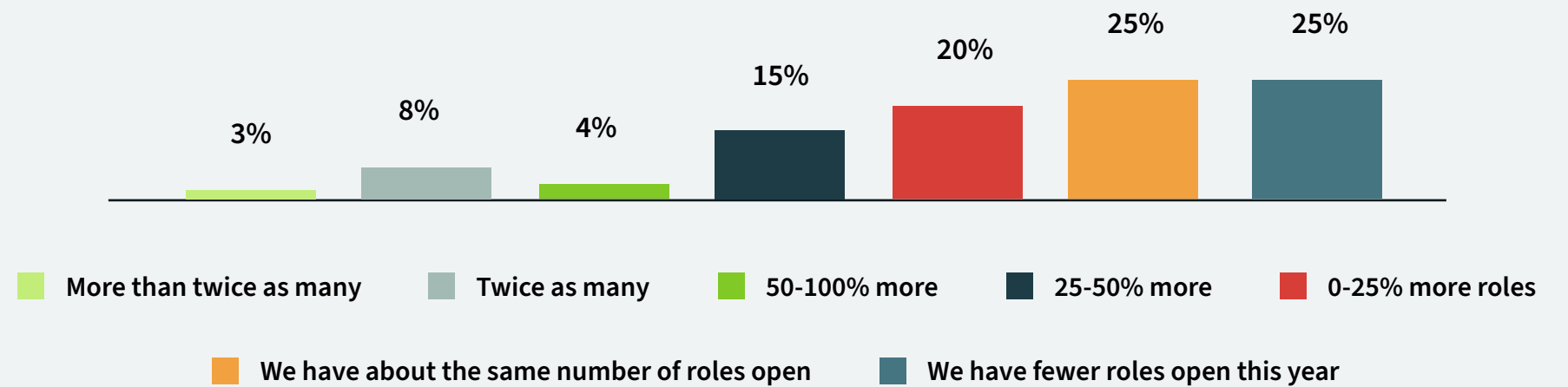
Do you find you have a harder time recruiting and retaining Gen Z employees (26 and under) than other generations?

Yes — 73%

No — 27%
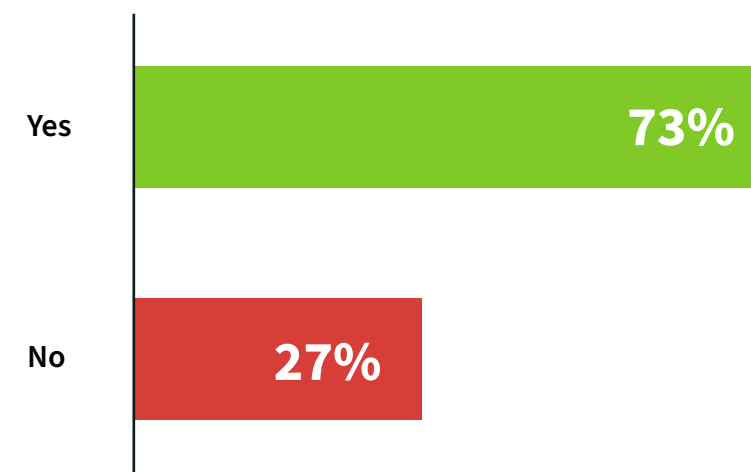
Facilities struggle with candidate no-shows

When asked to give specifics on exactly where the biggest challenges lie with hiring today, ghosting (when a candidate stops responding, effectively removing themselves from the running) and low applicant volume top the list.

Nearly all respondents (96%) say they have experienced ghosting, which seems to be a consistent trend as 93% reported the same last year. And most attribute high instances of ghosting to candidates simply no longer having an interest in the role.

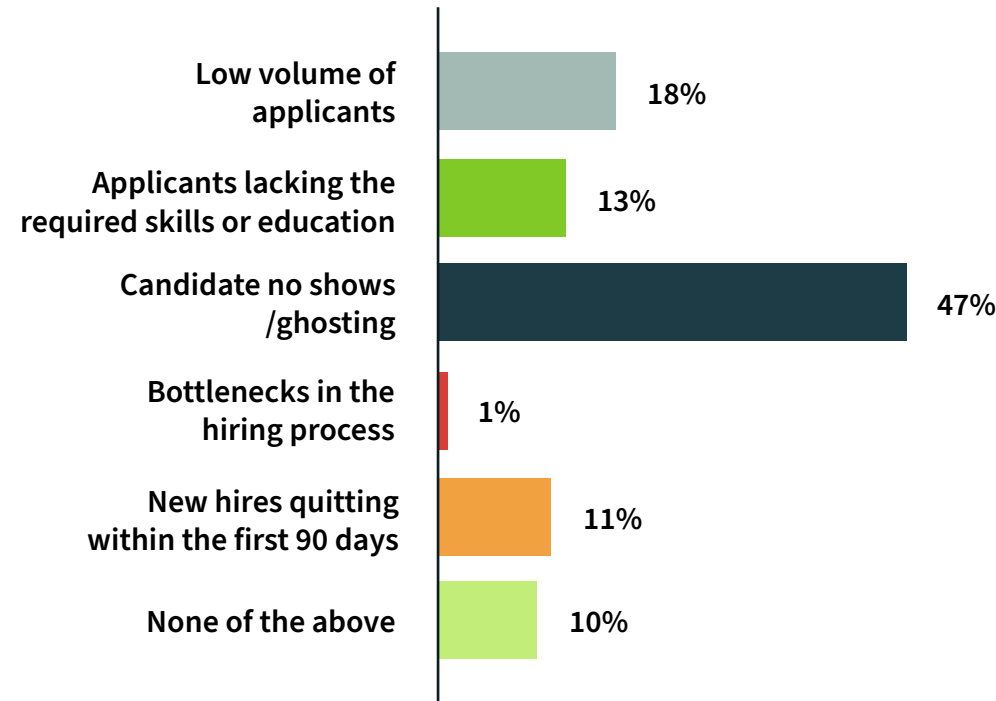However, when we surveyed healthcare industry applicants earlier this year, most said they ghost due to **lack of communication and transparency from the employer and slow-moving hiring processes** — indicating a larger hiring process and speed issue at play. Facilities need to think beyond simply getting applicants in the door and find ways to provide a faster and more convenient experience for top candidates.

What is your number one challenge as it relates to filling open roles?

- Low volume of applicants — 18%
- Applicants lacking the required skills or education — 13%
- Candidate no shows /ghosting — 47%
- Bottlenecks in the hiring process — 1%
- New hires quitting within the first 90 days — 11%
- None of the above — 10%

Have you experienced interview ghosting/no shows in the past year?

No - 4%

Yes - 96%
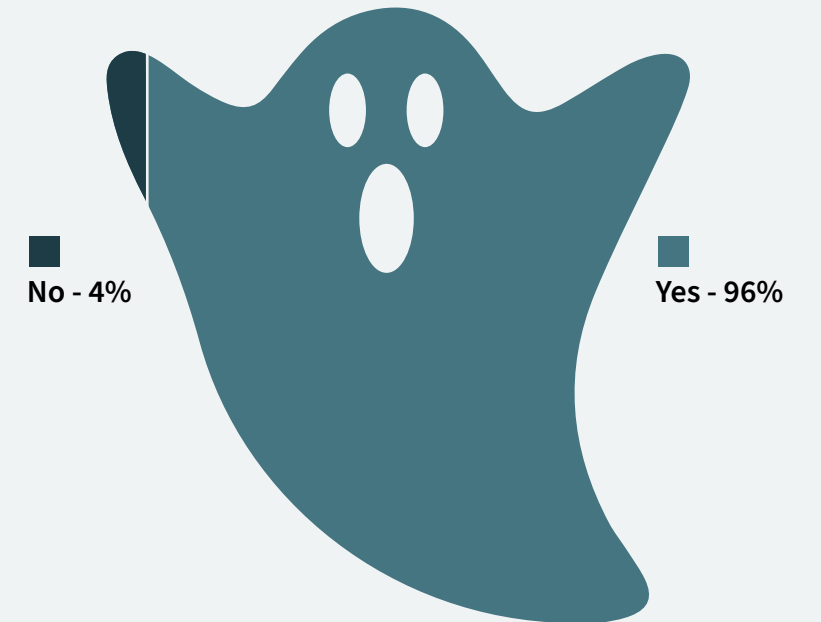
What do you think is the number one reason why candidates ghost/no show?

- 35%
- 5%
- 1%
- 3%
- 50%
- 5%

- None of the above
- Our process was too slow
- We weren't transparent enough
- We didn't communicate with them frequently enough
- They were no longer interested or not qualified
- We required too many interviews (or other steps like skills tests)
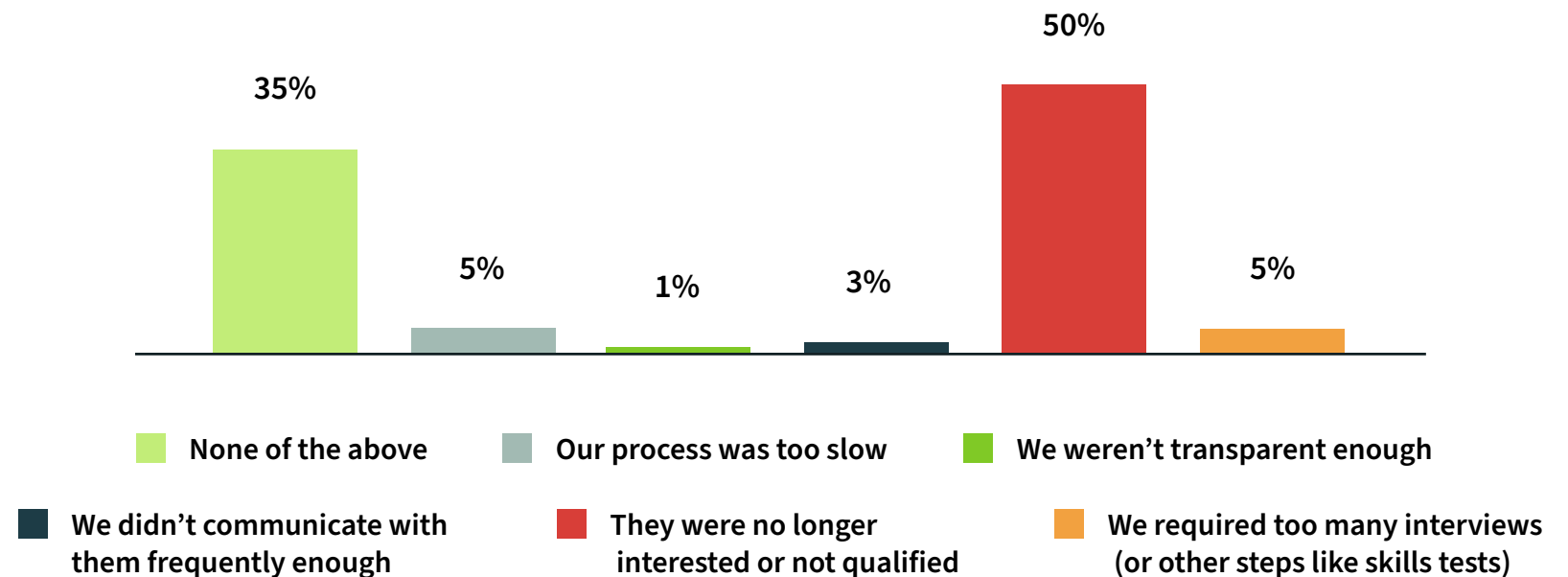
Retention is a core business challenge

Retention is also a challenge for 90% of facilities, with 25% reporting that this challenge is extreme and 44% indicating that the challenge has gotten worse over the last year.
Most respondents reported that less than 80% of the hires they made in the past year are still employed with their facility.

Not only does high turnover add even more pressure to overworked hiring teams, but it brings added costs. Experts predict that the cost of replacing just one employee is one half to two times that person's salary. In the facilities-based care sector, these costs are likely even higher given federal caregiver-to-patient ratio mandates.

While there is never a single answer for what facilities can do to reduce turnover, it helps to start with an understanding of 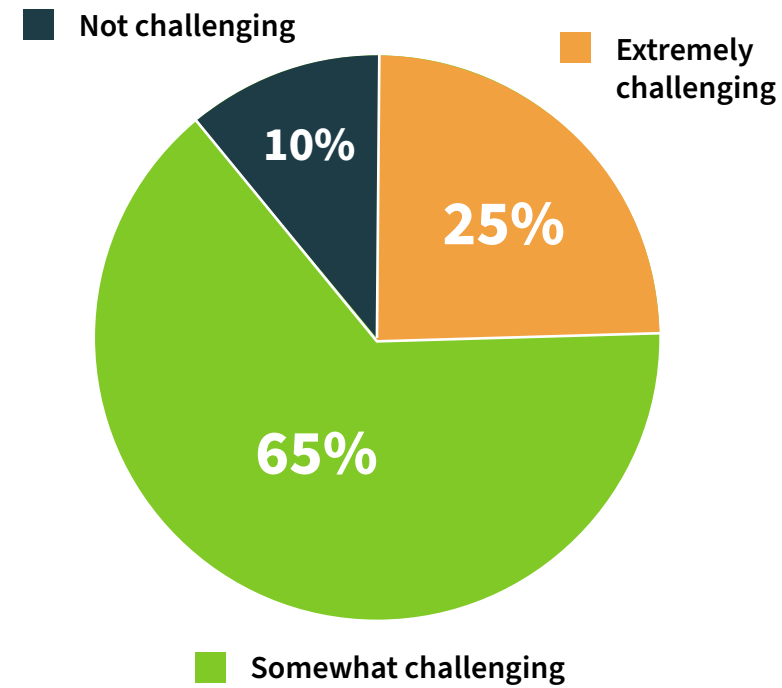why people leave. According to our applicant research, most say they would leave their current employer for **better pay, flexibility,** and **career growth opportunities** elsewhere.

