

# The Ultimate Guide To Mobile Recruiting In Senior Care



**Why Does Recruiting Matter?** Applying to jobs can be a complex process. Employees spend hours pulling together their resume, job history, references and credentials only to spend hours more making them fit into the required online application...and that's only just for one job. For many candidates, applying to jobs is a nightmare involving archaic systems, lengthy processes and a feeling of insignificance. And on top of that – it's typically their first interaction with their potential new employer.

According to CareerBuilder<sup>i</sup>, 60% of job seekers quit in the middle of filling out online job applications because of their length or complexity. Given the current workforce shortage, and high turnover in the industry, senior care companies have to attract qualified, enthusiastic employees who are dedicated to quality care, service and compliance in order to thrive. And that starts by making sure they have the best practices in place for recruiting success.

- **Attract superstars**
- **Create a positive candidate experience**
- **Onboard future leaders**

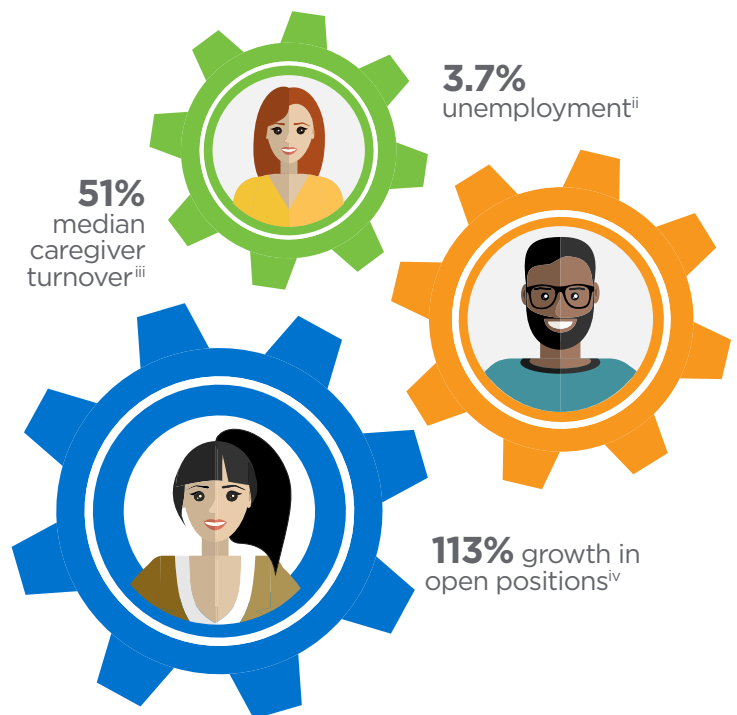
## The State Of Recruiting In Senior Care Today

Let's start with the basics.

The workforce shortage in senior care isn't going anywhere – at least anytime soon. Between low unemployment (3.7%)<sup>ii</sup>, high turnover (51% median for CNAs in long-term care and 36% median caregiver turnover in senior living)<sup>iii</sup> and the growing number of open positions (113% growth in the last six months)<sup>iv</sup>, providers across the nation are struggling to attract and retain caregivers.

Recruiting in senior care is difficult for a few reasons. First, with such high turnover rates, recruiters are in a constant state of finding, interviewing and hiring new candidates – the search for new talent never ends. Second, recruiters often wear multiple hats. In one study conducted by OnShift, we found that scheduling a candidate interview is the responsibility of many different departments, not just human resources (47%). Apart from human resources, it tends to go to the department manager (38%), director of nursing (25%) or the scheduler (21%)<sup>v</sup>. Third, candidates want

instant responses and are often applying to more than one job at a time. If you don't reach your candidates within a day or so, they're off to their next opportunity.



