

A Whitepaper From OnShift



The Ultimate Guide To Mobile Recruiting In Senior Care



Applying to jobs can be a complex process. Potential employees spend hours pulling together their resume, job history, references, and credentials only to spend even more time making them fit into the required online application...and that's just for a single job. For many candidates, applying to jobs is a chore involving archaic systems, lengthy processes, and a feeling of insignificance. Unfortunately, this negative experience is typically their first interaction with their potential new employer.

The reported abandonment rate on online job applications ranges from 60% to as high as 95% due to the applications' length and complexity.¹ Given the current workforce shortage and high turnover in the industry, senior care organizations have to attract qualified, enthusiastic employees

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who are dedicated to quality care, service, and compliance in order to thrive. That starts by making sure they have the best practices in place for recruiting success.

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 (3.4%²), high turnover (54% national average for total nursing staff³), and the growing number of open positions (the skilled nursing industry has lost 15.2% of its total workforce since 2020⁴), 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. One study conducted by OnShift found that scheduling a candidate interview is the responsibility of many different departments, not just human resources. Apart from human resources (47%), this work tends to go to the department manager (38%), director of nursing (25%), or the scheduler (21%).⁵ 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 already moving on to their next opportunity.

MOBILE RECRUITMENT MATTERS

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.

The majority of American adults –85%⁶ –own a smartphone, and many people use smartphones during their job search. In fact, some analysis indicates that the majority (61%⁷)

of job applications are performed on a mobile device instead of via desktop. It's clear that mobile

“The workforce out there wants quick, quick, quick. What are you going to do for me next?”

–Kristy Kerek, Director of Human Resources at Embassy Healthcare



recruitment has moved from a nice-to-have to a must-have for employers.

Research shows that the average person checks their phone 150 times per day⁸ and the average millennial exchanges 67 text messages per day.⁹ 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 within 3 minutes.¹⁰

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.

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. Promote A Positive Employer Brand

Your employer brand is the first impression you give to prospective employees. Job seekers are 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 and to manage your external communications.

Your organization itself is not the only thing you should focus on promoting. Your employer brand includes the employee experience and benefits you can offer. According to LeadingAge, 70% of potential employees already have a job. However,

64% of potential employees would consider a job with lower wages than desired if the job offered better benefits and attributes.¹¹ You need to show those who are already employed that your organization is a better place to work with lifestyle attributes and benefits enticing enough to make a change.

BONUS: There's a quick checklist at the end of this paper to help you manage your employer brand!

2. Cast A Wide Net

Ensure your open jobs are posted in the most advantageous places possible and that current employees are sharing the postings. Think beyond your website and the usual job boards and consider other options like social media, industry publications, email, and text messaging. When you're competing against so many other organizations – inside and outside senior living and long-term care – it's essential to get the word out about your open jobs, organization, and benefits.

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 e-mails when a new opening at your company is posted that aligns with their interests.



ADVERTISING ONLINE

Set aside a budget for targeted job advertising, track where your applications are coming from, and make informed adjustments to your online advertising spend.

REMEMBER TRADITIONAL ADVERTISING METHODS

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, career fairs, and local industry networking groups.

3. Make Job Applications Mobile Friendly & Brief

Step into your potential employees' shoes and apply for a job at your organization from your smartphone. Was the process quick and simple or did it require a lot of time and information?

It's tempting to pre-screen job candidates with lots of questions in an application form before communicating with them. However, with today's ultra-competitive job market, you have to make the initial application as easy as possible. Shorter applications are typically more mobile friendly and more likely to be completed.

A candidate's first application doesn't need to be their complete application, so prioritize getting their name, phone number, and email address before requiring further information. Offer a "quick apply" option that only asks the minimum information you need to contact a candidate so job seekers can quickly express interest in working for you without having to complete a full application.

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. Technology can automate this communication so you can reach

candidates ASAP and take work off your recruiters' full plates.

5. Use Text Messaging To Connect With Candidates

Text messaging is a great way to easily and quickly connect with candidates throughout the hiring process. You can use text messages to ask short qualifying questions about experience and licensing, to schedule interviews, or simply to let a candidate know you're reviewing their application. Text messaging allows job applicants to respond at their convenience instead of trying to coordinate a time during business hours that fits the recruiter's schedule.