How challenging is employee retention for your facility right now?

- Not challenging: 10%
- Extremely challenging: 25%
- Somewhat challenging: 65%

Is retention more of a challenge this year than it was last year?

- Yes: 44%
- No: 56%
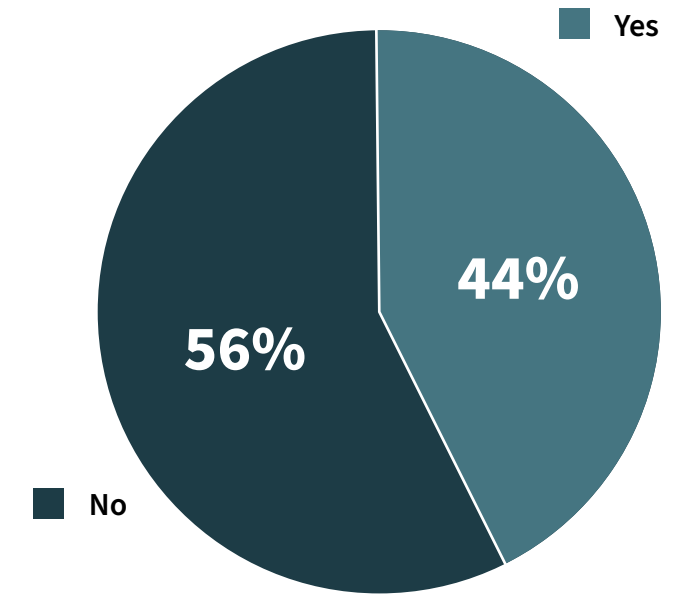
What percentage of the hires you made in 2023 are still employed with your organization?

- All of them: 1%
- 80-100%: 13%
- 60-80%: 39%
- 40-60%: 30%
- 20-40%: 15%
- Less than 20%: 1%
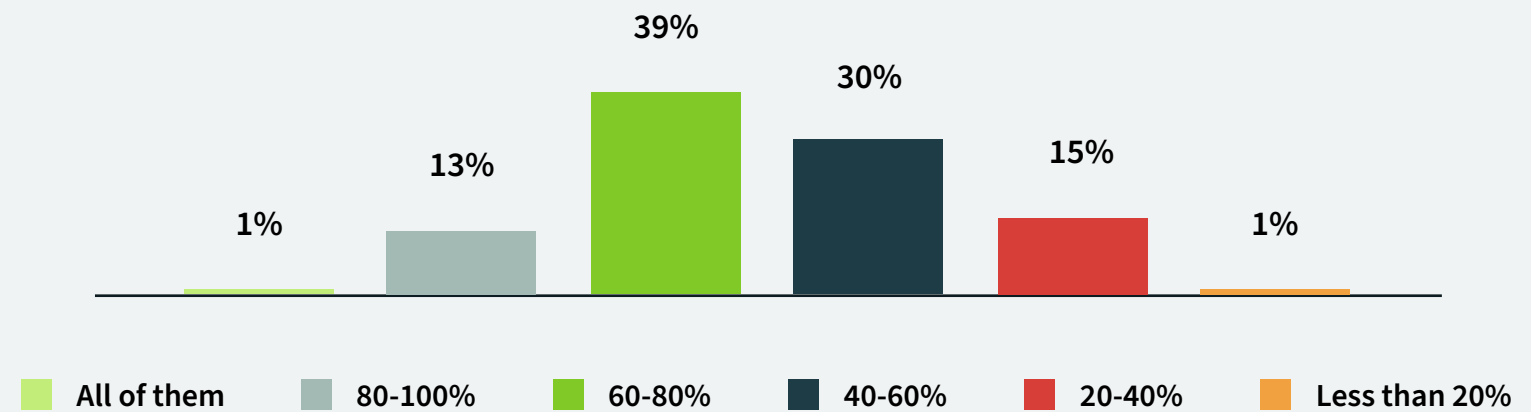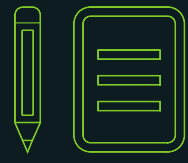
Advice for facilities

Build the foundation with a great employer brand

The number one way you can stand out during a time of high competition and low talent supply is with a great employer brand. Before you make any other changes to your recruitment strategy, it's critical that you spend some time revisiting your employer branding messaging and materials. This might mean drafting new positioning about what makes your facility stand out (maybe you offer exceptional work/life balance?) or completely redesigning the look and feel of your career site and other branding materials.

Audit your hiring process and tools

The data shows that ghosting (or no-shows) remains a common problem in the facilities-based care sector. You can combat this phenomenon and gain a leg up by providing a better experience for candidates than your competitors do. Start by thinking through the hiring process from the candidates' point of view and identify any areas that might be difficult to navigate or trigger them to move on. Consider how your tooling is playing a role in this. If you find that ghosting often happens while scheduling interviews, for example, consider tools that automate this step.

Create an employee-friendly onboarding program

Study after study shows that one of the biggest drivers of retention is great onboarding. When is the last time you've revisited your onboarding program? Your program should offer digital options for new hire paperwork (don't make new employees fill out forms on the first day!) as well as other document collection (e.g., certifications and insurance). It should also include a documented week one plan for your new hires that lays the groundwork for long-term success and fulfillment — including relationship building as well as extensive training.

Gather regular employee feedback

If you're not already regularly gathering feedback from employees it's time to start. Understanding the pulse of your existing team and identifying opportunities to keep them happy and loyal to your facility is critical to curbing turnover and reducing the pressure on hiring teams. Conduct regular surveys, meet with employees 1:1, and always interview departing employees to better understand their reasons for leaving. And of course any time you gather feedback it's critical that you make real and concerted efforts to act on it.

An overview of high-demand healthcare roles

It's clear that hiring remains a challenge in the facilities-based care industry, but what positions are the most difficult to fill and retain?
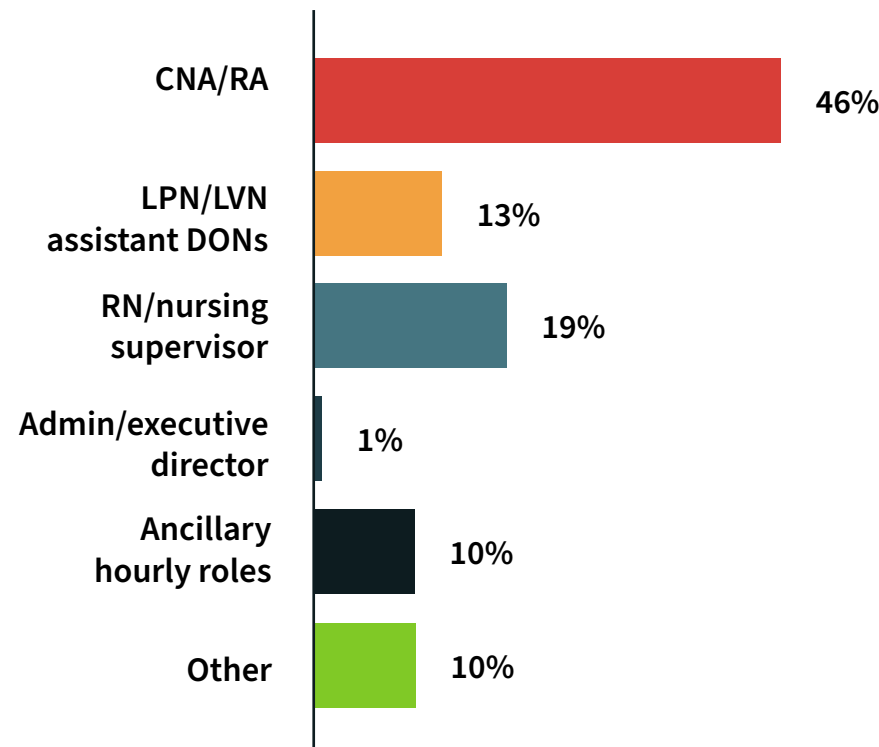
Demand for CNAs outranks all other roles

Nearly half (46%) of respondents said CNA roles are the most difficult to fill at their facility followed by RNs, with the same amount predicting that CNAs will be in demand more than any other role in the year ahead. Respondents also reported that CNAs are the hardest to retain.

CNAs are in high demand now for a few reasons. For one, the profession is known for being challenging in nature with little opportunity for advancement — making the talent pool small to begin with and turnover more rampant. On top of that, an aging population means the demand for CNAs within senior care facilities is increasing, yet younger workers are less inclined to seek these types of roles given their emphasis on mental health and flexibility.

Which type of role is the most difficult to fill at your facility?

- CNA/RA: 46%
- LPN/LVN assistant DONs: 13%
- RN/nursing supervisor: 19%
- Admin/executive director: 1%
- Ancillary hourly roles: 10%
- Other: 10%

Which type of role do you expect to have the highest demand for next year?

- CNA/RA: 51%
- Other: 14%
- Ancillary hourly roles: 9%
- RN/nursing supervisor: 12%
- LPN/LVN assistant DONs: 14%
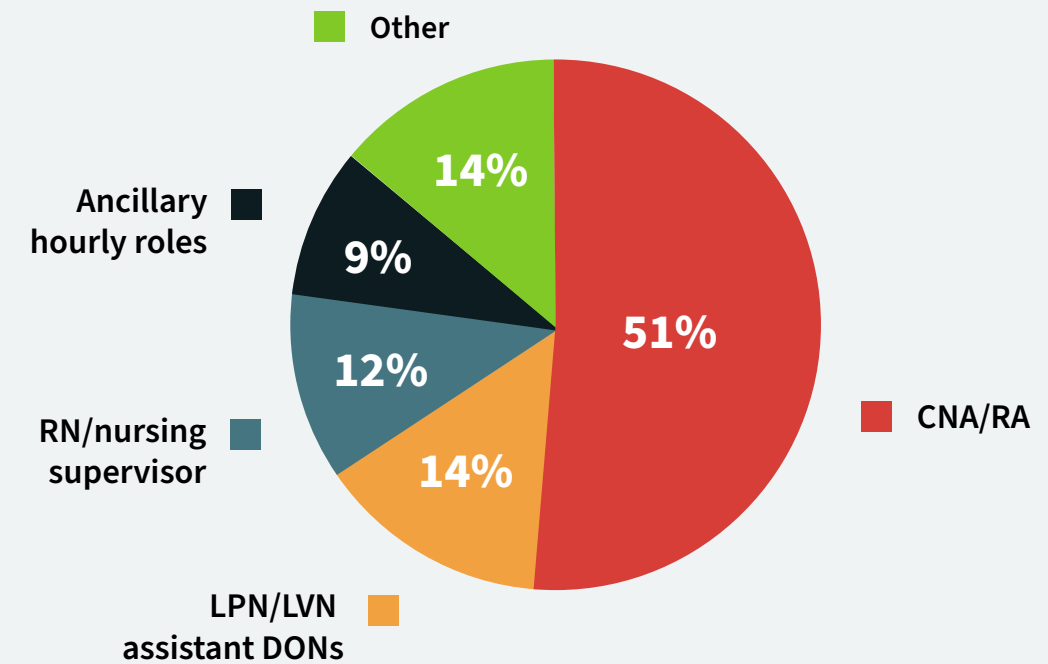
For which types of role do you experience the highest turnover?

- 69%
- 8%
- 4%
- 1%
- 18%
- 15%

Legend:
- CNA/RA
- LPN/LVN - assistant DONs
- RN/nursing supervisor
- Admin/executive director
- Ancillary hourly roles
- Other
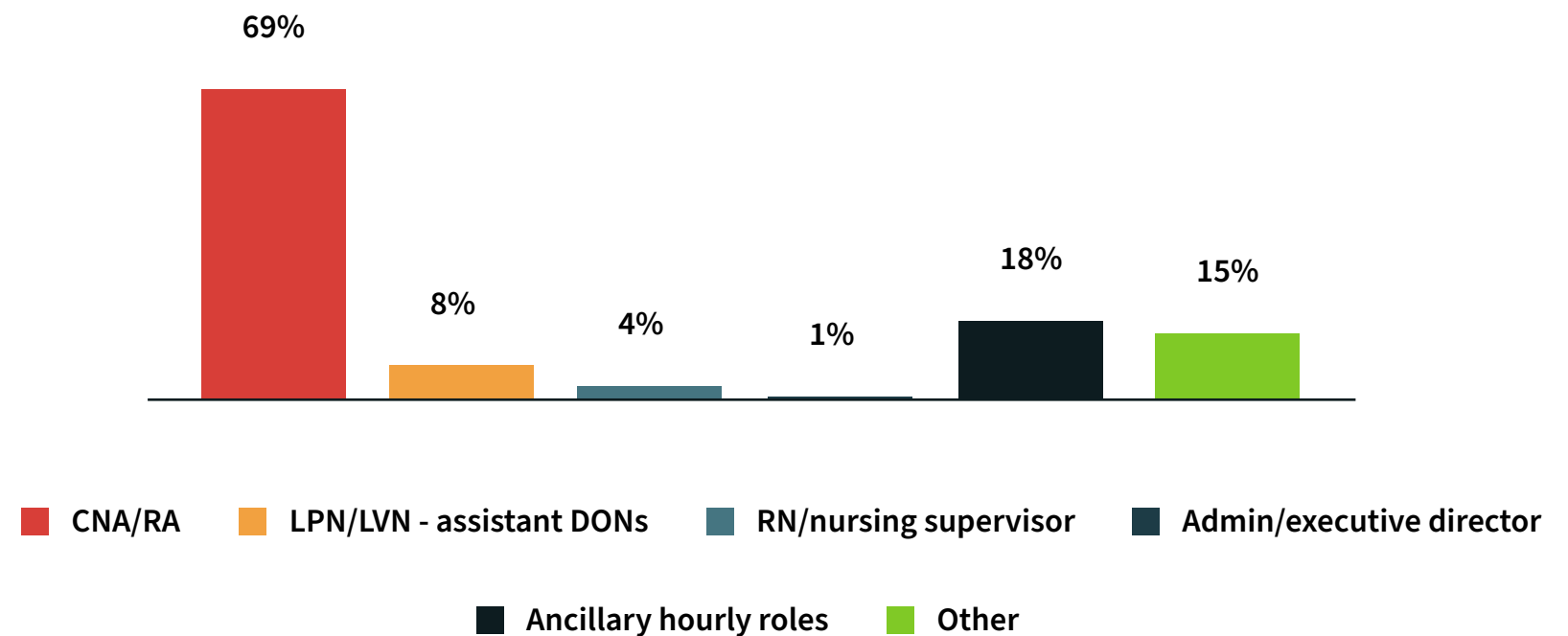
Advice for facilities

Foster relationships with local schools

Once you've revamped your employer brand, you can start taking your messages directly to the next generation of workers at high schools, vocational schools, and community colleges. Digital channels for recruitment are always important, but almost nothing beats face-to-face conversations when it comes to swaying opinions. Offer to speak to groups of students enrolled in relevant programs, create on-site job shadow programs and other learning opportunities, or donate scholarships.

