

# **WELCOME**

**GINA GAMBARO**

Director, Marketing &  
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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

## 2023 WEBINAR SERIES

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

**CC Andrews**, Chief Strategist,  
Quantum Age Collaborative

**Lisa Thomson**, Chief Operating  
Officer, Pathway Health

# Agenda

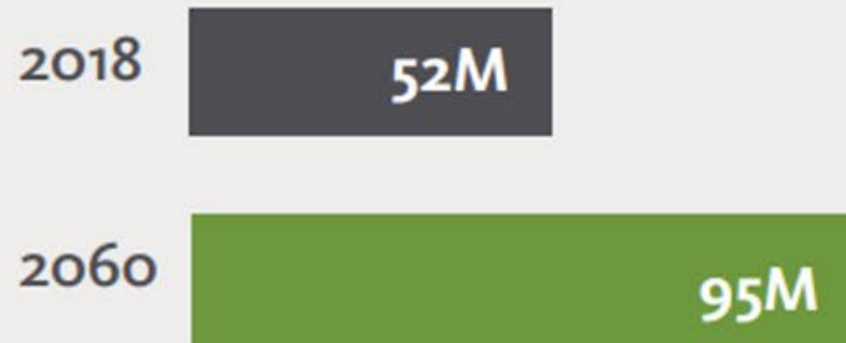
- ▶ Current State
- ▶ Your Current Landscape
- ▶ Employer Brand
- ▶ Retention – Keeping What You’ve Got
- ▶ Recruitment – Finding the Right Fits
- ▶ Census and Reputation

Let's  
GO!