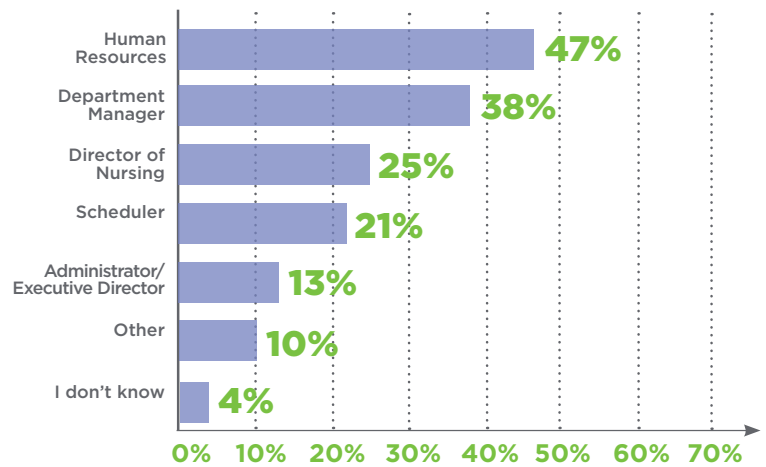
## Introducing Mobile Recruitment

Think back to the last time you got a call from an unknown number. Did you answer? Communication trends are changing. It's not as common to answer a call from an unknown number as it once was. For employers, this means added delays in the hiring process, frustrated hiring managers and employees moving on to other opportunities.

In 2018, 95% of Americans owned a cell phone of some kind<sup>vi</sup>. Mobile phones, particularly smartphones, have become so engrained in our every day lives that more and more people are using them during their job search. According to Indeed, 78% of Millennials, 73% of Gen Xers and 57.2% of Baby Boomers have used mobile devices to find jobs<sup>vii</sup>. It's clear that mobile recruitment is quickly moving from a nice-to-have to a must-have for employers.



## Who Is Responsible For Scheduling The Candidate Interview For Each Community?<sup>v</sup>



Let's look at the numbers. Research shows that the average person checks their phone 150 times per day<sup>viii</sup> and the average millennial exchanges 67 text messages per day<sup>ix</sup>. With both screen time and messaging this high, providers that aren't using text-based recruitment are missing out on an easy opportunity to capture candidates' attention. In fact, 90% of text messages are read in 3 minutes<sup>x</sup>.

Kristy Kerek, Director of Human Resources at Embassy Healthcare, says it best, "The workforce out there wants quick, quick, quick. What are you going to do for me next?" Candidates and employees are expecting instant gratification, and one of the best ways to deliver is through an outstanding mobile experience. With the right technology, organizations can quickly connect with candidates, while giving them a personalized and memorable experience along the way.

- **95% of Americans own a cell phone<sup>vi</sup>**
- **90% of text messages are read in 3 minutes<sup>x</sup>**



# WE'RE HIRING!

## 8 Modern Recruiting Best Practices To Start Today

Getting started with mobile recruitment can be a little scary. But don't worry, we're here to help. We've put together a list of quick hits to help you get a superstar program in place and keep recruiting strategies competitive.

### 1. Create An Employer Brand

An employer brand is how organizations are perceived publicly. And prospective employees are doing their research. They're looking at your company website, job review sites like Glassdoor, social media, news articles, and current/former employees within their network. It's important to understand how your organization is perceived by the world. Take a look at the channels your community is on and make sure the story potential candidates see is what you want them to see. We have included a quick checklist at the end of this paper to help your hiring efforts.

Bonus: We have included a quick checklist at the end of this paper to help your hiring efforts.

### 2. Cast A Wide Net

Once a job is posted on a company's job board, make sure that current employees are sharing it on as many channels as possible. Think of hiring like a funnel - at each step companies lose a few more candidates, so it's best to try to get as many possible in the initial stages.

#### • Use Social Media Sharing Buttons

Include social links on each posting where people can quickly share the opening across their social media channels. This is great for brand advocates and employees to share with their network.

#### • Incentivize Your Employees To Share Job Postings

Consider incentivizing your employees to share job postings with their network. This could be a gift card for simply sharing a post or a bonus when an employee referral becomes a new hire.

#### • Set Up Job Hiring Alerts

Set up alerts so interested job seekers will automatically get triggered e-mails when a new opening at your company is posted that aligns with their candidate profile.