Work on your reputation

Job seekers who are actively looking for CNA roles are more likely to look for work with organizations they know and respect. Build your reputation by contributing to the community around you. You can sponsor local events, volunteer with nonprofit organizations, and more. Demonstrating support for those around you in the community shows you also care for not only your patients but also your staff. Plus, a great reputation with your existing staff makes employee referral programs that much more effective.

Prioritize referrals

Chances are your high-performing CNAs and RNs know people who are just like them — why not leverage this? Of course most facilities have an employee referral program in place but the key is finding ways to get more out of it. Make it a requirement for new hires to list people they know from previous roles or training programs and nurture these contacts over time. Or consistently reach out to your caregiving staff via text reminding them of open roles as well as the bonuses you're offering. At times of highest demand, consider raising the bonus payout amount.

Texting, texting, texting

Of course once you do have great candidates interested in your open roles, you need to do everything you can to keep them engaged and combat the no-show problem discussed earlier. Texting is one of the best ways you can ensure that top candidates remain interested in your facility. Texting can be used to not only move the hiring process along (e.g., scheduling interviews, kicking off onboarding processes) but it can also be a great tool for simply ensuring top candidates know what they're getting when they work for you. Use text to remind great candidates of your benefits, competitive pay, growth opportunities, and more.

How leading facilities are designing jobs

Job design is a critical aspect of recruiting top talent in a tight market. Read on to see what benefits your competitors are offering and where you have an opportunity to stand out.

Common healthcare facility employee benefits

Most care facilities are offering a range of benefits, with workplace culture and schedule flexibility topping the list. Schedule flexibility comes in third — offered by 55% of respondents. When asked about DEI — a key factor in driving better hiring outcomes and overall business results — 70% said they do have a formal DEI program in place.

As hiring challenges continue to persist in the healthcare sector, one of the easiest things you can do to recruit more than your fair share of talent is get on par with competitors when it comes to benefits outside of pay. Skilled workers in this sector — especially CNAs — have the upper hand. Winning them over often comes down to what you offer compared to the competitor down the street.

Which employee benefits do you offer outside of pay and health insurance? (select all that apply)

Benefit	Percentage
Schedule flexibility	58%
Career pathways	34%
Education/tuition reimbursement	55%
Training or mentorship programs	51%
Uniform reimbursement	14%
Commute reimbursement	8%
Great workplace culture	62%
Extracurriculars (e.g., company picnics, movie nights)	33%
Other	14%
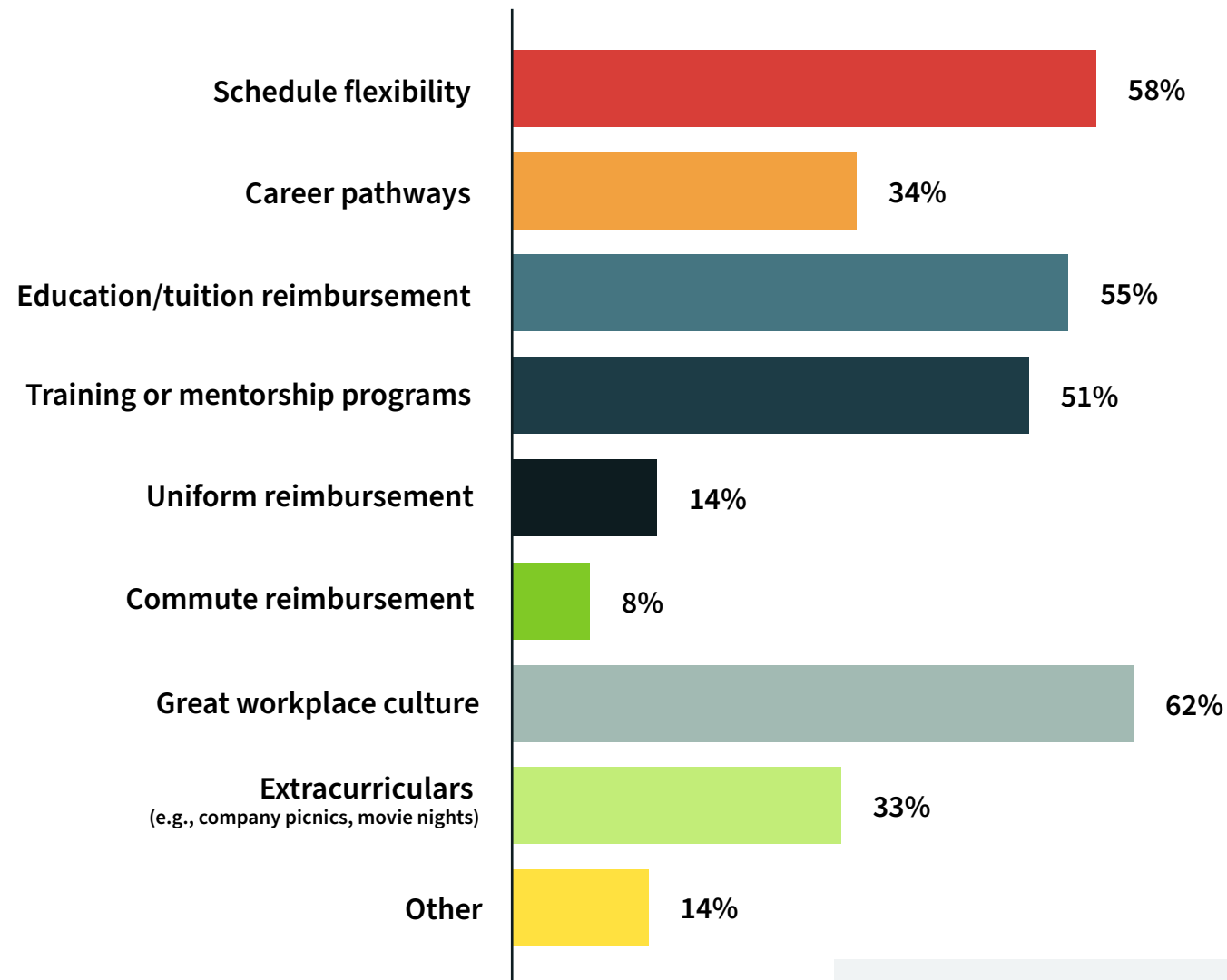
Does your facility have a diversity, equity, and inclusion program?

Yes	70%
No	30%
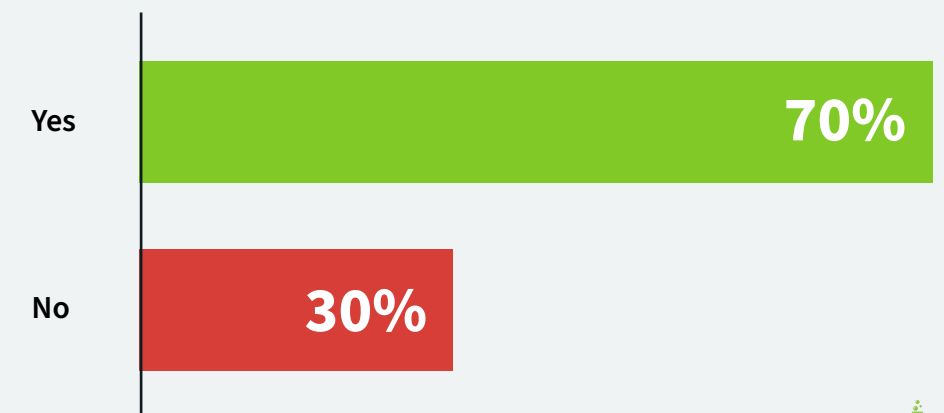
Wages continue to increase

As to be expected given current inflation and high competition, 75% of facilities raised wages this year, while compensation remained flat for 24% of respondents. According to the Bureau of Labor Statistics, the average hourly wage for CNAs in the United States was $17.41 while RNs earned an average of $89,010 per year, or $42.80 per hour as of December 2023.

As hiring challenges continue to persist, hiking wages and sparking a wage war with your competitors won't solve the talent problem entirely. According to Hireology's recent applicant survey, only 9% of today's healthcare job seekers will always take the higher paying job when presented with two offers. The top benefits job seekers choose over higher pay include:

- ☑ **Schedule flexibility**
- ☑ **Career growth**
- ☑ **Culture**
- ☑ **Easy commute**

In general, over the past year wages/salaries for our new hires has:

- **Decreased by less than 10%**
- **Stayed flat** — 24%
- **Increased by more than 10%** — 39%
- **Increased by less than 10%** — 36%
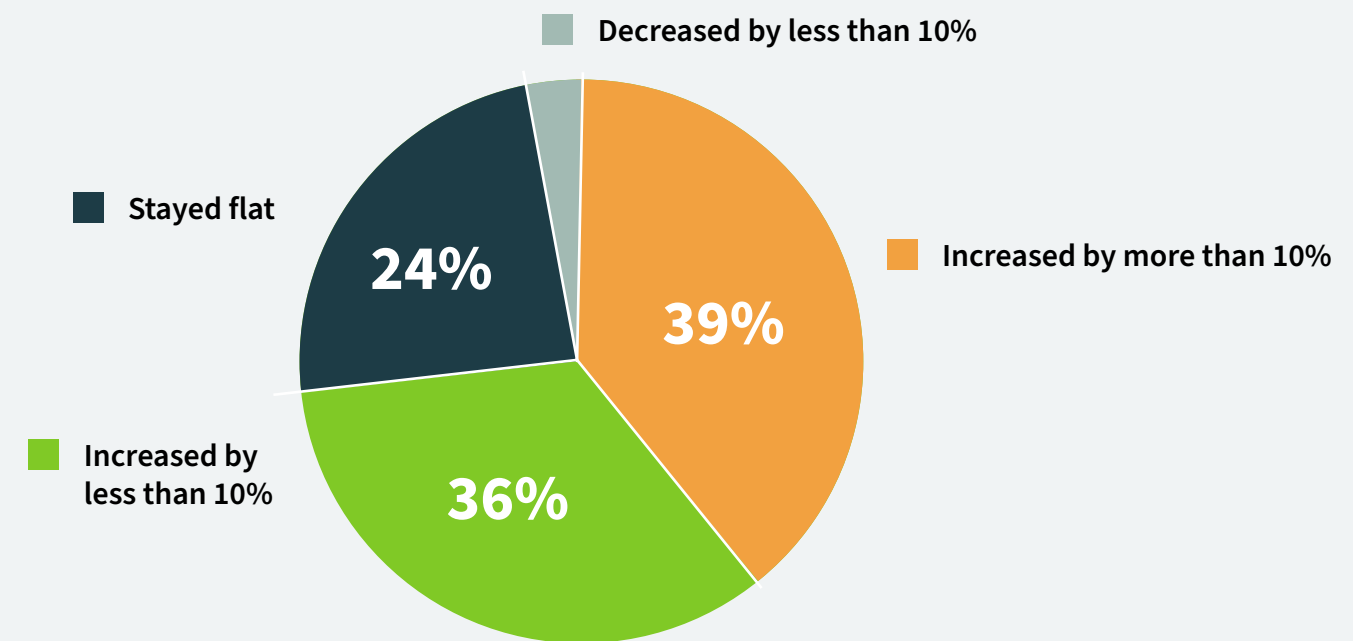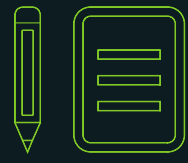
Advice for facilities

Audit your benefits

Job seekers in the caregiving space today are looking for more than just a paycheck. They want to feel like they can grow with their employers, that they're making a difference, and that their job isn't going to impact their mental and physical health. And based on the survey, we know that many facilities are taking the steps necessary to offer these benefits. Take some time to audit what you offer and identify opportunities for benefits you can afford to add to ensure that you're remaining competitive. The good news is that you likely already offer many of the perks job seekers are looking for, like flexibility and culture. You now need to find a way to make that clear in your employment branding messaging.

Prioritize caregiver well-being

RN and CNA roles are mentally and physically draining, leading to burnout in healthcare more so than in any other industry. And most often, burnout is the reason healthcare job seekers are looking for work elsewhere in the first place. When designing your jobs, make sure you're designing them with employee well-being in mind. Offer mental health breaks, physical support for activities like transferring patients and equipment, and access to counseling. And of course, all of this must be front and center in your employment branding materials.

Rewrite your job descriptions

Once you have a grasp of what you can offer job seekers and how you want to message those offerings, it's important to clearly state it in your job descriptions. Gone are the days of simply stating what the job entails along with requirements. Your job descriptions should resemble an ad for a product or service — sell what job seekers get out of working for you. Lead with key perks like career growth, flexibility, and more. Then dive into requirements and day-to-day duties of the role. To generate effective job seekers even faster, leverage an ATS with AI-based job description automation.

