

WELCOME

GINA GAMBARO

Director, Marketing &
Business Development



Rx

Asking a question is easy!

- About the topic being presented —
 - ❖ Click on the **Q&A** icon at the bottom of your screen
 - ❖ Type your question & hit Enter
 - ❖ Questions will be answered at the program's end, or offline if time runs out

- About technical issues or CE credit —
 - ❖ Click on the **Chat** icon at the bottom of your screen
 - ❖ Type your question & hit Enter
 - ❖ Our team will reply to your question right away

Housekeeping notes

- ▶ This webinar is being recorded for on-demand access later, after the series' conclusion
- ▶ To earn CE, you must attend the entire session
- ▶ **For those sharing a computer**
 - Complete a manual sign-in sheet before the program ends
 - Go to **Chat** to access the link for the sign-in sheet
 - Each participant must complete an evaluation to obtain CE credit
 - Instructions will also be emailed to the program registrant

2022 WEBINAR SERIES

Rising Above the Rest: Using Your Brand to Impact Recruitment, Retention, and Reputation

CC Andrews, Chief Strategist,
Quantum Age Collaborative

Lisa Thomson, Chief Strategist and
Marketing Officer, Pathway Health

Agenda

- ▶ Current State
- ▶ Your Current Landscape
- ▶ Employer Brand
- ▶ Retention – Keeping What You’ve Got
- ▶ Recruitment – Finding the Right Fits

Let's
GO!

Current State

National Workforce Crisis facing Long-Term Services and Supports

The United States is experiencing a significant shortage of, and a growing demand for, qualified workers who are capable of managing, supervising, and providing high-quality services and supports for older adults.

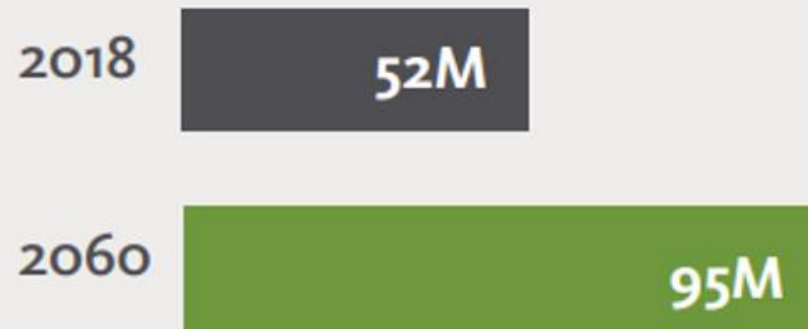
Several trends are fueling this national workforce crisis

LTSS Center @UMass Boston

Current State

A Rapidly Growing Older Population

The population of adults age 65 and older will increase from 52 million in 2018 to 95 million in 2060.



LTSS Center @UMass Boston

Current State

A Growing Need for Workers

The nation will need an additional 2.5 million LTSS workers by 2030 to keep up with the growth of America's aging population.



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Current State

The projected percentage increase in the number of positions employed in long-term care between 2010 and 2030 are the following:

94%

Counselors and social workers

93%

Community and social service workers

88%

Home health aides and personal care aides

73%

RNs

70%

LPNs

69%

Building and ground maintenance workers

68%

Nursing assistants

67%

Food preparation and serving workers

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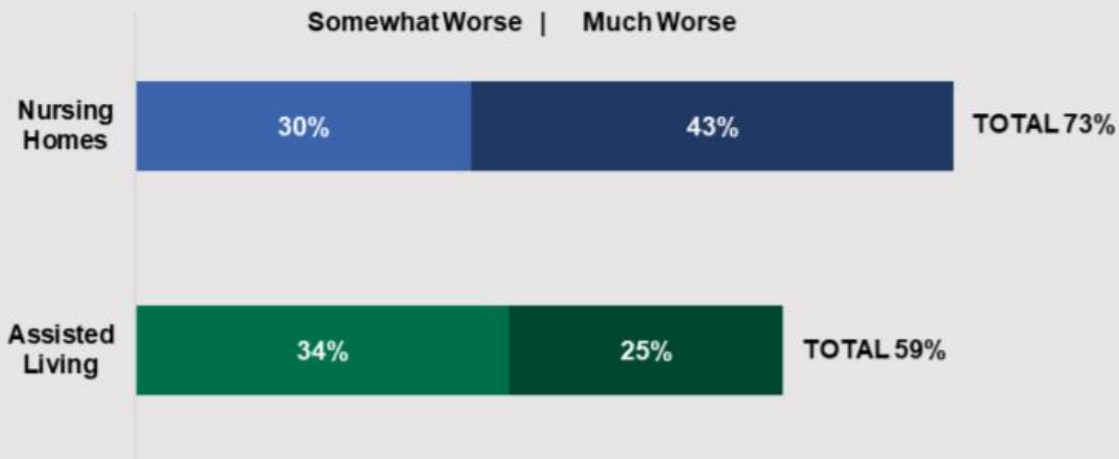
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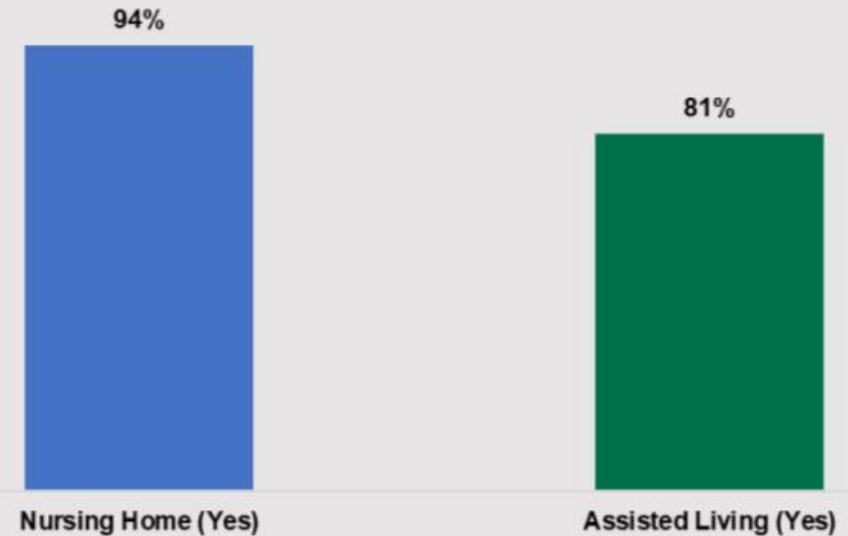
LTSS Center @UMass Boston

Current State

Compared to 2020, would you say your organization's overall workforce situation has generally gotten better or worse?



In the last month, did you have a shortage of staff members (e.g., on more than one occasion, you could not fill all of your shifts without agency or asking people to work overtime/extra shifts)?



Source: American Health Care Association and National Center for Assisted Living

ITSS Center @UMass Boston

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Current State

What Does an Unstable Workforce Mean for Providers?

1. High provider costs.
2. Concerns about access and quality.
3. Poor working conditions.



LTSS Center @UMass Boston

COVID-19 Impact



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YOUR current landscape

Understand who's currently in your building

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Leadership – Diverse Workforce

- Assess Current Workforce
 - Generational
 - DEI
 - Needs and Expectations
- Vaccination Mindset (Safety)
- Flexibility, work life balance
- Support systems and resources
- Support & educate - management and leadership team

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Current Team

- Assess Current Workforce
 - Generational
 - Needs and Expectations
- Vaccination Mindset (Safety)
- Financial Incentives – Standardization ?
- Flexibility
- Work life balance
- Support Systems and Resources
- Support Management and Leadership Team