#### • Advertise Online

Set aside a budget to advertise online. Companies should be able to track where their prospective employees are coming from and determine how much money to spend on their online recruiting efforts.

#### • Remember Traditional Advertising Methods

While the internet is great for reaching a lot of people, consider the demographics of your area and the best way to reach as many prospective hires as possible. Don't forget traditional methods like newspaper ads and career fairs.

### 3. Make Job Applications Mobile Friendly & Brief

As previously mentioned, 60% of job seekers quit in the middle of an application due to its length or complexity<sup>i</sup>. And many companies are revising their hiring practices to not lose exceptional candidates who are frustrated by the recruiting experience. According to a study by Indeed.com, the job application for Facebook takes eight minutes to complete, five minutes for Apple, three minutes for Salesforce and one minute for Netflix<sup>xi</sup>. Instead of inadvertently pushing their candidates away with complex applications, they are creating a better, simpler initial experience.

Are you losing candidates because of your lengthy hiring process? If so, consider collecting essential information. Ask candidates to submit their name, email, phone number, last place of employment to verify job credentials and a resume for your hiring manager to parse. If the candidate moves along further in the process, providers can get additional required information at the appropriate stage. Simplifying the application process should help make it more mobile friendly too. Remember to frequently check your mobile application process to make sure it's a seamless experience for candidates applying from a phone or tablet.

### 4. Quickly Respond To Candidates

Once a candidate applies for a job, it's the company's responsibility to get in touch with them as soon as possible. In many cases, the company that potential candidate ends up working for is the one who reached out to them first. This may mean adjusting your communication preferences to ensure you're the first to reach them.

### 5. Use Text Messaging To Connect With Candidates

According to Recruiting.com, 91% of people report always having their phone within arms reach<sup>viii</sup>. There is no question that text messaging is a great way to easily connect with candidates quickly during the first part of the interview process.

Shelly Szarek-Skodny, CEO, Century Oak Care Center, says text-based recruiting "has improved our metrics overall; we've doubled the amount of candidates hired while cutting our time-to-hire in half. And new employees have loved the quick interaction."

In fact, when it comes to contacting candidates via text, OnShift found that it was nine times more efficient in scheduling interviews<sup>xii</sup>. While phone calls can take hours to connect with candidates, text-based recruiting has been shown to produce two times the number of hires and a 50% faster time-to-hire<sup>xii</sup>.



**OnShift Text2Hire "...has improved our metrics overall; we've doubled the amount of candidates hired while cutting our time-to-hire in half. And new employees have loved the quick interaction."**

**-Shelly Szarek-Skodny CEO, Century Oak Care Center**



## 6. Be Transparent With Candidates

Think back to the last time you were interviewed. Was it a good experience or an awful one? Give candidates a top-notch experience by letting them know exactly where they stand every step of the way. Doing so builds trust with your company and kick-starts employee engagement, should they come on board. Even if they don't end up joining your team, they will remember the positive experience they had with your company.

Transparency can have a major impact on a candidate's overall experience. It's important for senior care providers to explain how their hiring process works and provide regular updates at each stage.

## 7. Monitor Metrics To Make Improvements

It's important to regularly check real-time recruiting metrics to see the number of candidates contacted, interviews scheduled and job offers made.

Once an organization has a baseline, they can monitor these metrics, determine what's working and what's not and then adjust processes accordingly.

For example, an organization might uncover that certain job posting websites or months yield better results for their organization, or that some hiring managers have a stronger hiring rate than others.

## 8. Automate Your Process With Artificial Intelligence

Artificial intelligence can help your organization connect, interview and hire candidates. Providers should take a look at areas where they have the ability to add automation to their recruitment programs, including how they handle applications and candidate communication throughout the hiring process. Automation is not meant to replace jobs, but rather to free up time for staff to manage more strategic priorities and initiatives.





## A MINI CASE STUDY ON TEXT-BASED RECRUITING

### The Challenge

Century Oak Care Center found it difficult to recruit new employees. Their hiring manager was responsible for managing payroll, employee scheduling and benefits, giving him limited time to focus on recruiting new employees. Candidates were not showing up to interviews, the time-to-hire was slow and ultimately, only a small number of people were making it through the hiring funnel.