Update your career site

With updated job descriptions in hand, take the same approach with your career site. Think of it like the homepage of your facility's customer-facing website. What do you offer that job seekers want? What makes you different from competing facilities or employers in different industries? Use your career site to shout these selling points from the rooftops. And be sure to feature happy employees to show potential candidates that your staff is well cared for.

Talent sourcing: What's working for healthcare facilities?

At a time when the number of open jobs outweighs the number of active job seekers, it can feel like attracting a high volume of quality applicants is impossible. Learn where successful facilities are sourcing their hires today and identify channels you can add to your strategy in 2024.

Which sourcing channels do facilities use?

Most care facilities are relying on a multi-channel strategy to source talent, with social media, employee referral programs, and job boards topping the list.

When we asked healthcare job seekers to list the channels they use to look for work in our most recent applicant research, Indeed, LinkedIn, Google search, and employer career sites were the most common answers. What this tells us is that facilities are doing a nice job meeting job seekers where they are. If your organization is still relying on just one or two channels to source talent, it's time to consider a diversification strategy.

Select all the channels you use to source talent

- 65% — Job boards (organic)
- 63% — Job boards (paid)
- 60% — Career fairs
- 53% — Relationships with local schools/colleges
- 75% — Social media
- 68% — Employee referral programs
- 13% — Outbound recruiting
- 26% — Staffing agencies
- 35% — Previous applicants/candidate database
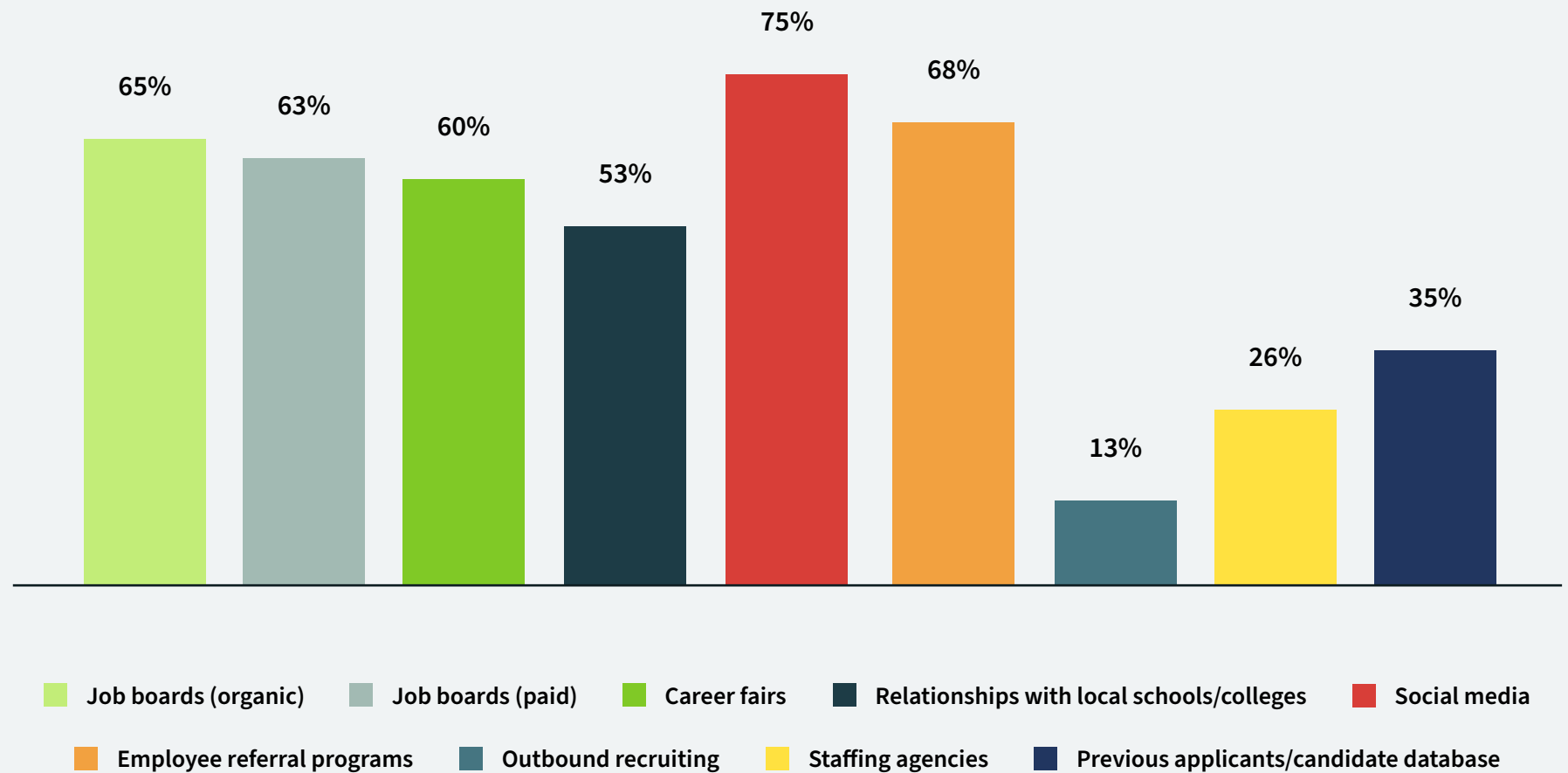
Which sourcing channels drive the most applicants and hires?

While facilities rely on a range of channels to source talent, there are a few that stand out in terms of applicant volume and quality. Respondents said that paid listings on job boards and social media bring in the most candidates, but when it comes to quality, employee referral programs jump up to the second spot.
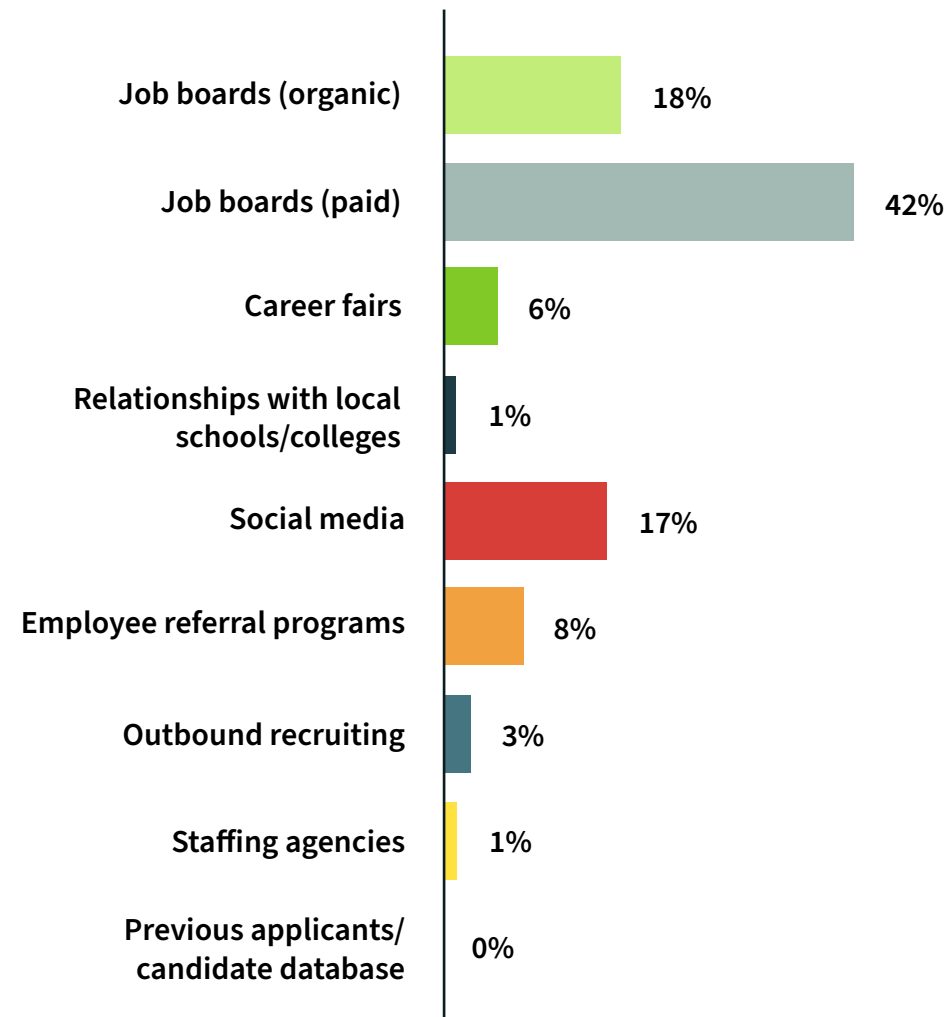
Referred candidates tend to be higher quality because they're effectively already vetted by your top performing employees. These are folks who are likely very similar to your existing staff and already have a greater interest in your organization than candidates sourced from other channels. Studies have also shown that referral hires are much more likely to stick around long-term and tend to perform better.

However, when it comes to sourcing, what works best for most facilities might not be what works best for you. The key is to understand where you're driving the most applicants in terms of both quality and quantity and shift your resources accordingly to get the most ROI from these channels.

Which channel is the top performing source in terms of applicant volume?

Channel	%
Job boards (organic)	18%
Job boards (paid)	42%
Career fairs	6%
Relationships with local schools/colleges	1%
Social media	17%
Employee referral programs	8%
Outbound recruiting	3%
Staffing agencies	1%
Previous applicants/candidate database	0%

Which channel is the top performing source in terms of applicant quality?

Channel	%
Job boards (organic)	10%
Job boards (paid)	35%
Career fairs	6%
Relationships with local schools/colleges	3%
Social media	10%
Employee referral programs	28%
Outbound recruiting	0%
Staffing agencies	3%
Previous applicants/candidate database	4%
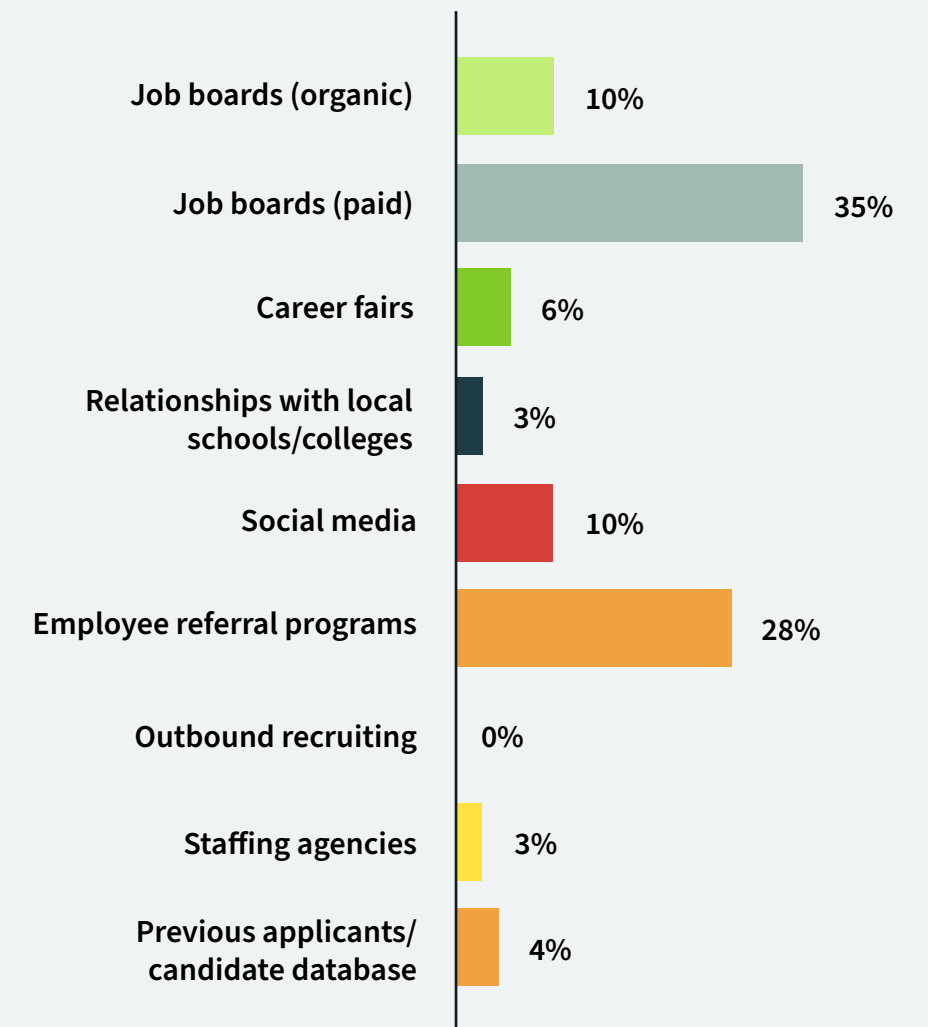
The state of healthcare facility employee referral programs