# Current State

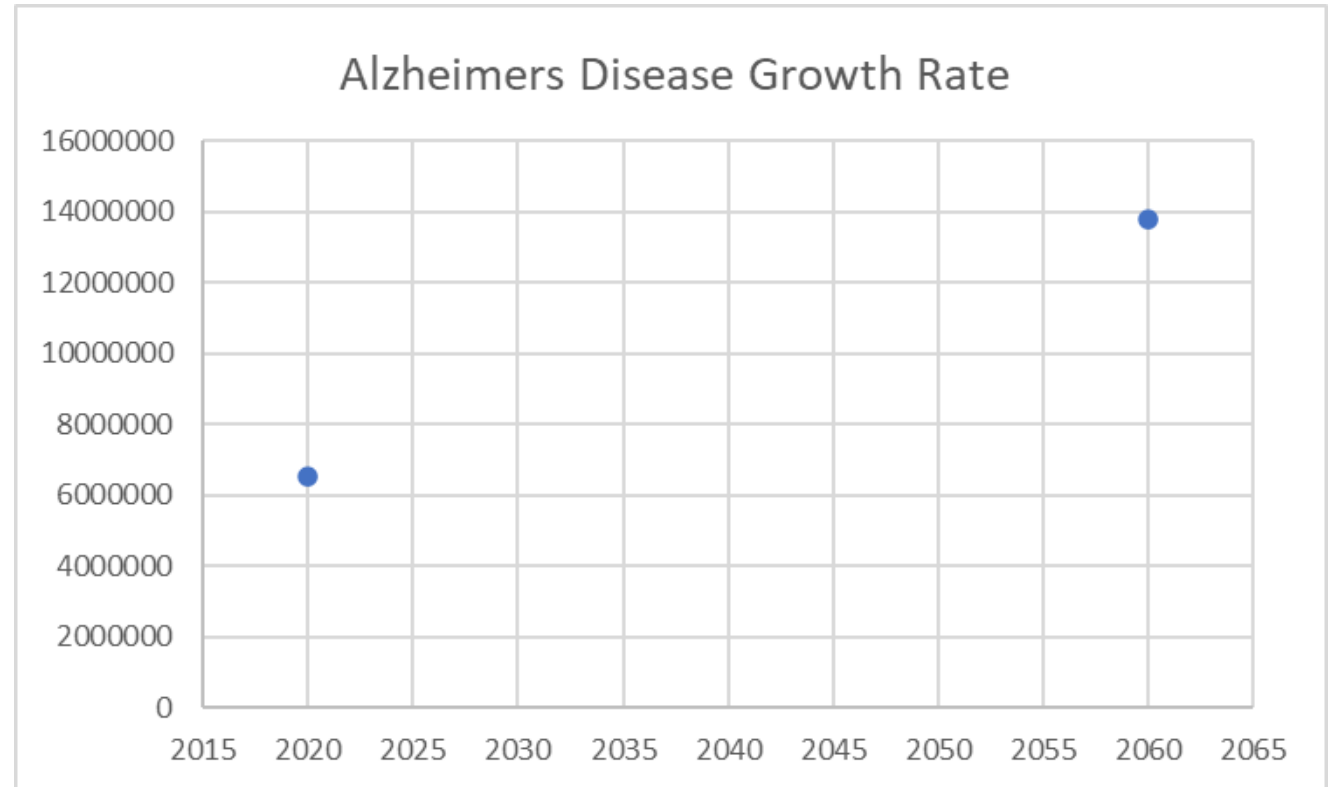
## A Rapidly Growing Older Population

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



# Current State

- Growing population of older adults continues to drive up the demand for direct care workers.
- Older adults are living longer and with complex chronic conditions.



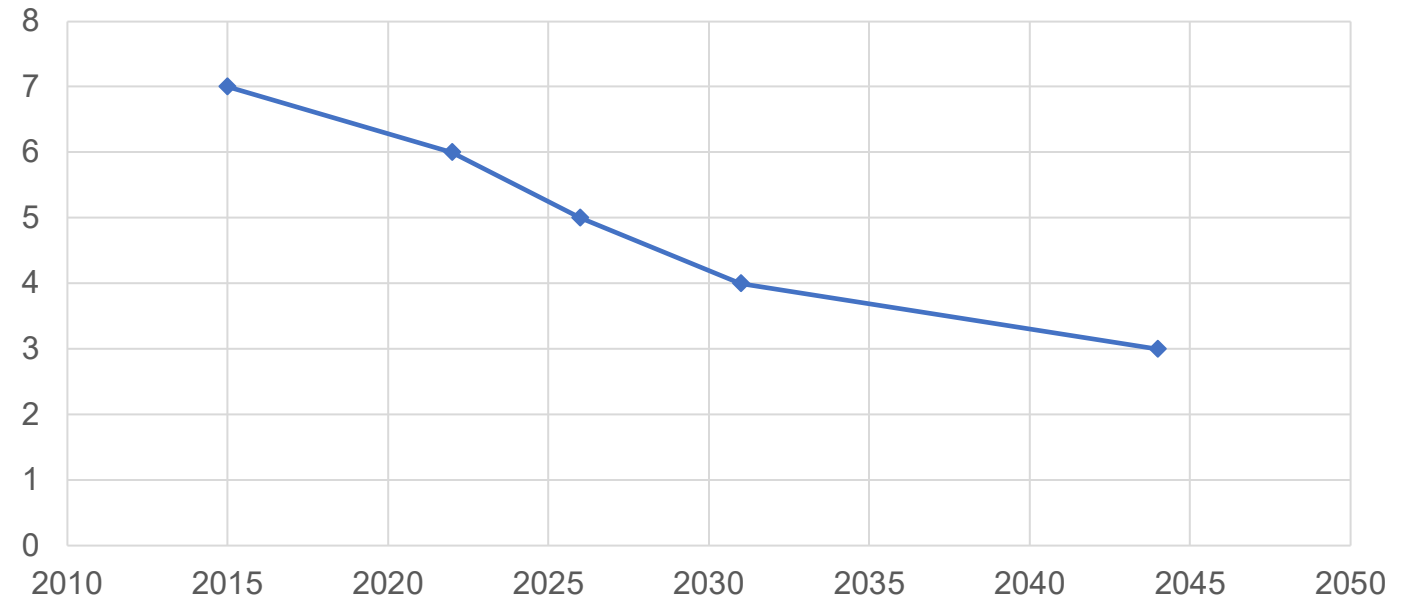
<https://www.phinational.org/resource/direct-care-workers-in-the-united-states-key-facts-3/>

# Current State

Decreasing Availability  
of Family Caregivers

Increasing need for  
Senior Living and PAC

**ADULT CHILDREN AVAILABLE TO  
TAKE CARE OF AGING PARENTS**



<https://www.phinational.org/resource/direct-care-workers-in-the-united-states-key-facts-3/>



# 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.



# 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

# **YOUR current landscape**

Understand who's currently in your building

Rx

# Current Job Market

- Candidate driven
- Can't "pick talent" anymore
- Talent picks you!



