



WELCOME

GINA GAMBARO

Director of Marketing

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

Recruitment, Retention, and More in the New Normal

Sara Champion, Human Resources Manager
Jenn Boudreau, Human Resources Coordinator

Forum Extended Care Services

Learning objectives

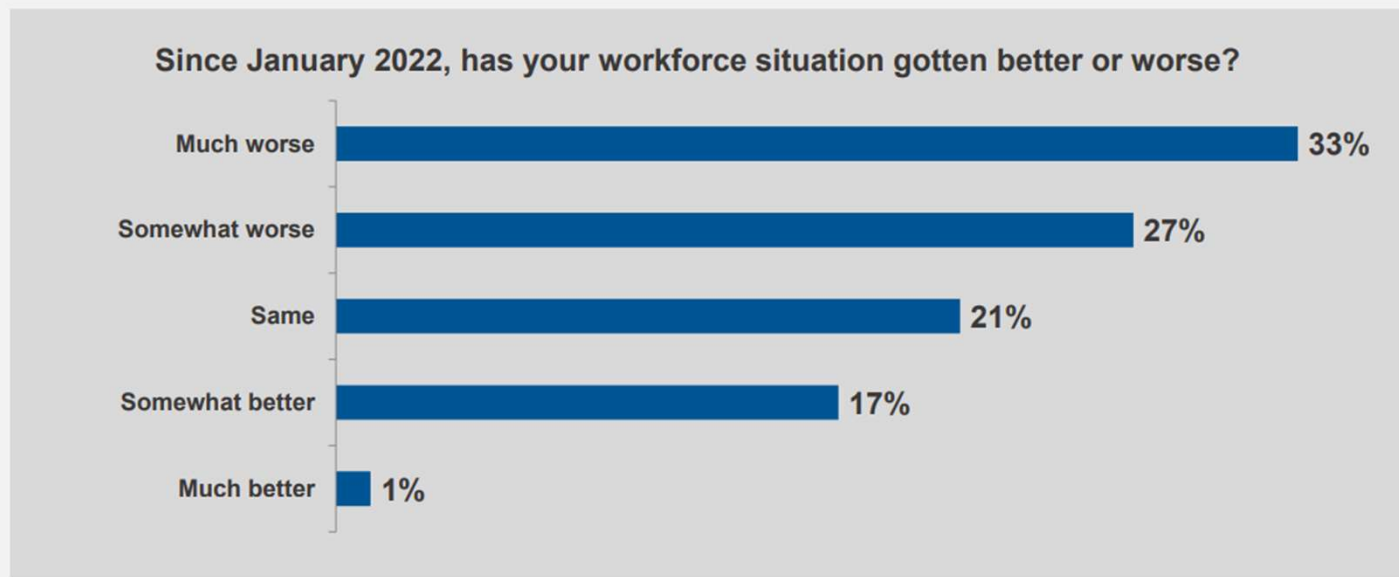
- ▶ Learn how to attract and retain employees
- ▶ Recognize the impact of an effective onboarding process
- ▶ Understand what industry experts are doing to handle retention post-COVID