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Expectations

1. Hear me
2. Protect me
3. Prepare me
4. Support me
5. Care for me

DO YOU
UNDERSTAND
ME



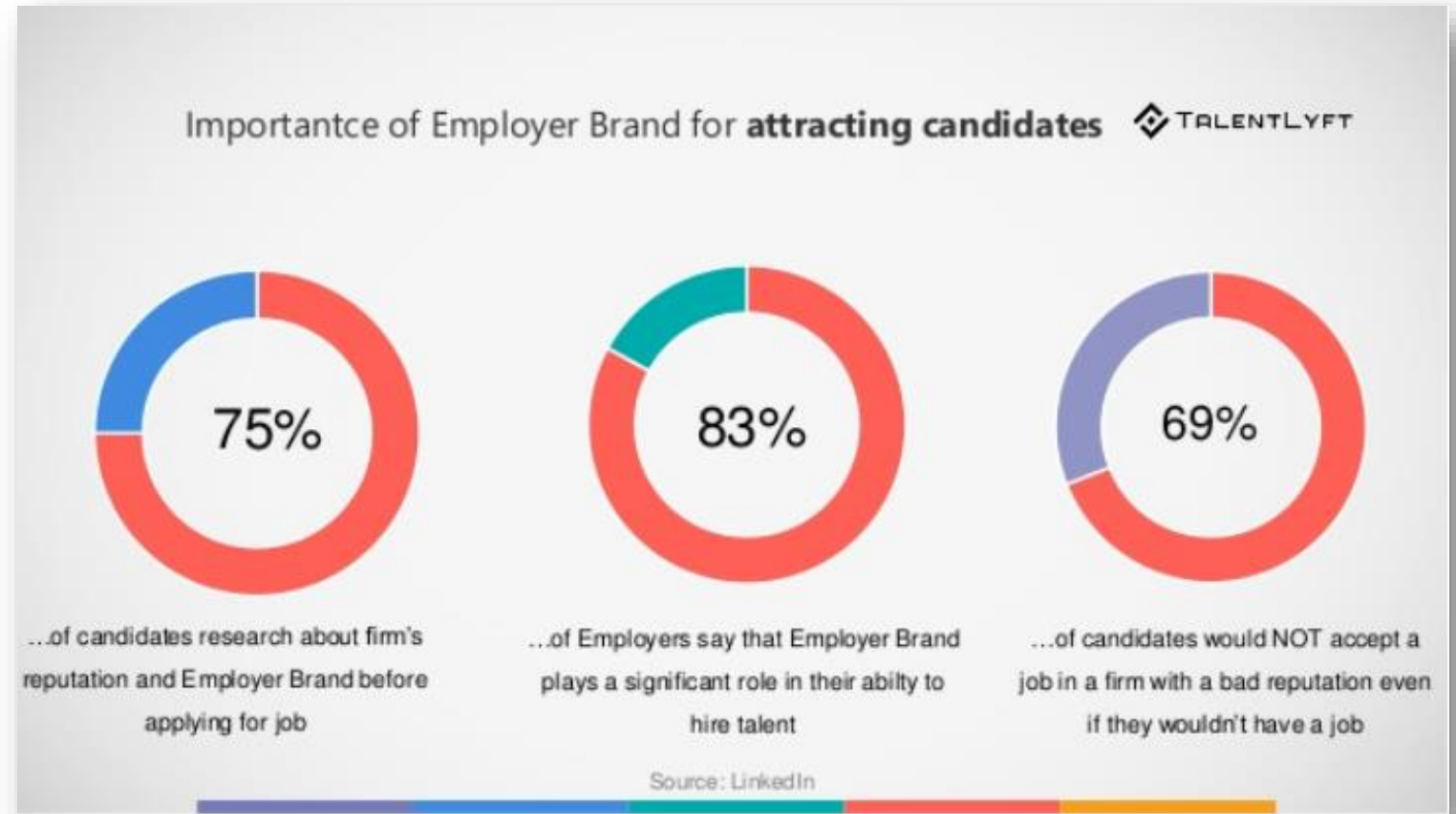
Employer Brand

- A company's ability to differentiate and promote what makes them unique, different - everything that makes you stand out!
- *“9 out of 10 candidates apply to a job when it's from an employer brand that is actively maintained on social media”* source: Beamery



Employer Brand

- Tells the Story
- People and culture
- “What’s it like to work here...”
- Communicates who you are as an employer
- Top Search for candidates



<https://www.talentlyft.com/en/blog/article/87/15-new-recruiting-trends-you-should-implement-in-2021>

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Employer Brand

- Employer Reputation
- Attributes, what is special
- Something Unique
- Career Advancement
- Job Characteristics
- Align Employer Brand with Organization Brand
- Employee Marketing of Brand
- Employees tell their story
 - Day in a life
 - Why I applied here... ‘
- It Takes a Team!