# Leadership – Current Team & Expectations

- Assess Current Workforce
  - Generational
  - DEI
  - Needs and Expectations
- Flexibility, work-life balance
- Support systems and resources
- Support and educate - management and leadership team
- Want to make a difference
- Meaningful work – culture and message

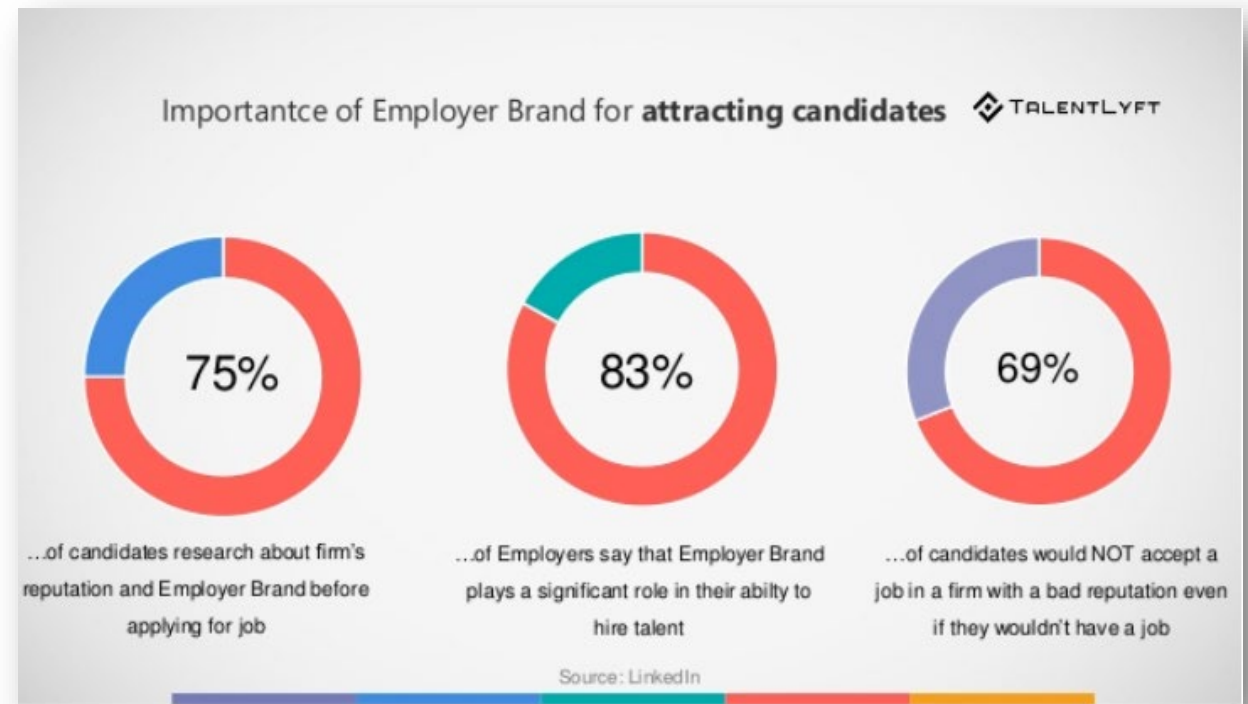
# Recruitment – Message and Culture

- Organization's ability to differentiate and promote what makes them unique, different
- *9 out of 10 candidates apply to a job when its from an employer brand that is actively maintained on social media and organization websites*



# Employer Brand - Messaging

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



# Employer Brand – What Goes Into It?

- 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

## 4 Steps to Begin the Process

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

# Employer Brand

Audit and Research

Where to begin...