### The Solution

Through a partnership with OnShift, Century Oak Care Center started to reach out to their candidates via automated text messages. They leveraged artificial intelligence to automatically engage and communicate with job candidates to schedule interviews and create a strong first impression.

### The Results

Century Oak Care Center was able to hire more candidates in less time, automate their interview scheduling, streamline candidate communications and access hiring metrics that matter.

**2X** the number of hires

**50%** faster time-to-hire

less interview no-shows **60%**

### The Time Is Now...

Change can be scary. Organizations get used to thinking and behaving in a certain way and are hesitant to make changes. But without the proper adjustments to your recruiting process, you will lose top talent to your competitors. It's that simple.

By implementing these eight mobile recruiting best practices, organizations can hire the staff they need to provide quality care and service and see their communities thrive.

#### References

- [i] Study: Most Job Seekers Abandon Online Job Applications, SHRM, 2016.
- [ii] Labor Force Statistics from the Current Population Survey, Bureau of Labor Statistics, 2018.
- [iii] American Health Care Association 2012 Staffing Report, ACHA, 2012.
- [iv] Get Nationwide Exposure for Your Open Job Vacancies on the National Health Care Career Network for \$264 Per Job Posting through July 31, Long Term Care Leader, 2018.
- [v] OnShift Survey Research: Hiring in Senior Care, 2018.
- [vi] Mobile Fact Sheet, Per Research Center, 2018.
- [vii] The Unstoppable Rise of Mobile Job Search: What Employers Need to Know, Indeed Blog, 2017.

[viii] Is Text Messaging the New Email for Recruiters?, Recruiting.com.

[ix] CHART OF THE DAY: Kids Send A Mind Boggling Number Of Texts Every Month, Business Insider, 2013.

[x] Fifty Essential Mobile Marketing Facts, Forbes, 2013.

[xi] Study: Which Companies Offer the Fastest Online Job Application, Indeed, 2016.

[xii] [Infographic] Text-Based Recruiting: Connect With Candidates Faster Than The Speed of Light, OnShift, 2018.

### About OnShift, Inc.

OnShift delivers cloud-based human capital management software and proactive services to solve everyday workforce challenges in healthcare. Our suite of products for hiring, scheduling and employee engagement drives quality care, lower costs and higher performance by empowering providers to staff consistently and efficiently. Intuitive design, predictive analytics and customer success management are why thousands of post-acute care and senior living organizations rely on OnShift. For more information visit [www.onshift.com](http://www.onshift.com).

## Creating An Employee Brand Checklist.

This checklist will help ensure that all the best practices are in place to kickoff a mobile recruitment strategy.

- ☐ **Do you have a careers page on your website?**
  - ☐ Are you highlighting why employees should work there?
  - ☐ What are the perks of working at the community?
  - ☐ What benefits do you provide?
  - ☐ What awards has the company won?
  - ☐ How can applicants apply?
  - ☐ Can applicants apply online?
  - ☐ Is your online job application mobile friendly?
  
- ☐ **What is the state of third-party company review sites?**
  - ☐ Has your organization “claimed” your page on Glassdoor.com and other similar sites?
  - ☐ Is your organization responding to negative and positive employee reviews on job review websites?
  - ☐ Is your organization updating your company profile regularly on job boards?

- ☐ **Does your company have a social media presence?**
  - ☐ If so, does your company have a positive social media presence?
  - ☐ Is your organization regularly updating your social media profiles?
  - ☐ Is your organization teaching your staff how to properly use social media at work in a compliant way?
  - ☐ Are you encouraging your employees to share job openings on their personal accounts?
  
- ☐ **Does the website include crucial information prospective employees seek?**
  - ☐ Do you have a mission statement?
  - ☐ Do you have a vision statement?
  - ☐ Do you highlight what your organization looks for in a prospective employee?
  - ☐ Are you outlining what the hiring process will look like for the candidate?