Employer Brand

As you get started, ask yourself and your team questions like:

- Why should someone want to work for you?
- Do your managers and employees share the same perception of your brand?
- Are you appropriately visible to your talent pool?
- How can you leverage employees and their personal networks in your employer branding strategy?
- Easiest way to do it – Employees need to be involved in the brand process
- Your employees' voice is your employer brand

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Employer Brand



Message is consistent and authentic

Message that retains, engages and aligns your employees and your Mission
Brings the authentic story to life



Marketing

Employer brand aligns with overall marketing messaging (aligned and supported internally)



Employees

Want to work somewhere they care about

4 Steps to Begin the Process

1. Audit and Research - Interview your team
2. Identify your core strengths
3. Craft you Employer Value Proposition (EVP)
4. Share your Message

Employer Brand

Audit and Research

Where to begin...

Staff questions to ask

Question	Thoughts/Answer
What makes our organization unique? <i>(What sets us apart from other health care organizations?)</i>	
Why do you stay here at this organization?	
Name 3 words that best describe our organization.	
What does our website and social media accounts say about our organization and does the message match our answers above? <i>(Look at your website and social accounts)</i>	

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Reconcile what you learn with your corporate brand

Does your team feedback align with your corporate brand?

- Do you have a well-developed corporate brand?
 - If NOT, here's your starting point!
 - Use internal feedback to create a compelling brand story that is authentic!
 - IF SO, check alignment
 - Make adjustments to your CORPORATE BRAND
 - Make adjustments to your internal culture

Retention

Keep the Team You've Got

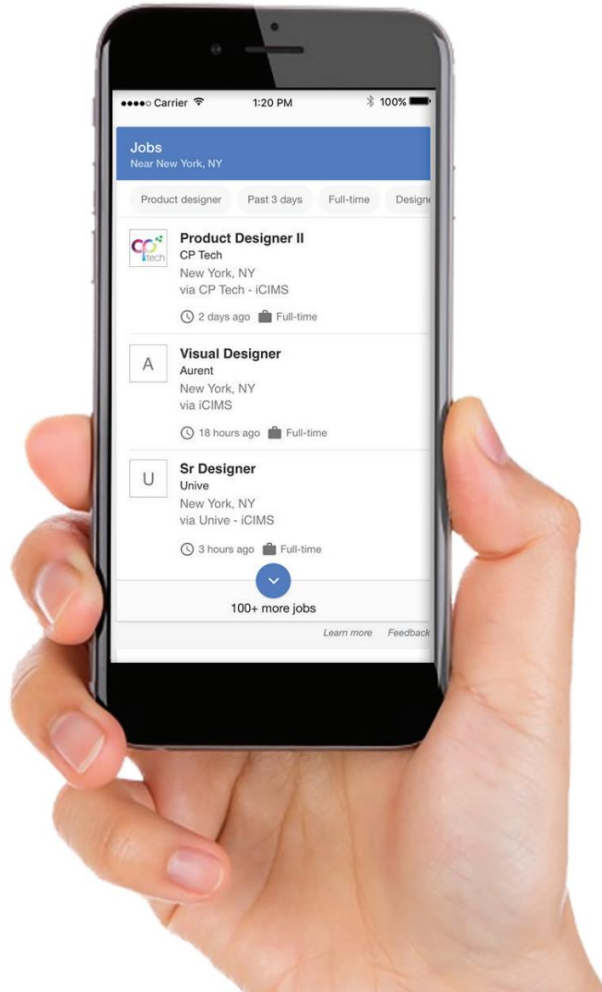
Rx

Keep the Team You Have

- What did you learn from internal research that surprised you?
 - Fix what is broken
 - Lean in where it is working well
 - Communicate and build your culture with intention

Recruitment

Thoughts and Ideas for Today's Workforce



- 44% of college seniors said social media posts showing strong company culture would make them apply
- 86% of consumers prefer an authentic and honest brand personality