Staff questions to ask

Question	Thoughts/Answer
<p>What makes our organization unique? <i>(What sets us apart from other health care organizations?)</i></p>	
<p>Why do you stay here at this organization?</p>	
<p>Name 3 words that best describe our organization.</p>	
<p>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></p>	

# 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



**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

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# Keep the Team You Have

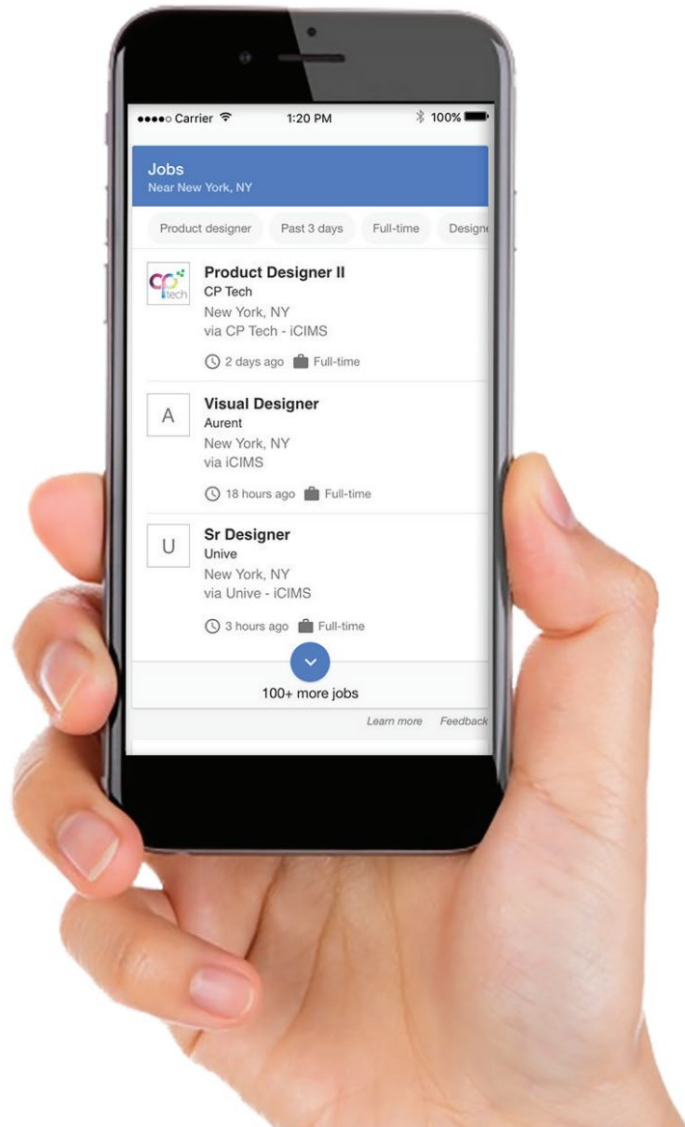
- What did you learn from internal research that surprised you?
  - Fix what is broken
  - Lean in where it is working well
  - Communicate and build your culture