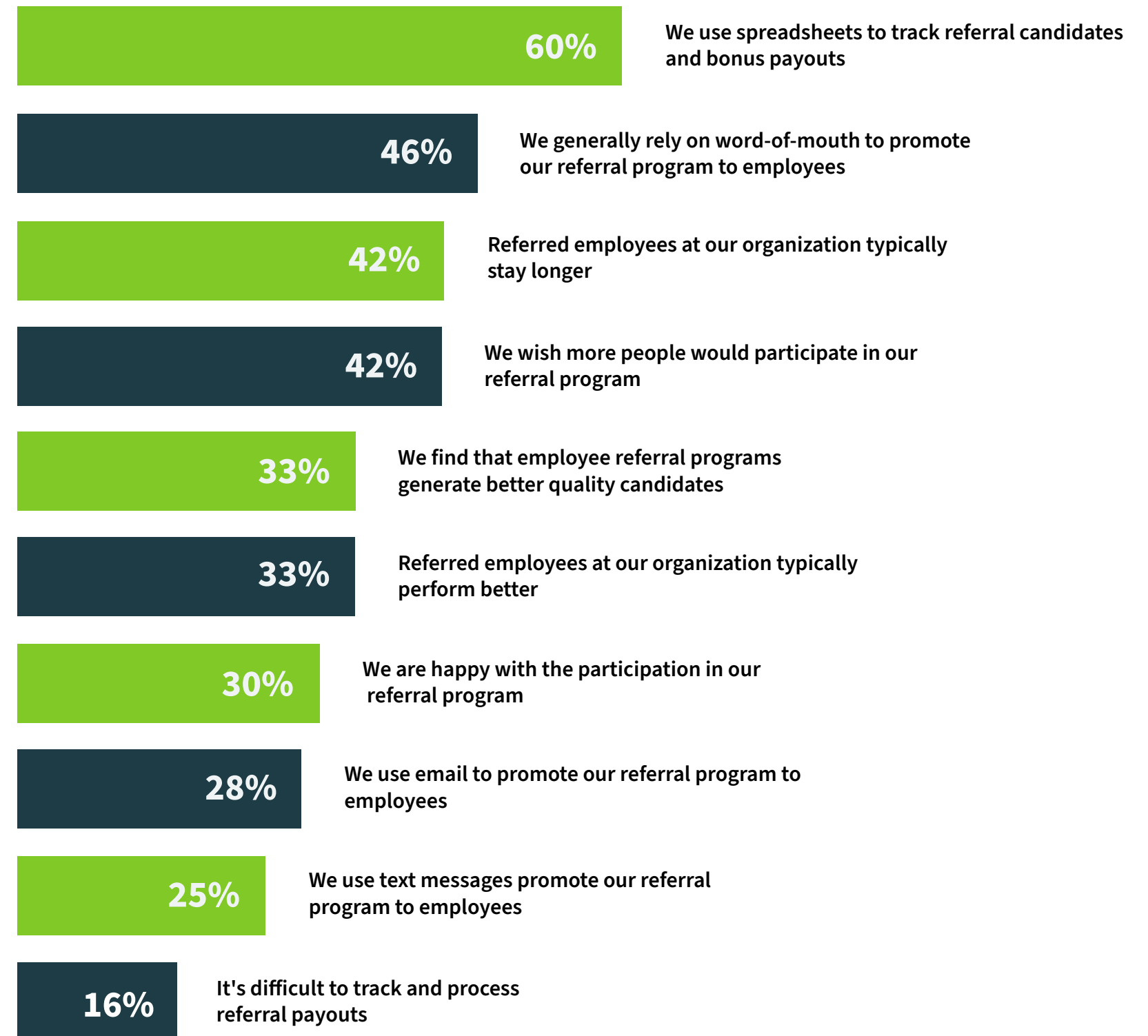Despite referral programs proving to be a great source for quality talent, most facilities are still relying on outdated processes and strategies for running these programs. Most respondents are still relying on word-of-mouth, email, and spreadsheets to promote and manage their programs. And only 30% say they are happy with the level of participation in their programs.

This tells us that healthcare facilities are considering referral programs an afterthought. Overall facilities have opportunities to get ahead of competitors by investing in improving their referral program promotion and overall management processes. When done right, referral programs can be an incredibly cost-effective channel for building a pipeline of great candidates who are more likely to stick around long-term.

Which of the following statements are true about your employee referral program?

60% — We use spreadsheets to track referral candidates and bonus payouts

46% — We generally rely on word-of-mouth to promote our referral program to employees

42% — Referred employees at our organization typically stay longer

42% — We wish more people would participate in our referral program

33% — We find that employee referral programs generate better quality candidates

33% — Referred employees at our organization typically perform better

30% — We are happy with the participation in our referral program

28% — We use email to promote our referral program to employees

25% — We use text messages promote our referral program to employees

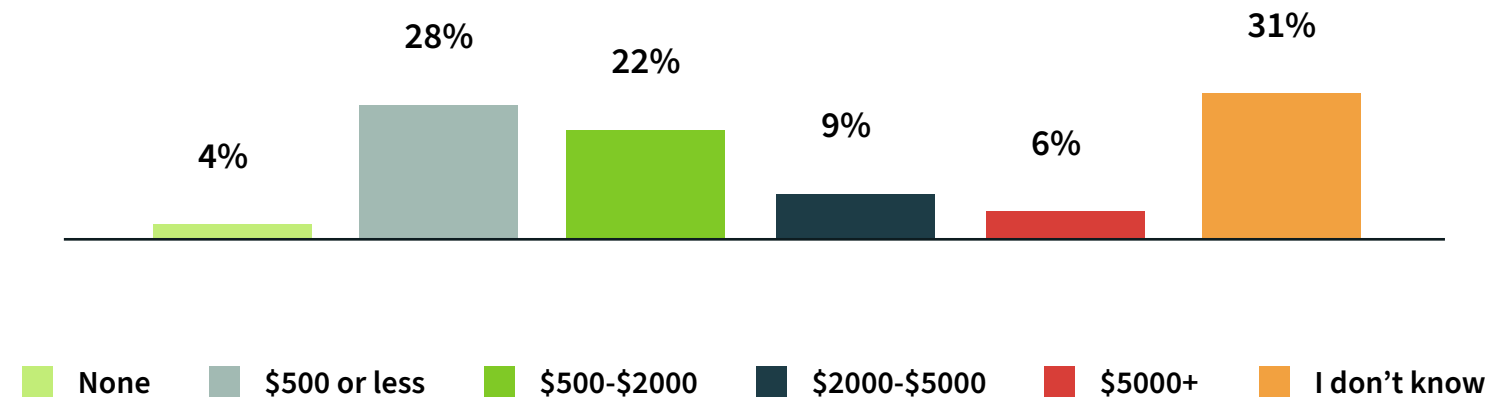**16%** — It's difficult to track and process referral payouts
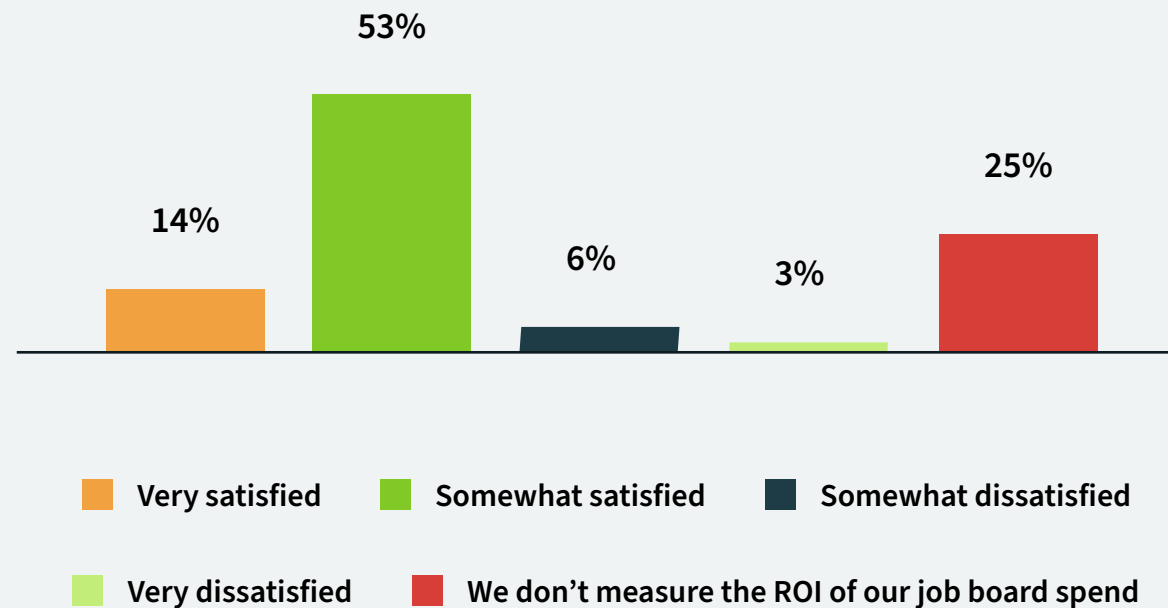
Job board spend among facilities

Paid job board ads tend to drive a high volume of talent, but how much is this costing health-care facilities? Most are spending "$500 or less", while another 22% spend up to $2000 per month. For the most part, facilities are satisfied with the return on this monthly spend, while 31% admitted to not tracking the results of paid job board ads.

Job boards are an essential part of any health-care facility's talent strategy. In fact, our appli-cant research found that Indeed is the top chan-nel used by healthcare job seekers today. Those that are unhappy with their spend on these sites are likely equating more spend with more appli-cants. The reality is that success on these highly competitive sites requires a strategic approach and a quality over quantity mindset

What is your monthly spend on job boards, across all locations?

- 4% — None
- 28% — $500 or less
- 22% — $500-$2000
- 9% — $2000-$5000
- 6% — $5000+
- 31% — I don't know

Legend: None | $500 or less | $500-$2000 | $2000-$5000 | $5000+ | I don't know

Are you satisfied with the ROI of your job board spend?

- 14% — Very satisfied
- 53% — Somewhat satisfied
- 6% — Somewhat dissatisfied
- 3% — Very dissatisfied
- 25% — We don't measure the ROI of our job board spend

Legend: Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | We don't measure the ROI of our job board spend

Advice for facilities

Track sourcing-related metrics and adjust accordingly

If you're like most facilities, you're probably using a wide range of channels to source applicants. But do you actually know which channels provide the best ROI? Start tracking metrics like applicants/source and hires/source to paint a clearer picture of which sources drive the most impact. From there you can develop a plan for adjustments you can make to optimize your time and resources.

Leverage your existing talent database

Do you ever wish you could bring a former employee back? Or hire a candidate you interviewed for a role last year? Well, you can (and should!). Leveraging relationships you've built over time can actually be a really lucrative strategy for filling open roles. Start by getting your database in order by centralizing all former employees, former applicants and candidates, and former referrals. Then start nurturing these groups through regular campaign messages. Of course getting this right is a massive undertaking, so consider recruitment platforms that facilitate advanced database management and communication automation.

Modernize your employee referral program

We know that employee referral programs are a great source of quality talent in the facilities-based care space today, but most are relying on outdated tools and strategies for managing these programs — limiting the channel's potential. It's time to ditch the spreadsheets and inconsistent promotion tactics and get intentional about your program. Boost participation (and thus, quality candidates) by sending regular text campaigns to your team reminding them of open roles and bonus payout amounts. And invest in tools that allow you to execute all of this without ever leaving your applicant tracking system.

Sponsor your jobs on Indeed

Because so many facilities are using Indeed, the site can become incredibly competitive. If you're not finding the results you're looking for with organic listings only, consider sponsoring your most important open roles.[1] On average Indeed Sponsored Jobs result in 55% more applicants than non-sponsored jobs and are 4.5x more likely to result in a hire than non-sponsored jobs.[2]
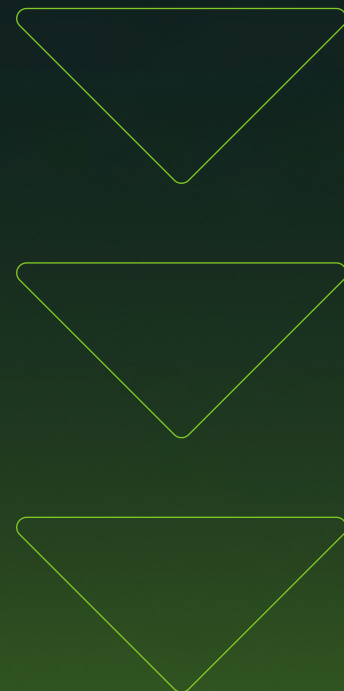
[1] Indeed data (US,CA)
[2] Indeed data (worldwide), Q4 2020

Hiring process speed and bottlenecks

Speed is a critical factor in a tight job market, especially given that 57% of healthcare job seekers say they accepted the first offer they received in their most recent job search. Are most facilities able to keep up with candidate expectations? Let's take a look.
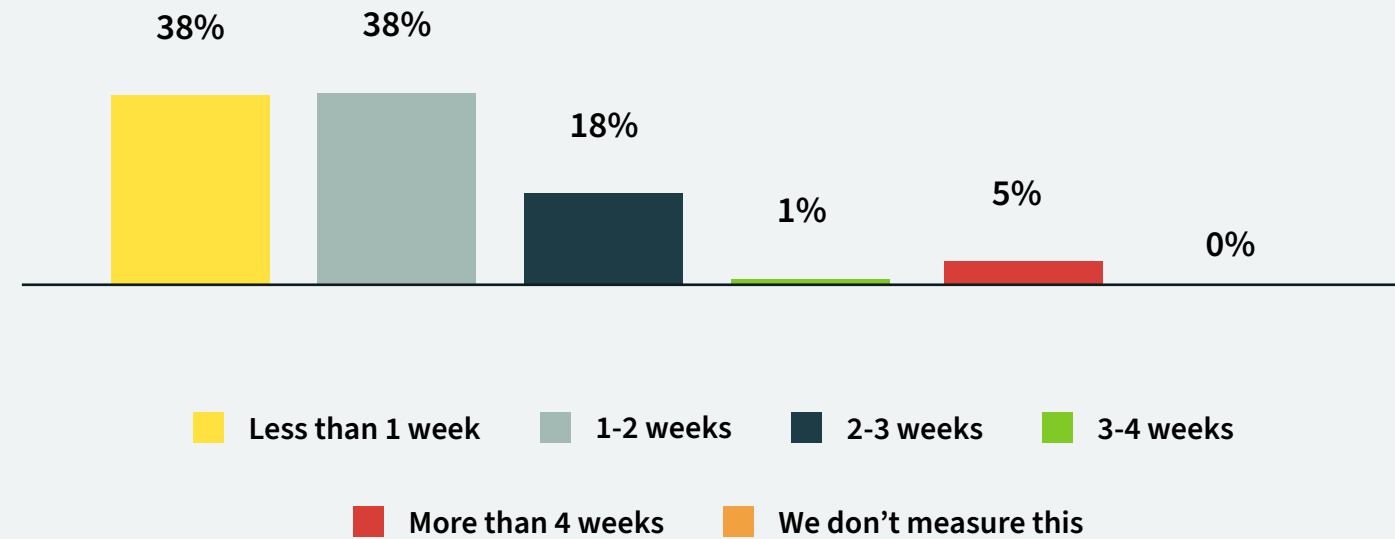
Average hiring process speed