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Recruitment Strategies

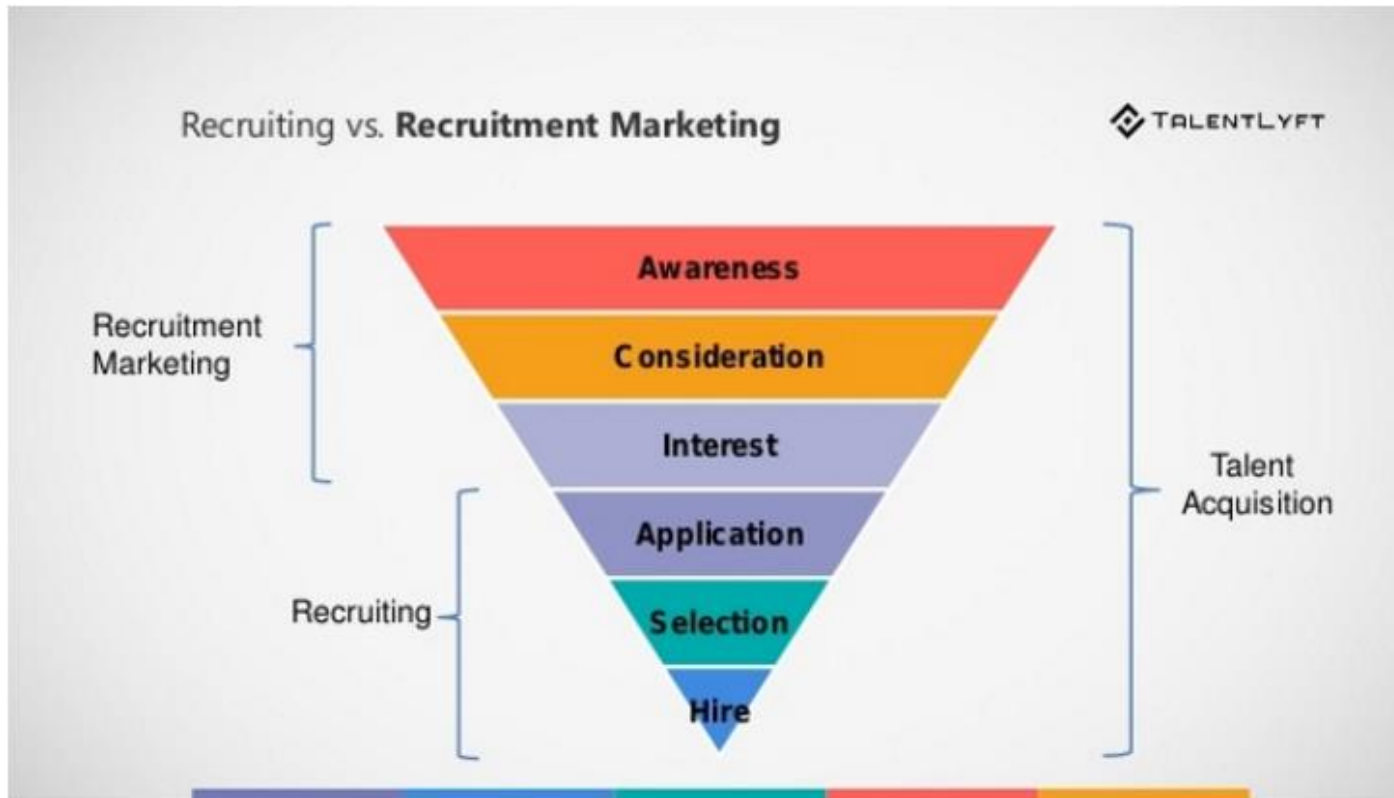


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Recruitment Marketing



- Recruitment Today – Tell Your Story!
- #1 Strategy to get talent to your door!
- Goal:
 - Interact with candidates during all phases of recruiting
- Process:
 - Nurturing and attracting talented individuals to your organization using marketing methods and tactics
- Employer Brand
- Organization Communication
- Social Media

<https://www.talentlyft.com/en/blog/article/87/15-new-recruiting-trends-you-should-implement-in-2021>

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Other Tools

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Job Posting

- Message
- Not a Job Description
- Create a “hook” - sell the job opportunity
- Sell the Employer Brand
- Keep the posting to 300-500 words (less is better)
- Most important information mobile ready
- Describe the application process – Ease of Use is Key!



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Application Process

Leverage technology

Have current staff and yourself try to apply for a job at your facility

Ask new hires for ideas

App based, web-based, social media based

Information
(Last, First)

t Address

ent Address

DEPARTMENT OF HOMELAND SECURITY, U.S. Citizenship and Immigration Services
EMPLOYMENT AUTHORIZATION CARD
A document is authorized to work in the U.S. for the validity of this card.