The Employee Life Cycle Model



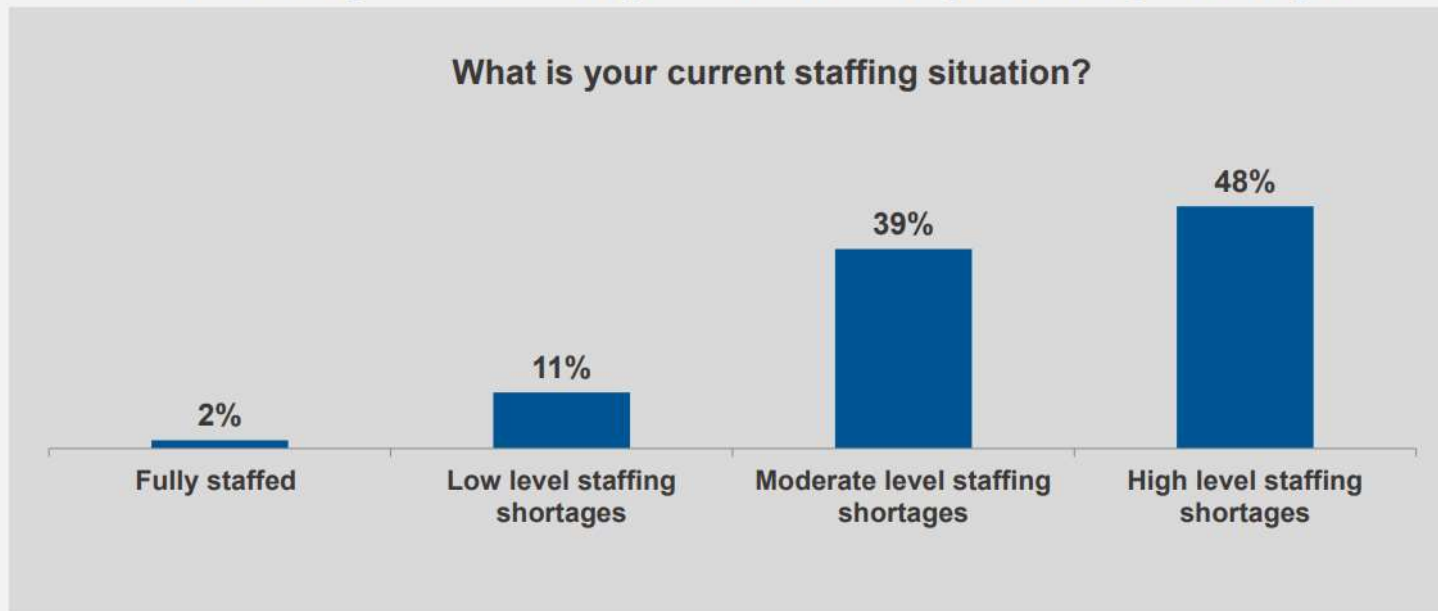
The current state of staffing

60% of nursing homes are experiencing worse staffing situations since the start of 2022.



The current state of staffing

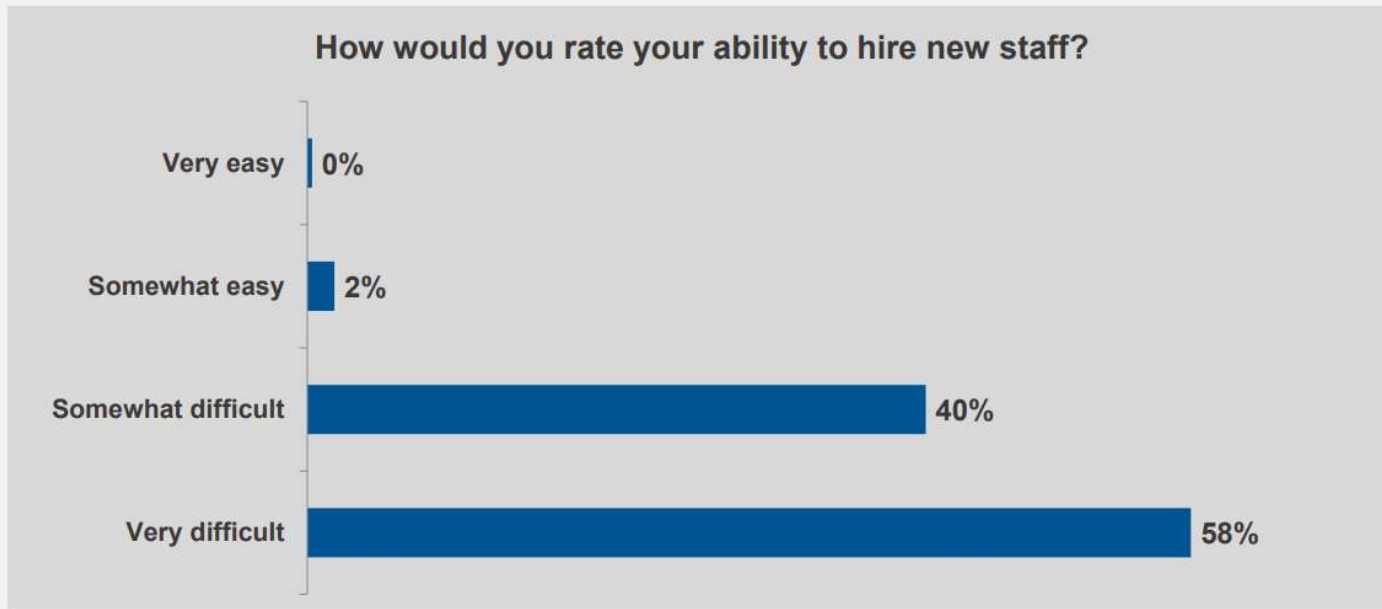
87% of nursing homes facing moderate or high staffing shortages.



Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

The current state of recruitment

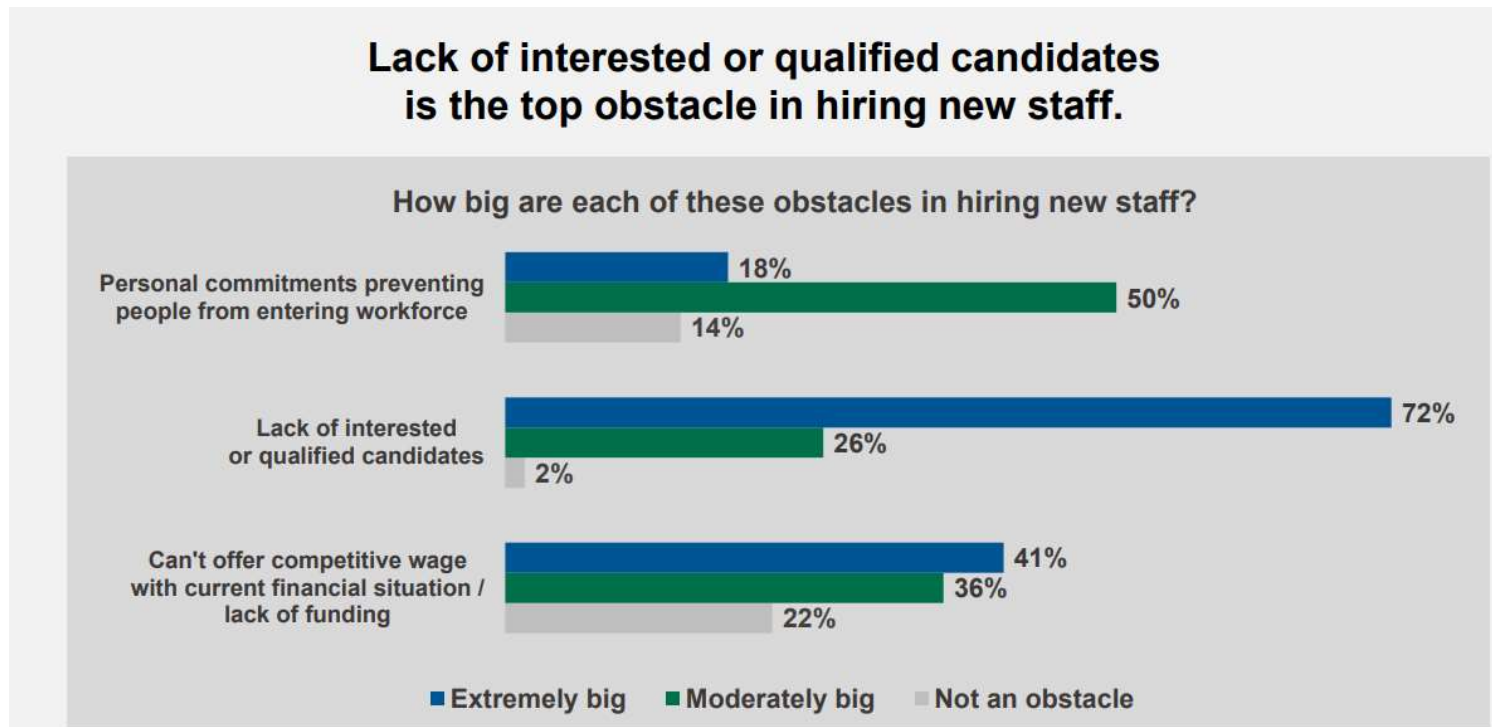
98% of nursing homes are experiencing difficulty hiring staff.



Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

What is the biggest obstacle for hiring?

Lack of interested or qualified candidates is the top obstacle in hiring new staff.



Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

Recruitment Strategies

Applications and & Recruitment Tools

- In today's job market, having an easy application and concise process will attract more candidates to your postings.
- Utilizing technology can alleviate some of the recruitment burdens for administrators
- Provide opportunities for internal employee to apply



Recruitment Strategies

Employer Branding

- Communicating your brand will help attract candidates that are aligned with your mission, vision and culture
- What perks does your organization offer aside from benefits and their compensation?



Recruitment Strategies

Workplace Culture & Fit

- Communicating your brand will help attract candidates that are aligned with your mission, vision and culture
- What perks does your organization offer aside from benefits and their compensation?
- What are the top 3 attributes that you are looking for in a candidate?



Recruitment Strategies

Time Management

- Utilize technology to help with time management
- Schedule interview virtually whenever you can
- Save on-site interviews as the last step in your process



Recruitment Strategies

Clear Next Steps and Interview Process

- The less steps the better
- The quicker the process, the more engaged the candidate will be.
- Review your process to look for inefficiencies



Recruitment Strategies

Partner with local universities, colleges and vocational schools

- This is a great way to expand your candidate pool
- Internships offer career development but can also aide during shortages.
- Candidates who have a good experience with your facility are likely to recommend it to others!



SCO By creating a talent pipeline of candidates you will be able to also help your team and company become proactive versus reactive when it comes to recruitment. Managers and HR teams have traditionally taken a reactive approach to recruiting where they source and only hire as needed. This typically leads to lengthy hiring timelines and inconsistent candidate experience. Although there is usually heavy lifting upfront that occurs when building and developing a talent pipeline of candidates but having a pipeline can help stay ahead of the competition, be prepared to meet hiring needs before positions open, and potentially quickly identify top candidates to fill requisitions with engaged talent quickly.

Sara Champion, 2022-10-18T12:10:15.896

How are nursing home providers combating staffing shortages?

9 out of 10 nursing home providers have offered increased wages and bonuses.

In the past year, what strategies have you implemented to try to recruit and retain staff? (Check all that apply)



Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

Successful Onboarding Strategies

Keep Organized

- According to SHRM, onboarding is more than just orientation
- Productive onboarding process affects overall satisfaction for the company
- Utilize technology and automation where you can



Successful Onboarding Strategies



Tools of the trade

- What tools does each role need to be successful?
 - Systems
 - Materials/resources
 - Devices/machines
 - Desk/workspace
- Create checklists for each role

Successful Onboarding Strategies

Schedules & Training

- Have a schedule prepared for them
- Utilize training checklists
- Introduce them to their team and trainers
- Don't rush the process



Successful Onboarding Strategies



Mentorship - In healthcare, mentorship matters!

Having a mentor can:

- Promotes ongoing learning
- Encourages career advancement
- Builds meaningful relationships
- Promotes collaboration

Successful Onboarding Strategies

New Hire Check-ins:

- A quick 5–10-minute conversation can help gauge the employee's satisfaction with your organization
- Utilize 30-60-90-day milestones to celebrate new hires!
- Follow up on any feedback you receive.



Successful Onboarding Strategies



A culture of feedback:

- Fosters collaboration
- Encourages engagement
- Promotes overall job satisfaction
- Fosters learning and development

Feedback should happen often!

Why do we need to think about retention?

73% of nursing homes are concerned about having to close over staffing woes.

