

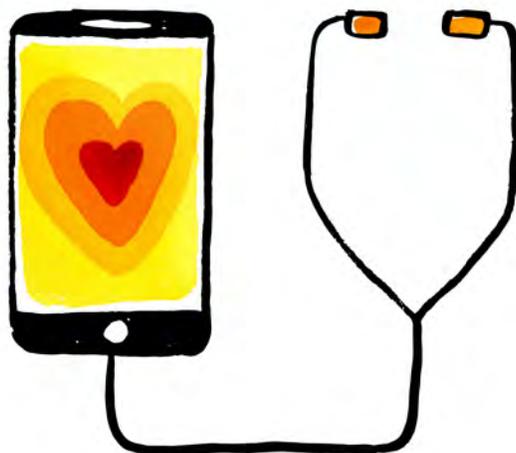


Millennial Healthcare Workers Recruitment Checklist

Despite their rep as the "snowflake generation", millennials are ambitious, hardworking, knowledge-hungry and social media savvy.

For recruiters and hiring managers in the notoriously tight healthcare market, hiring millennials is a whole new game. If you want to win, you're going to need to think outside-the-box.

Whether you're a hospital or health tech startup—your old recruitment strategy isn't going to snag you the talent you need. So, what will?



Understand their wants

- ✓ Show respect for work/life balance by offering child care and work from home options.
- ✓ Create individual compensation packages to reflect the changing financial and lifestyle goals
- ✓ Update your health insurance offer and include coverage for partners in non-married couples
- ✓ Prioritize growth opportunities and offer learning and development opportunities like mentoring or on-the-job training

Position your employer brand

- ✓ Be open about inclusion via your social media accounts, job ads and Career pages
- ✓ Be bold about your benefits and build them around your mission statement and core values
- ✓ Rally your brand ambassadors by asking employees to share their real reviews and stories online
- ✓ Get your tech straight and connect with millennial candidates via social media and mobile-friendly hiring systems

Improve the candidate experience

- ✓ Get friendly with tech and use tools like custom career sites, video interviews and automated scheduling
- ✓ Simplify your processes by investing in smart automation, look for centralized recruitment tech with an open API you can plug your other systems into
- ✓ Think remote including SMS, video interviewing and remote work opportunities to make remote hiring easy (and fun!)
- ✓ Ace your job ads with surveys for existing employees to find out what attracted them to the company and how you can improve your offer
- ✓ Think outside-the-box and embrace incentivized employee referral programs, targeted sourcing techniques and long-term candidate nurture to deepen your talent pools
- ✓ Master the job boards with an ATS to automatically post to top-performing sites
- ✓ Don't just say you seek diversity—mean it. Consistently evaluate data to make sure you're inclusive 100% of the time

Screen for high Emotional Intelligence

- ✓ Use video to screen applicants and candidates to help find healthcare candidates with great camera (and bedside) presence.
- ✓ Dig deeper to uncover behavioral insights with behavioral interviewing to find out how candidates deal with challenges and, most importantly—how they relate to others.
- ✓ Listen well and pay attention to vocal cues for greater insight into a person's personality.