Most respondents say they're able to hire qualified applicants in less than two weeks, and most say that this timeframe has remained the same or decreased since last year. When it comes to initial response time, 85% say they typically respond within 48 hours with 50% indicating that they respond the same day an application is received.
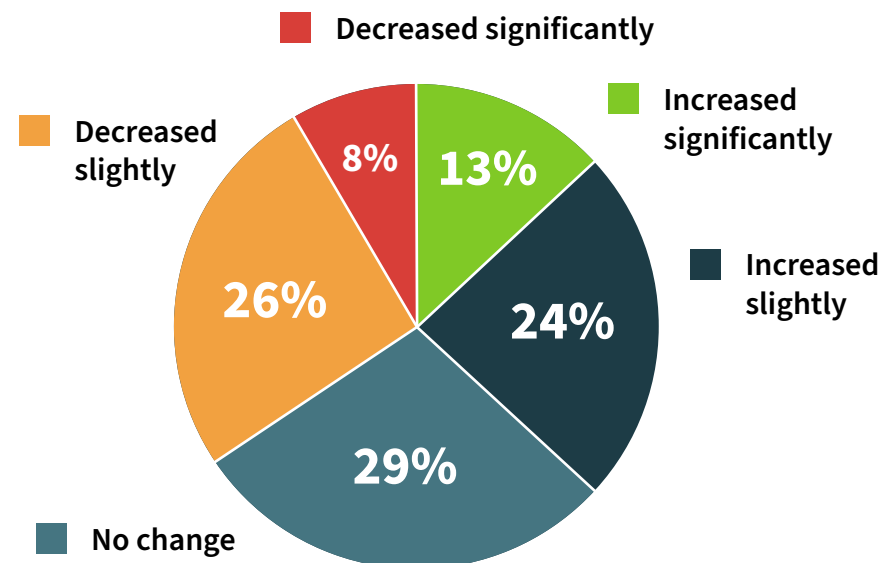
Given that most facilities struggle with ghosting and no-shows, it's no surprise that they are prioritizing hiring speed. Leading facilities are able to do this by defining hiring processes and mandates, investing in tools that make moving faster easier (think: automation and mobile), and adopting a more holistic mindset that considers the candidate experience beyond their initial application.
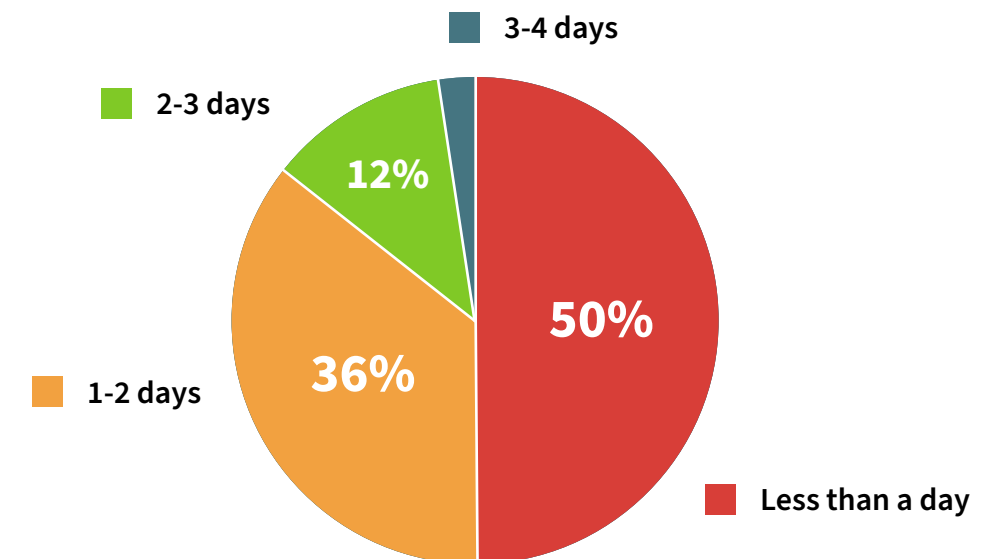
On average, how long is your hiring process?
(the time it takes from the moment someone applies to the job to become a fully-onboarded employee?)

- 38% — Less than 1 week
- 38% — 1-2 weeks
- 18% — 2-3 weeks
- 1% — 3-4 weeks
- 5% — More than 4 weeks
- 0% — We don't measure this

How has the length of your hiring process changed from last year?

- Decreased significantly — 8%
- Increased significantly — 13%
- Increased slightly — 24%
- No change — 29%
- Decreased slightly — 26%

On average how long does it take your team to respond to a new applicant?

- Less than a day — 50%
- 1-2 days — 36%
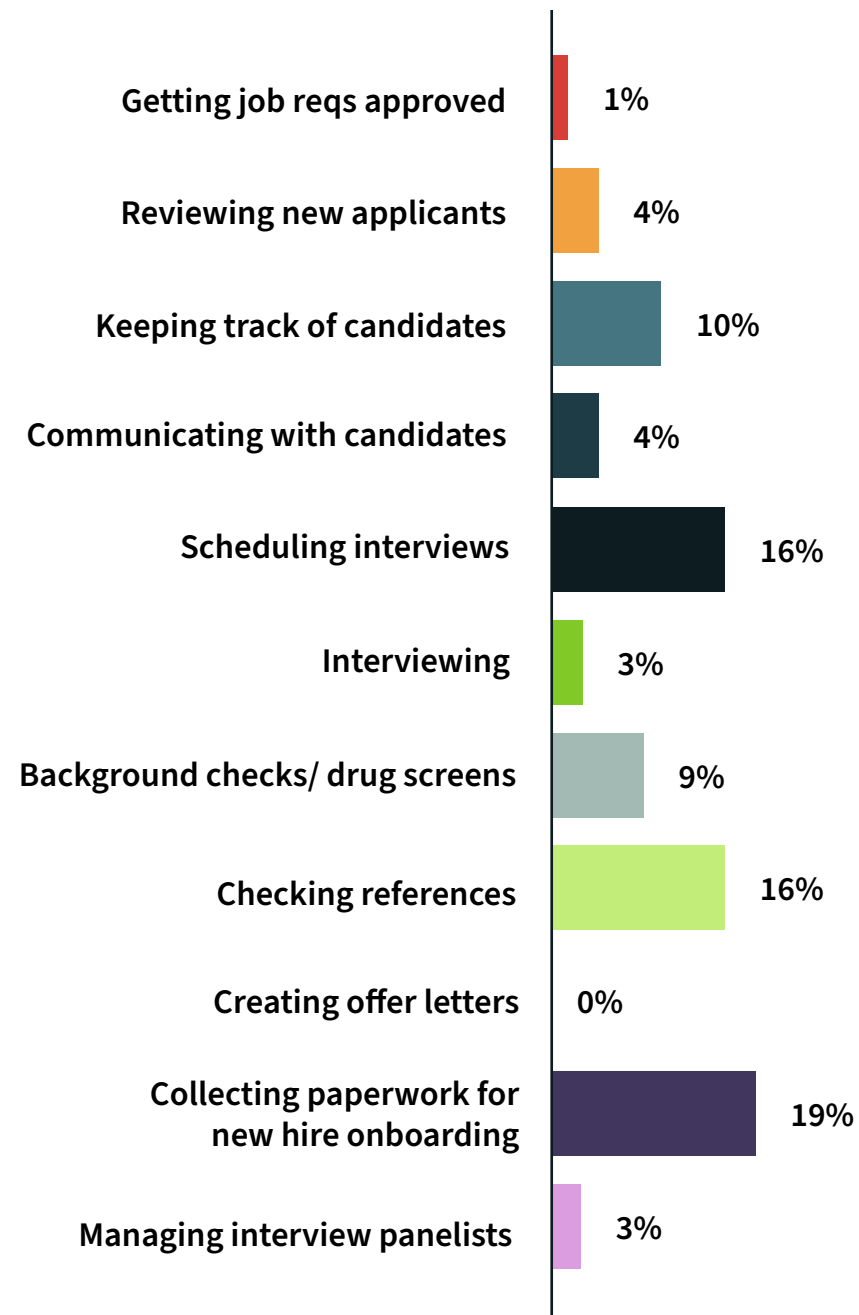- 2-3 days — 12%
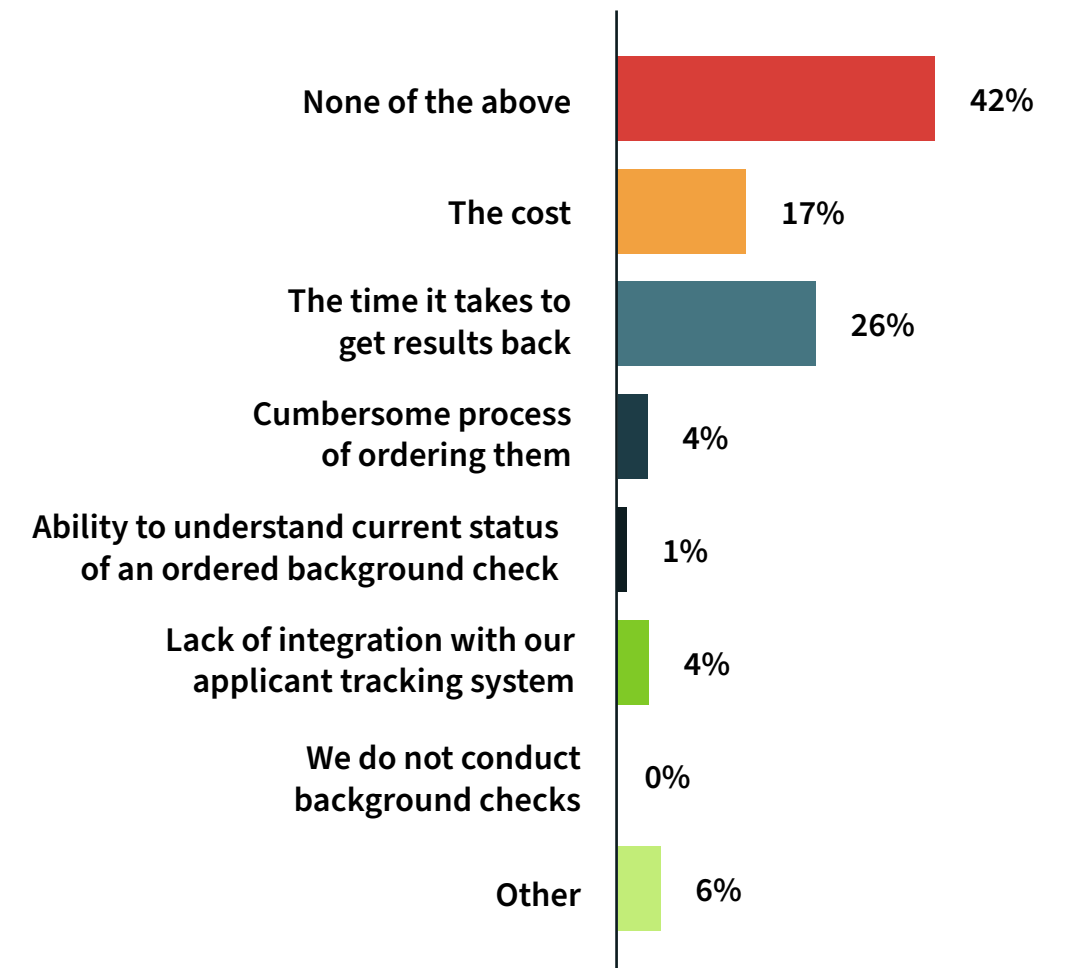- 3-4 days

Hiring process bottlenecks

When asked what prevents them from moving even faster, respondents cited the process of collecting required paperwork and scheduling interviews. As it relates to background checks and drug screens specifically, the time it takes to get results back is the number one bottleneck for facilities.

Again, much of these bottlenecks are due to lack of defined processes and outdated tools. There's only so much hiring teams can do within the confines of what's provided to them. Leaders in the facilities-based care space are creating guide rails for their teams to work smarter, not harder by giving them the technology and direction they need to succeed.

What is the MOST cumbersome step in your hiring process?

Step	Percentage
Getting job reqs approved	1%
Reviewing new applicants	4%
Keeping track of candidates	10%
Communicating with candidates	4%
Scheduling interviews	16%
Interviewing	3%
Background checks/ drug screens	9%
Checking references	16%
Creating offer letters	0%
Collecting paperwork for new hire onboarding	19%
Managing interview panelists	3%

What is your biggest challenge as it relates to background checks?