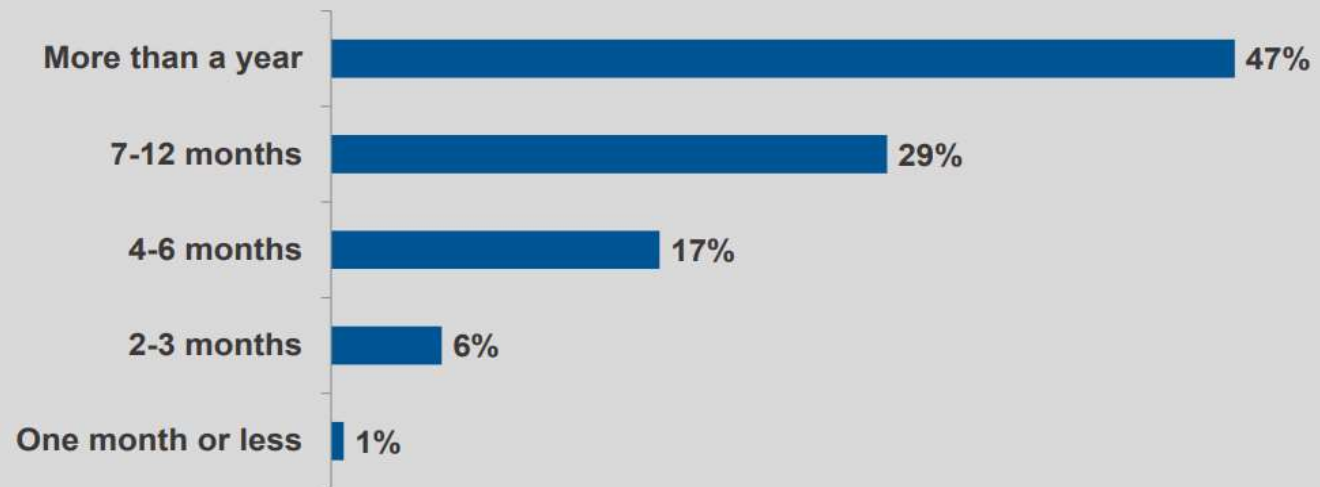


Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

Why do we need to think about retention?

More than half of nursing homes can't sustain their current pace more than one year.

How long can you sustain operating at its current pace?

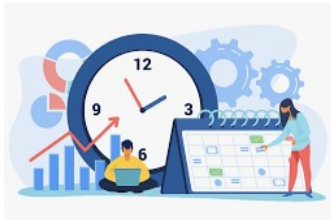


Source: American Health Care Association Survey of 759 Nursing Home Providers, May 16-20, 2022

Retention Strategies



Address and combat burnout



Implement flexibility and adaptability



Provide communication

Retention Strategies



Support employee engagement activities



Create workplace recognition programs



Offer a safe space

Retention Strategies



Provide supportive leadership



Strengthen teamwork



Create a positive culture

Retention Post-COVID

- Reflect
- Recommit
- Re-engage
- Rethink
- Reboot



Retention Post-COVID

Reflect

- Think about what worked
- Contemplate what you learned
- Analyze what was missed



Retention Post-COVID

Recommit

- Provide training & development
- Upskill the workforce
- Construct career growth opportunities



Retention Post-COVID

Re-engage

- Provide feedback
- Set short- & long-term expectations
- Foster mentoring relationships
- Recognize good performance
- Incentivize improvement



Retention Post-COVID

Rethink

- Lead with humility
- Focus on the process, rather than person
- Embrace scientific thinking
- Create constancy of purpose



Retention Post-COVID

Reboot

- Realign priorities
- Adjust goals
- Revamp the employee experience



Post-COVID



Q & A

About CE credit

Administrator credit

This program has been approved for one clock hour of continuing education credit by the National Continuing Education Review Services (NCERS) of the National Association of Long-Term Care Administrator Boards (NAB).

Approval **#20231020-1-A87943-DL**

Nursing credit

This program has been approved for one clock hour of continuing education credit by The Illinois Board of Nursing, an approved sponsor of continuing education by the Illinois Department of Professional Regulation.

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**



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[ForumPharmacy.com](https://www.ForumPharmacy.com)

November 17, 2022

Staying Safe and Secure in an Increasingly Hostile Cyberworld

December 15, 2022

Weight, Wounds and Hydration: Fighting the War on Big 3 in LTC

THANK YOU!