# Recruitment

Leadership Tips to Consider

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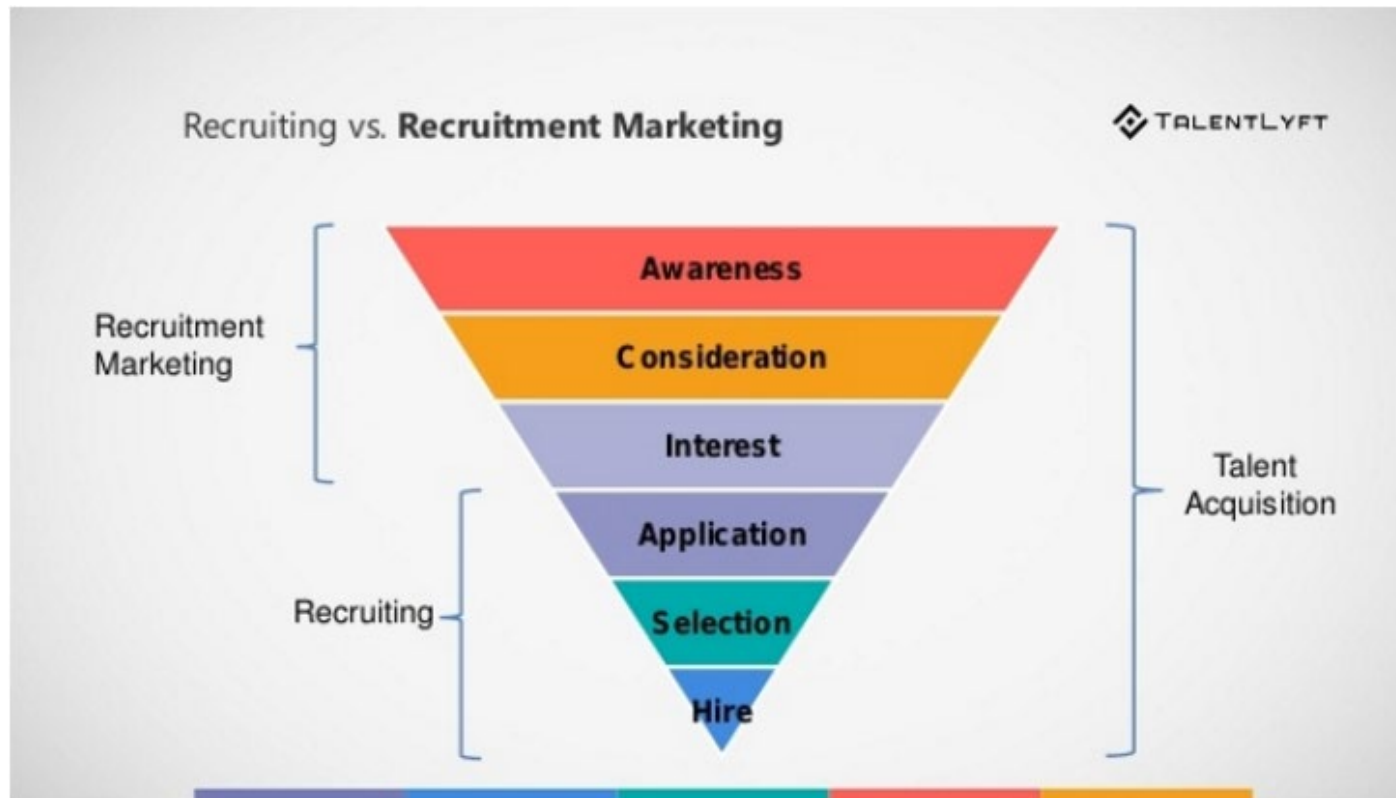


- 44% of college seniors said social media posts showing strong company culture would make them apply
- 86% of consumers prefer an authentic and honest brand personality

# Recruitment Strategies



# 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



# Other Tools

# 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!



# 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 card that is valid for work in the U.S. for the validity of this card.