SOCIAL SECURITY
VALID ID FOR WORK

Employment Application

Are you legally authorized to work in the US?
 Yes No

State

Zip

State

Zip

convicted of a felony? Yes No

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Technology and Communication

- Hiring process and timeliness
- Hiring capability
- Technology
- Ease of Use
- 4 questions to screening
- Mobile applications
- Focus on passive candidates

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Social Media

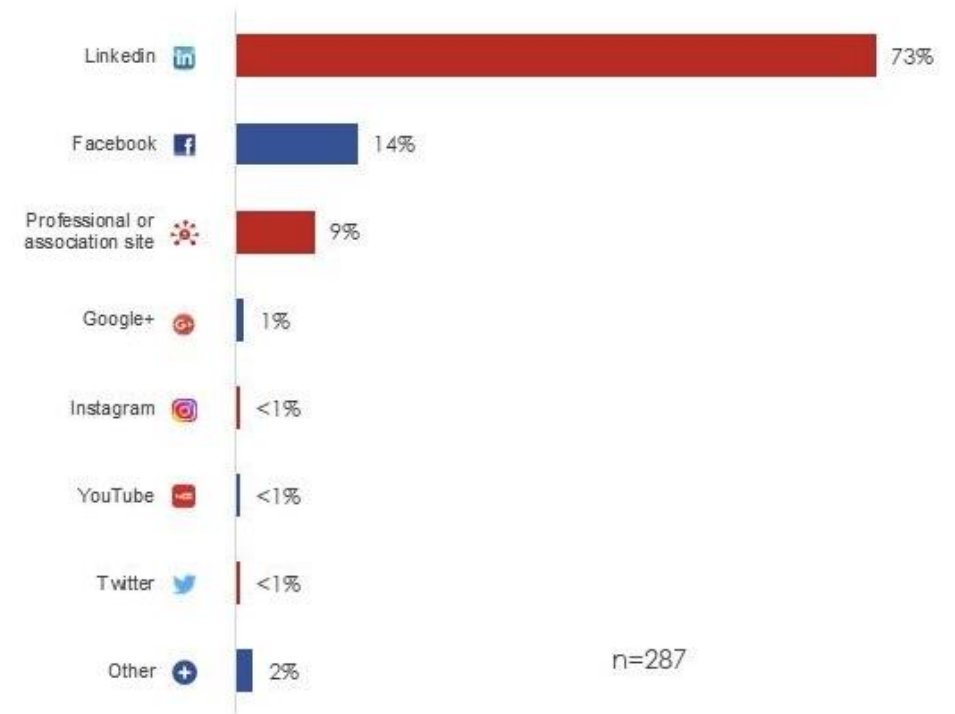
- Social Media – Social Recruitment
 - 1/3 online is spent on social networks and messaging app
 - 89% of time on phone is on apps
 - 73% of 18–34-year-olds found their last job through social media.

- Reach passive candidates
- Show off your organization culture
- Harness the # Tag
- Schedule routine posts – Be very active
- Get help from current employees
- Go outside the Norm!
 - Live streaming
- Leverage current employees' social networks

Social Media Recruiting



Most effective site for Recruitment








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Determine which platforms work best for you

<https://www.icims.com/resources/executive-survival-guide-to-social-and-ai-part-1/>

	 LinkedIn	 Facebook	 Twitter	 Pinterest	 Instagram
Audience	Predominately white-collar	Universal	Personal and professional	80% female. Visual (photo/ images posted, not copy)	Millennial and Generation Z. Visual.
Ideal post length (in characters)	1,300	40	280	200	125
Advantages	Trusted by job seekers and recruiters	Most active social network	Reach a diverse and massive audience quickly	Educate and inspire through imagery and visual story telling	Fastest-growing social media network
Disadvantages	Passive candidates may not be active and therefore overlooked	With so much new content, it's a challenge to be seen	Newsfeed moves quickly; need to post daily to be seen	Users typically engage mostly for personal use	Newsfeed algorithm can negatively impact audience reach
Hashtag performance	Medium	Low	High	Medium	High

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Summary - Social Recruiting



- Building your company's online reputation.
- Using video to engage with passive candidates.
- Involving employees in sharing posts on social media.
- Joining LinkedIn groups.
- Being active on other social media – it is not only about LinkedIn.
- Add Instagram
- Get Employees to Help
- Consistently engage your social audience
- Sharing quality content.
- Social media advertising
- Keeping potential candidates engaged – building a community.
- Harness the hashtag.

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Staffing During A Guide for Nursing

Introduction

This resource guide was written for other nursing home leaders. It outlines shortages, particularly shortages of nursing home staff.