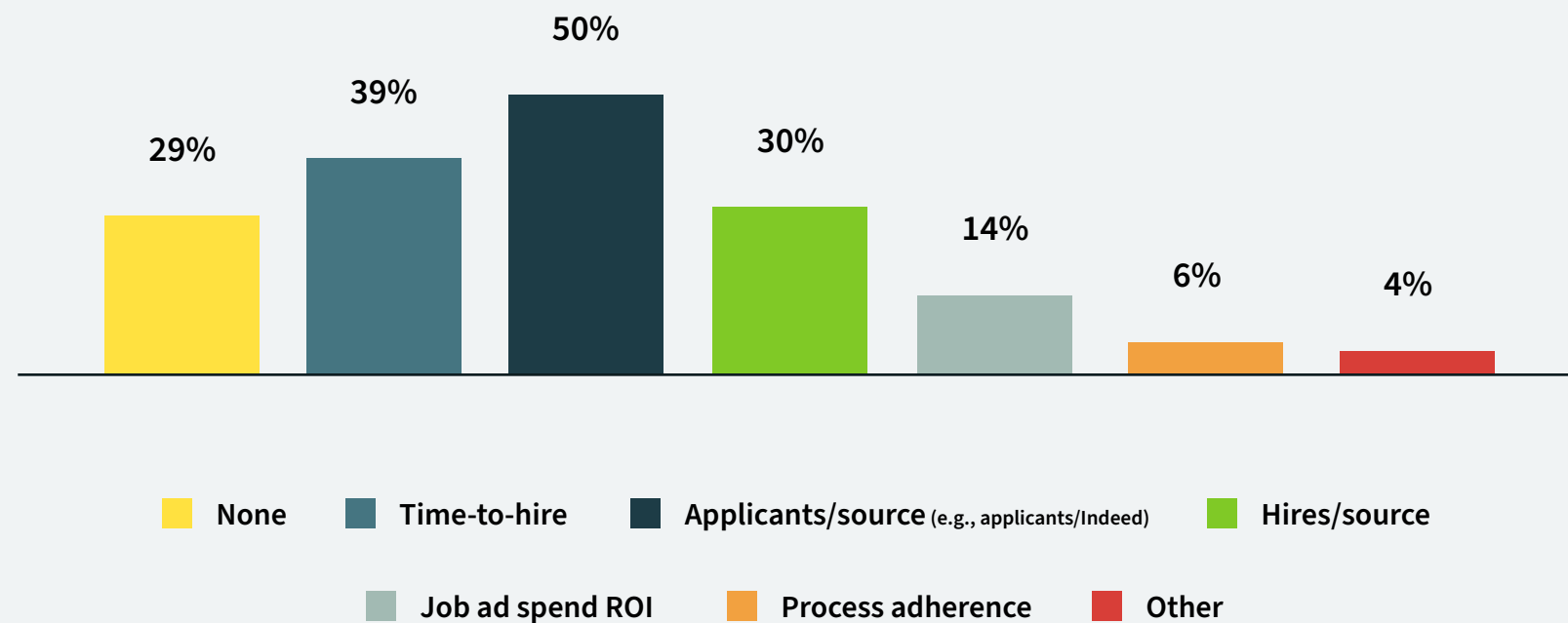| Challenge	Percentage
None of the above	42%
The cost	17%
The time it takes to get results back	26%
Cumbersome process of ordering them	4%
Ability to understand current status of an ordered background check	1%
Lack of integration with our applicant tracking system	4%
We do not conduct background checks	0%
Other	6%

Healthcare facility hiring metrics

Identifying opportunities to recruit better quality talent and fill roles faster typically starts with an understanding of what's working and what isn't. However, about 30% of facilities do not track hiring metrics.

Of those that do, most are tracking applicants per source. Very few facilities are tracking process related metrics or job board ROI — key metrics that can help HR teams understand what's driving ghosting and how to optimize spend.

Which hiring metrics (if any) do you track regularly?

- 29% — None
- 39% — Time-to-hire
- 50% — Applicants/source (e.g., applicants/Indeed)
- 30% — Hires/source
- 14% — Job ad spend ROI
- 6% — Process adherence
- 4% — Other

Advice for facilities

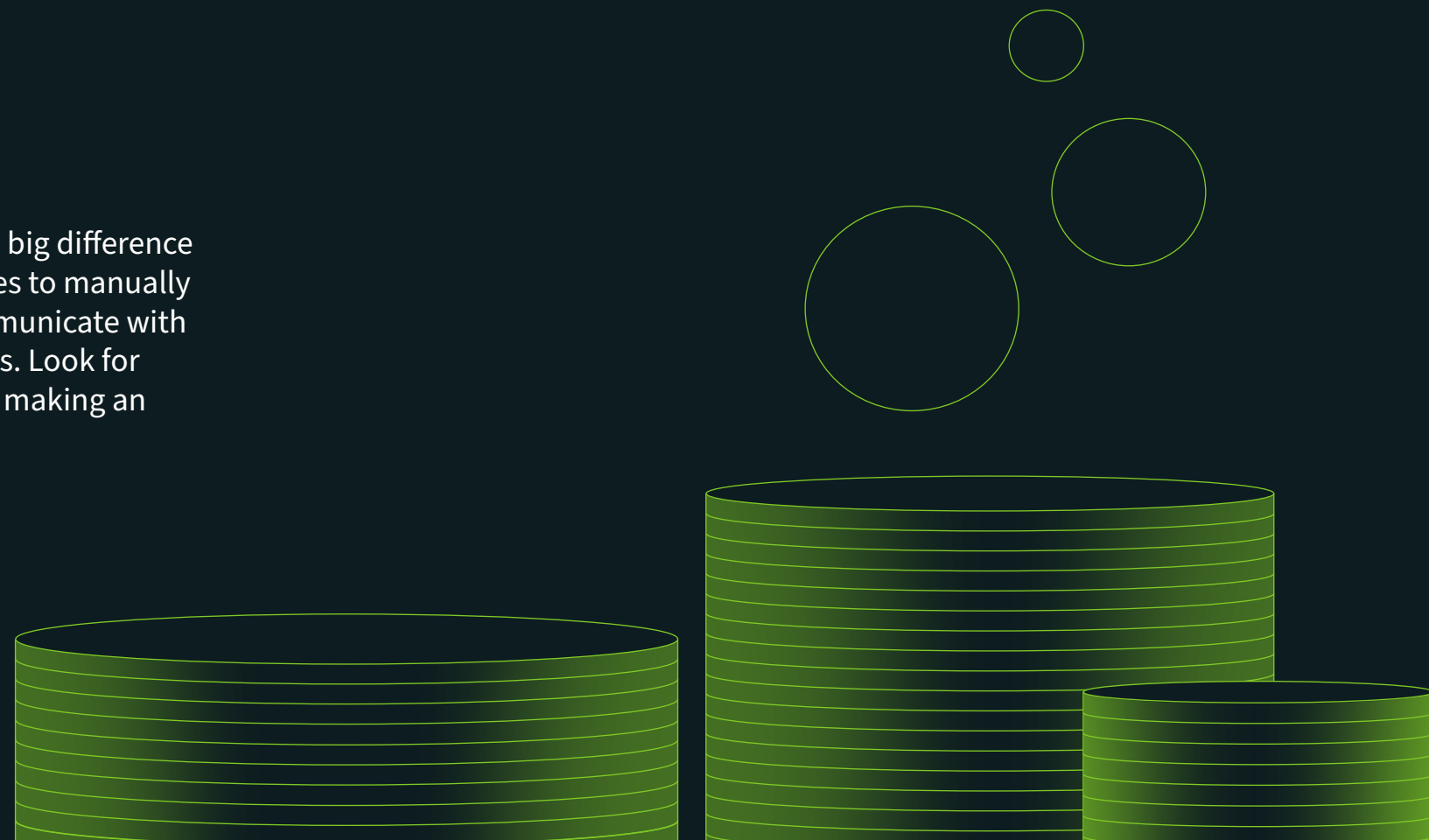## Track process-related hiring metrics and adjust accordingly

To remain competitive in today's hiring market, you need to move fast on great candidates. But much like with sourcing, it's difficult to improve time-to-hire without knowing what's slowing you down. Start tracking hiring speed and process adherence across locations to identify roadblocks (Is interview scheduling slowing you down? Or document collection?) and make the necessary adjustments to your processes and tech stack based on what you find.

Embrace automation

No matter how many HR employees you have on staff, human beings can only process so much information at a time. These human limitations will prevent you from moving faster in your hiring process at a certain point. That's where automations can come into play. We know HR teams are often bogged down by the time it takes to review applicants, schedule interviews, and manage background check processes. Why not let automation streamline these tasks for you? Many tools out there, including Hireology, offer everything you need to drastically reduce the time spent on these tasks — allowing you to hire faster and focus on more important work.

Adopt a modern applicant tracking system

Modernizing and centralizing all of your hiring steps can also make a big difference when it comes to reducing time-to-hire. For example, the time it takes to manually switch from your email account back to your hiring platform to communicate with candidates and then your internal team can add days to your process. Look for platforms that offer everything you need — from distributing jobs to making an offer — in one central location.

Awareness of and interest in AI

Artificial intelligence (AI) dominated conversations across all sectors in the past year — healthcare included. To gauge how facilities feel as it relates to hiring and HR, we asked several questions around comfortability and expected usage of AI.
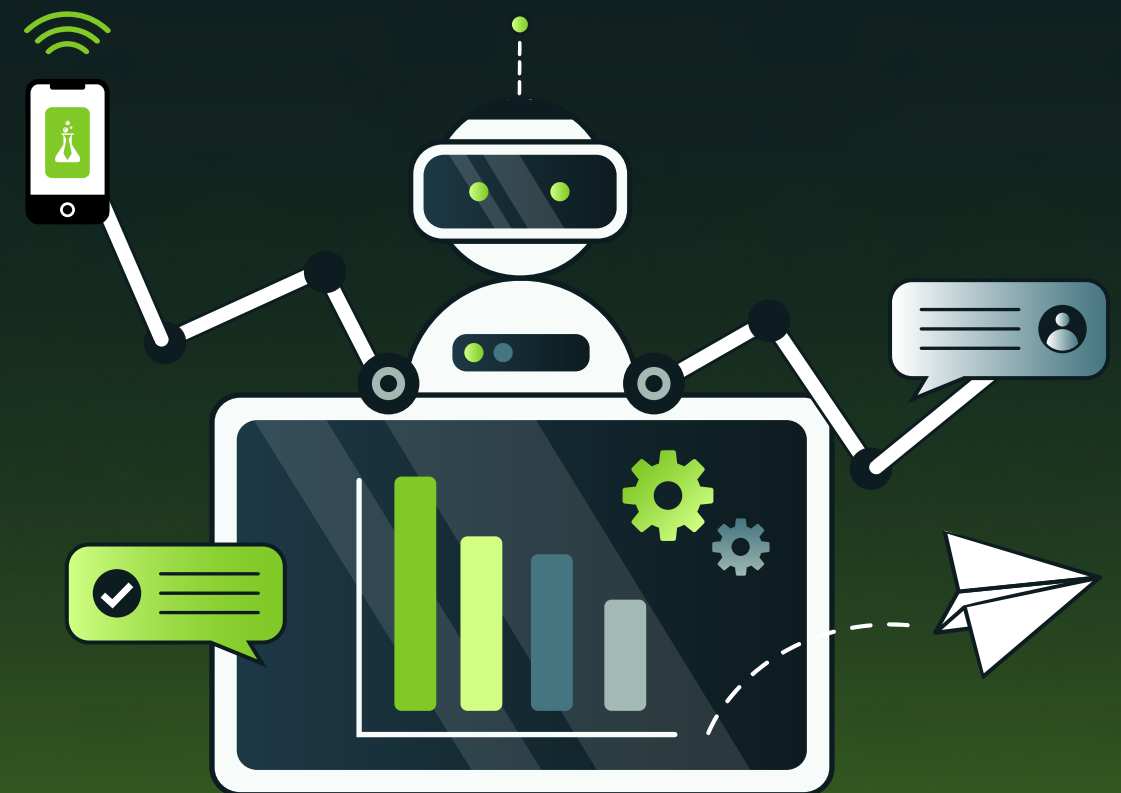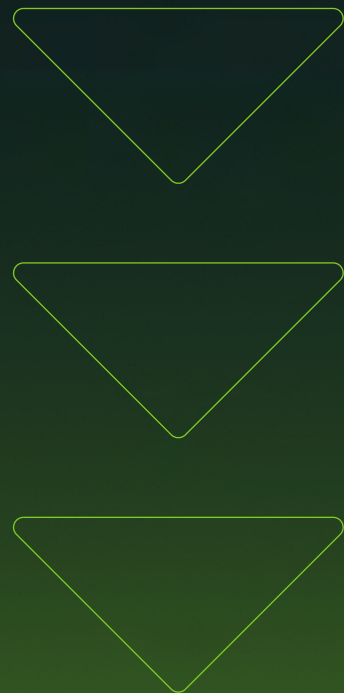
Comfortability with AI in recruitment

Healthcare facilities have mixed reviews when it comes to their comfort level with using AI in recruitment. While 45% say they are comfortable with the idea of AI playing a role in their jobs, only 29% feel they truly understand the possible impacts it could have when it comes to hiring.

Given that AI has become a buzzword in all industries, not just healthcare, it's no surprise that about half are comfortable with the concept in and of itself. But the idea of AI in a practical sense is vague, making it tough for facilities to truly understand how it could make a difference in their jobs.

Additionally, about half (48%) say they have concerns around AI biases. Recruiting and HR is a highly personal yet complex field where the right answers and decisions are almost never clear cut. It is natural to have some concerns and reservations about adding AI to the mix.

How comfortable are you with the idea of using AI in recruitment in any capacity?