**SOCIAL SECURITY**  
VALID ID FOR WORK

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

State

Zip

State

Zip

convicted of a felony?  Yes  No

Salary Desired



# 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.

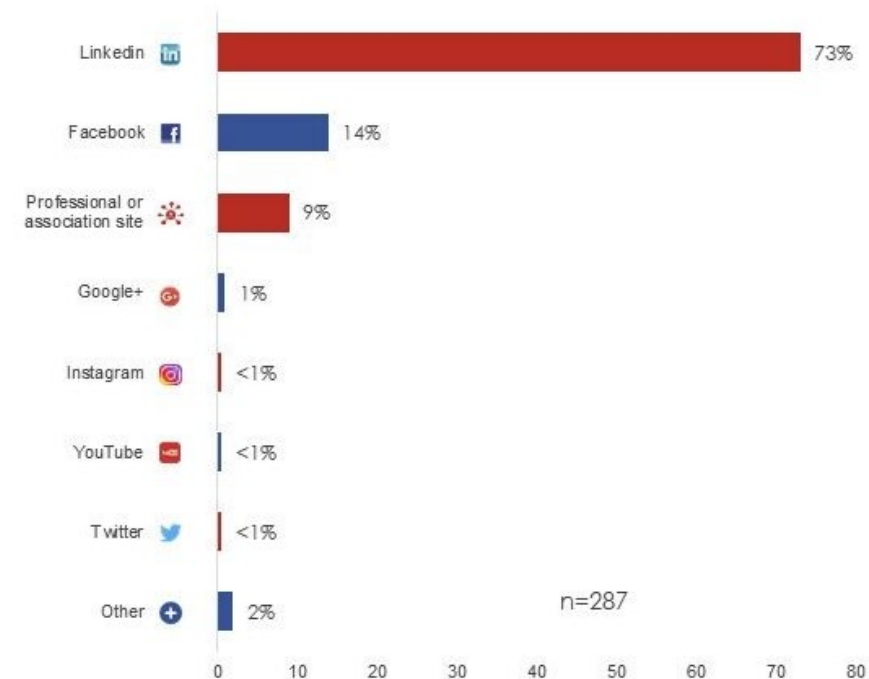


- Reach passive candidates
- Show off your organization culture
- Harness the # Tag
- Schedule routine posts – Be very active
- Get help from current employees
- Go outside the Norm!
  - Live streaming
- Leverage current employees' social networks






## Social Media Recruiting



Most effective site for Recruitment



# Determine which platforms work best for you

	 LinkedIn	 Facebook	 Twitter	 Pinterest	 Instagram
<b>Audience</b>	Predominately white-collar	Universal	Personal and professional	80% female. Visual (photo/ images posted, not copy)	Millennial and Generation Z. Visual.
<b>Ideal post length (in characters)</b>	1,300	40	280	200	125
<b>Advantages</b>	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
<b>Disadvantages</b>	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
<b>Hashtag performance</b>	Medium	Low	High	Medium	High

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

# Recruitment and Retention Summary of Tips

- Understanding current workforce needs
- Meaningful work
- Messaging Matters
- Recruitment Marketing - Strategy
- Employer Brand
- Reputation Messaging – Consistent
- Leverage technology
- Social Media is Key!





# Census and Reputation

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# Lean In

- ▶ Reputation is everything
  - Align your corporate and employer brands
  - What percentage of referrals are you accepting, including the most challenging cases
  - Is your team in a “yes” mindset?
  - Have the tough conversations. Be brutally honest about your position in the market. What is the staff saying?
  - Shore up resources and clinical competencies to excel with the referrals you’re being offered
  - Proactively seek tougher cases – you will be loved by referrers
    - ✓ Memory care, clinically complex, Medicaid pending, What else can you do?

Articulate your brand clearly and authentically across all channels

# Think Globally, Act Locally

- ▶ Be well-versed on trends and innovations nationally
- ▶ But then know each market in your portfolio intimately to determine the best strategies and partners
- ▶ Know your organization data and use to craft messaging
- ▶ Differentiate – The Key!
- ▶ Prepare your team – engage them in strategic direction
- ▶ Leverage technology

# Potential Partners Care About Your Reputation

- ▶ The usual suspects, of course!
- ▶ Health plans
- ▶ ACOs, bundles – those at risk
- ▶ Geri-psych
- ▶ Area Agencies on Aging
- ▶ Regional Med Centers

Often these players aren't well versed in what all is possible to do in your setting – educate them!

# Get Creative

- ▶ Where to start? Assess current state
- ▶ Leadership agility mindset - curious
- ▶ Embrace change
- ▶ High-demand services – quick wins and longer-term opportunities
- ▶ Branding and positioning – social presence

Be the Change! *“Remember that the airplane take off against the wind, not with it!”* - Henry Ford



# Q & A

# About CE credit

## Administrator credit

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

Approval # 20241129-1-A98573-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

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  - In your web browser
  - Also emailed immediately following this program
  
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- ▶ CE certificates should be **emailed in the next 30 days**

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**Jan:** *2024 Forecast: What Should be on Your Radar to Set Yourself Up for Success*

**Feb:** *Using Neurolinguistic Programming to Positively Affect Your Outcomes*

**THANK YOU!**