The actual order to these steps may vary based on your organization's experience, and you may have other ways your organization may benefit from this guide.

Each category includes recommendations (this may vary, depending on other factors).

- ◆ = easy or relatively short of time to implement
- = moderate time to implement

We plan to continue developing this guide as we receive feedback, please contact Alice B...

Thank you for the incredible work you are doing for nursing home residents, their families, and the community.

The Project ECHO and IHI Team



Recruitment Quick Tip

This Recruitment Quick Tip provides recruitment processes and tips.

IT TAKES A TEAM!

Recruiting new talent is no easy task.

- ◆ Assemble a diverse team of positions, including new positions, including new strategies and applications brings a new perspective process. ■

Targeted questions for your team:

- How do we find new employees? (e.g., recruitment agencies)
- Are there other sources for employees? (e.g., social media, job boards)
- Who do you know who may want to become an employee?
- What social media channels do you use, and which ones should we add for the organization? (e.g., Facebook, LinkedIn, Instagram, Twitter, Snapchat)
- What is the message of your organization? (e.g., mission statement, values)
- Why do you like working for your organization?
- What makes our organization a great place to work?
- For new hires – Tell us about your experience.



Social Media Quick Tip

Social recruiting (social media recruitment) is a method of using social media platforms such as Twitter, LinkedIn, Facebook, Instagram and others to advertise open positions and hiring opportunities, and communicating with potential recruits about your organization's mission, culture, and community reputation.

Many if not most individuals check their personal social media accounts daily. Social media recruitment is one of the key strategies for attracting new talent.

- ◆ 73% of young adults, ages 18-34, found their last position through a social media platform.
- ◆ 75% of candidates will research a company's reputation and social media presence before applying for the job.
- ◆ Images used in a social media post are key. Sixty-three percent of social media feeds contain images. Content with images attracts 94% higher response rates than content without.!

Below are a few quick tips on how to quickly increase your organization's social media presence to access potential new recruits.

ENGAGE

- ◆ Gather a diverse team of employees, representing multiple departments and positions as well as new hires, to review the organization's current recruitment strategies, social media presence, social media policy, and recruitment application process. Your team will have some of the best ideas to enhance the overall recruitment process, including social recruiting. ▲

Once the review is completed and the team has provided input, you may want to ask additional questions:

- How do we find new employees to join our team?
- Are there other sources we have not considered in our current process to find employees? (e.g., Chamber of Commerce, high school, workforce job boards)
- Who do you know who may want to become an employee?
- What social media channels do you use, and which ones should we add for the organization? (e.g., Facebook, LinkedIn, Instagram, Twitter, Snapchat)

Tools and Resources

- Recruitment QuickTip
- Employer Brand Tips
- Job Posting Tips
- Social Media QuickTip
- Telling Your Story Tips
- Ease of Use
- Packed with Resource Links

<http://www.ihl.org/Topics/COVID-19/Documents/Staffing%20During%20the%20COVID-19%20Pandemic.pdf>

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Q & A

About CE credit

Administrator credit

This program has been approved for Continuing Education for one total participant hour by NAB/NCERS.

Approval #20230102-1-A80329-DL

Nursing credit

This program has been submitted for Continuing Education for one total participant hour by the Illinois Board of Nursing.

Obtaining CE credit

- ▶ Complete the evaluation at the conclusion of this program:
 - In your web browser
 - Also emailed immediately following this program
- ▶ For those sharing a computer to view the webinar:
 - Submit your sign-in sheet to the email address listed on the form
 - Each participant will then be emailed a link to the evaluation
 - Each person must complete an evaluation to receive CE credit
- ▶ CE certificates should be **emailed in the next 30 days**

Want more CE after this?

Stay tuned for our upcoming webinars:

ForumPharmacy.com

February 17, 2022

The Art of Firefighting While Getting Things Done.

March 17, 2022

The Best of Lean Six Sigma to Prevent Errors From Recurring.

April 21, 2022

COVID-19 Impacts on Mental Health.

May 19, 2022

Appropriate Use of Psychotropic Drugs in Long-Term & Residential Care.

Back by popular demand

SAVE THE DATE!

**6th Annual Live Forum on
Post-Acute, LTC and Assisted Living**

June 3, 2022

7 am – 5 pm

DoubleTree Oak Brook, Illinois

THANK YOU!