- Very uncomfortable — 29%
- Very comfortable — 12%
- Somewhat comfortable — 33%
- Somewhat uncomfortable — 26%
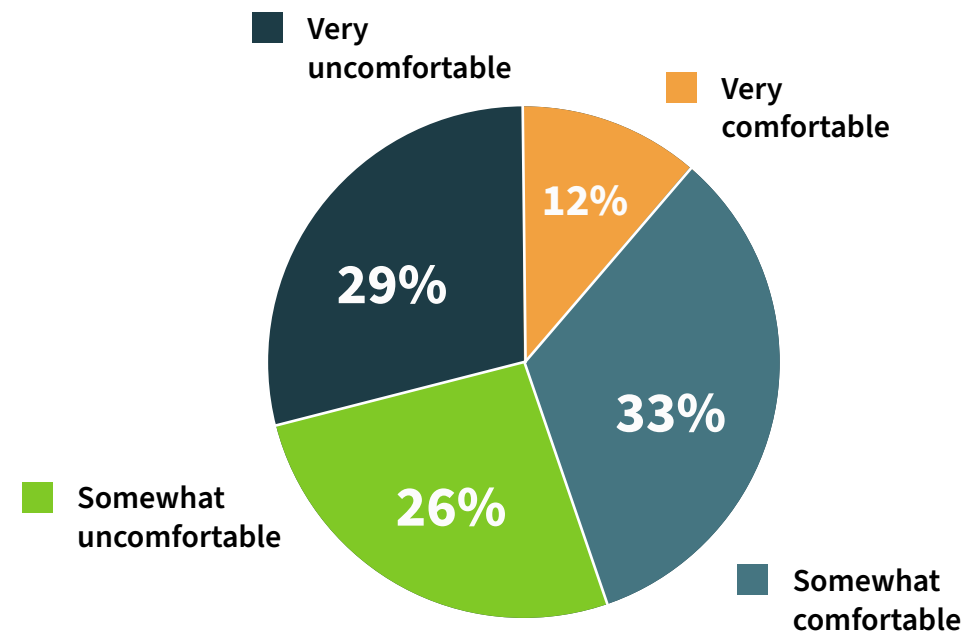
Do you feel you understand the possibilities and impacts of AI as it relates to recruitment?

- No — 38%
- Yes — 29%
- Somewhat — 33%
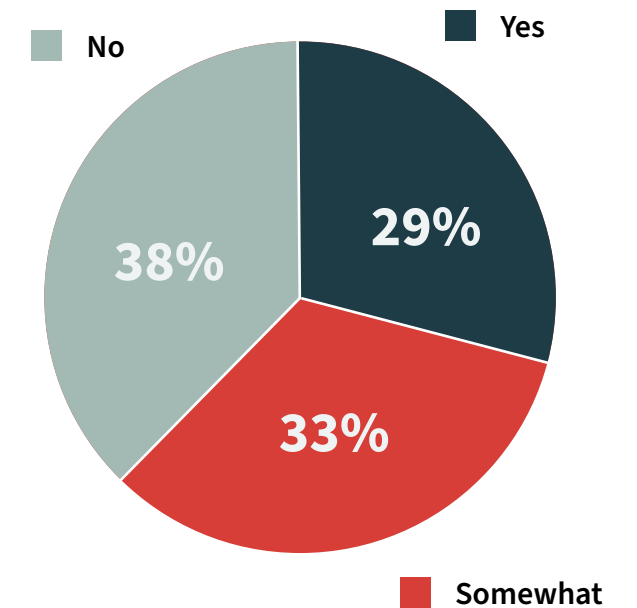
Do you have concerns about biases as it relates to AI in recruitment?

- Yes — 48%
- No — 52%
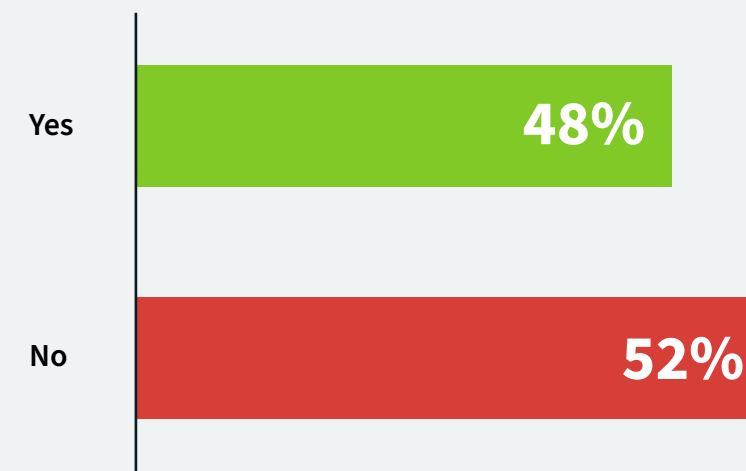
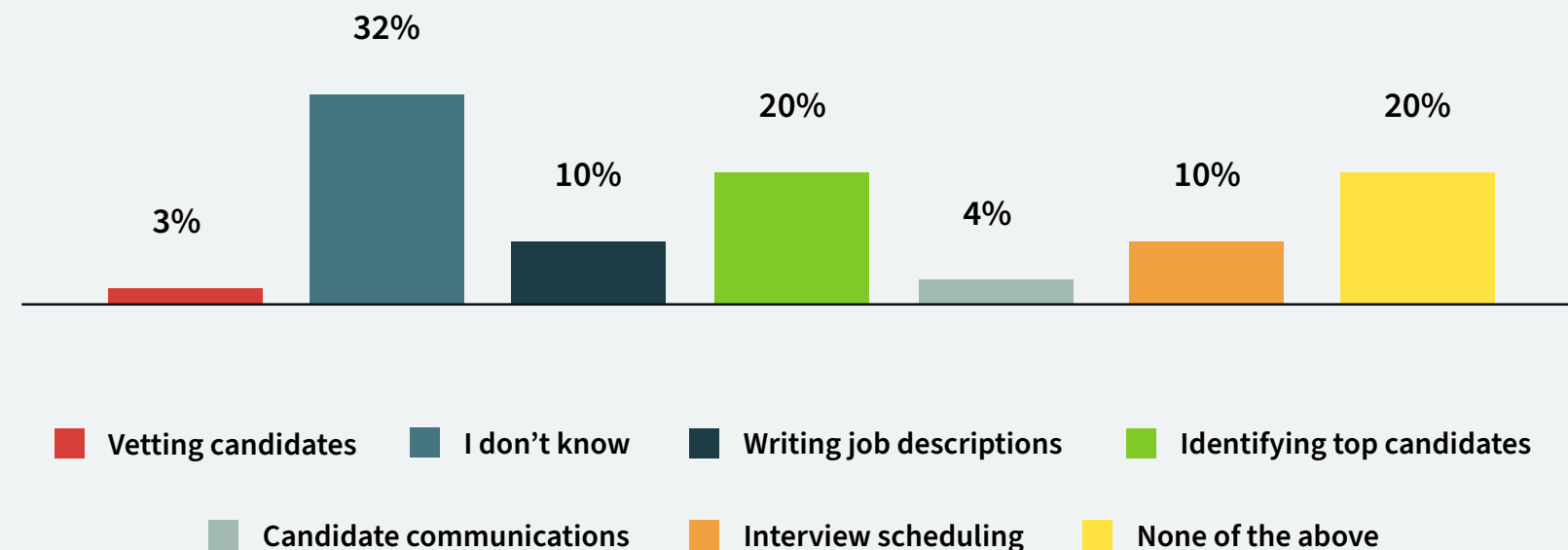# Current and potential usage of AI for facility-based healthcare hiring

Currently only about 7% of healthcare facilities are using AI in any capacity as it relates to hiring. When asked where they feel AI could be most useful in the hiring process, most say they don't know or don't think it could be useful in any way, which combined with earlier answers, indicates that most facilities are still in the dark about how AI could impact their day-to-day jobs for the better.

Do you use AI in any capacity in the hiring process right now?

- I don't know — 19%
- Yes — 7%
- No — 74%
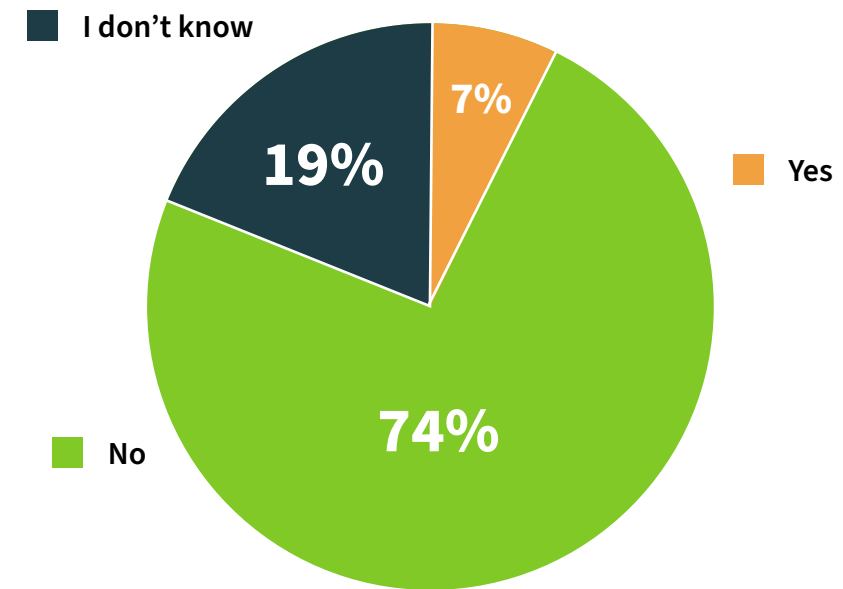
In your opinion, where would AI be most useful in the hiring process (if at all)

- Vetting candidates — 3%
- I don't know — 32%
- Writing job descriptions — 10%
- Identifying top candidates — 20%
- Candidate communications — 4%
- Interview scheduling — 10%
- None of the above — 20%

Advice for facilities

Experiment with public AI resources

The data shows that facilities are cautious about AI, which makes sense given the relatively negative buzz around the concept. Those that are curious about AI can experiment without making massive investment by leveraging free resources like ChatGPT. You could use these types of tools to draft candidate emails that you can revise and reuse throughout your hiring process. Or you could experiment with prompting it to write job descriptions. Whatever you choose to try, the key is getting yourself familiar and comfortable with the technology.

Invest in forward-thinking HR technology

If you're interested in getting more in-depth with AI, many applicant tracking systems and recruitment software providers are beginning to integrate AI into their platforms. Look for solutions that offer tools like automated communication, AI-based interview scheduling, and more. Software providers that are already offering AI in these ways will be the leaders as AI becomes more commonplace down the line.

Get your data in order

AI has the potential to revolutionize hiring for the better. But for AI to be effective, it needs to be trained on complete and accurate data. That means every applicant and candidate in your talent database must have a complete profile. And every rejection, interview, or hire is logged in the system with as much information as possible. With a clean database, you'll be able to leverage time-saving tools like candidate recommendation engines, job description writers, and more down the line.

Use AI for efficiency, not decision making

Concerns around biases and discrimination are also critical to consider. AI-driven hiring processes depend on the quality of the data used to train the algorithms. Biases present in historical data could be made worse by AI, leading to unintentional discriminatory outcomes. To ensure fairness and transparency, a level of human involvement is and always will be essential. While you can conduct data audits, and work to improve your algorithm, it will never be advised to leave final decisions around hiring up to AI models entirely.

Moving forward

As you step into the new age of talent acquisition and retention in the healthcare sector, we hope this report serves as a guiding compass. Hiring is and will remain a challenge, but by understanding the competitive landscape, you can form strategies to reach job seekers sooner, move faster on top applicants, and provide a better experience for candidates.

In the facilities-based care sector, your people are your biggest driver of business success. Afterall, you can't fill beds without great talent in place to care for those patients. You simply need to find the right combination of technology, strategy, and process to help you capture and retain the very best.
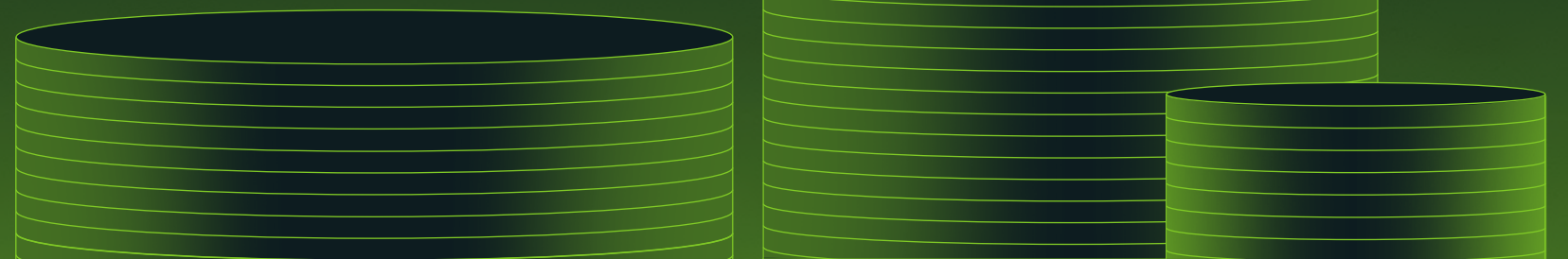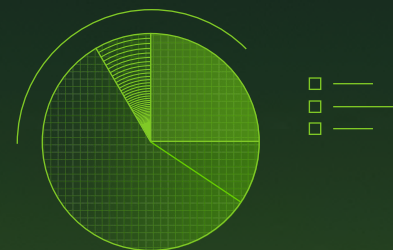
Learn how Hireology can help

Hireology

Hireology is the leading provider of recruitment automation for multi-location businesses. The platform equips HR and business leaders with the support and tools they need to attract better quality talent, fill open roles faster, and make data-driven hiring decisions. Hireology was rated number eight on G2's 2023 list of 50 Best HR Products.

More than 10,000 businesses — including many post-acute and senior care facilities — rely on Hireology to hire the skilled workers they need to build better teams and create a competitive advantage.

Schedule your free demo today

Methodology

In December 2023, Hireology surveyed about 100 HR employees at post-acute and senior care facilities. The breakdown of the employee count at the respondents' facilities is as follows:

Employee count	Percentage
Less than 50	12%
50-100	33%
100-250	32%
250-500	10%
500-1,000	5%
1,000-2000	4%
More than 2000	5%