Simply put, using text messaging in recruiting speeds up the hiring process. OnShift customers who use text messaging in recruiting have seen up to 50% faster time-to-hire and 60% fewer interview no-shows.

6. Be Transparent With Candidates

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.

Start building trust from the moment you meet a potential hire by being transparent about where they are in the hiring process, the job expectations and employee benefits. Almost 30%¹² of job seekers have left a job within the first 90 days of employment, indicating misalignment between job expectations and reality. Open communication and transparency early on in the hiring process not only combats early employee turnover, but it creates a positive experience with your organization.

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 you have a baseline, you 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 boards attract more qualified candidates, or that some hiring managers have a stronger hiring rate than others. This information can be used to develop organization-specific best practices to be shared across communities and departments.

8. Automate Your Process

Work smarter, not harder, and automate away tedious or repetitive parts of the recruitment and hiring process. Automation can help your organization connect with, interview, and hire candidates more quickly by automating tasks like sending emails or texts, identifying minimum qualifications, or gathering pre-hire paperwork. Automation is not meant to replace jobs, but rather to free up time for staff to manage more strategic priorities and initiatives.

- ¹ "Study: Most Job Seekers Abandon Online Job Applications", SHRM, 2016
- ² Bureau of Labor Statistics, United States Department of Labor, January 2023
- ³ Centers for Medicare & Medicaid Services, 2023
- ⁴ Skilled Nursing News, April 2022
- ⁵ OnShift Survey Research: Hiring in Senior Care, 2018.
- ⁶ Pew Research Center, 2021
- ⁷ Appcast 2022 Recruitment Marketing Benchmark Report
- ⁸ Is Text Messaging the New Email for Recruiters?, Recruiting.com.
- ⁹ Business Insider, 2013
- ¹⁰ Forbes, 2013
- ¹¹ Opening Doors to the Aging Services Workforce Research, LeadingAge, 2022
- ¹² Glassdoor U.S. Site Survey





THE POWER OF TEXT-BASED RECRUITING

THE CHALLENGE

A skilled nursing facility in Ohio found it difficult to recruit new employees. Their hiring manager was responsible for managing payroll, employee scheduling, and benefits, leaving him with limited time to focus on recruiting new employees. The hiring process was too slow and many candidates were losing interest and not showing up for interviews or getting hired elsewhere before this facility could make a move. Ultimately, only a small number of people were making it through the hiring funnel.

THE SOLUTION

Using OnShift Employ, OnShift's applicant tracking system, the skilled nursing facility started to reach out to their candidates via automated text messages. This enabled them to quickly engage and communicate with job candidates to schedule interviews and create a strong first impression.

THE RESULTS

The facility was able to hire more candidates in less time, automate their interview scheduling, streamline candidate communications, and access key hiring metrics.

2x
the number
of hires

50%
faster
time-to-hire

60%
fewer interview
no-shows

THE TIME IS NOW

Change can be scary and mobile recruiting can seem daunting. But without proper adjustments to your recruiting process, you will lose top talent to your competitors. It's that simple.

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

About OnShift, Inc.

OnShift's next-generation platform fundamentally transforms the relationship between healthcare organizations and their workers. Our innovative approach to recruitment, hiring, workforce management, pay and engagement fosters a culture where people want to work. That's why thousands of healthcare organizations rely on OnShift's integrated suite of software and services to dramatically reduce turnover rates, decrease costs and improve the quality and continuity of care. For more information, visit www.OnShift.com



CREATING AN EMPLOYER BRAND CHECKLIST

You only get one chance to make a first impression. Make sure your employer brand clearly and positively communicates your organization's culture and that your online job applications are easy to use.

☐ **Do you have a careers page on your website?**

- ☐ Do you highlight why employees should work there?
- ☐ Do you outline the hiring process and provide info on what to expect after submitting an application?
- ☐ Do you list the perks and benefits of working at your community?
- ☐ Do you share what awards or industry recognition your organization has received?
- ☐ Are job openings clearly categorized and searchable?
- ☐ Are job descriptions clear and accurate?
- ☐ Is the job application process clear and easy to use?
- ☐ Is there a way for job seekers to express interest in working for your organization if there are no openings that match their skillset?
- ☐ Are your job applications easy to complete on smartphones and tablets?

☐ **Does your organization have a presence on third-party review sites?**

- ☐ Has your organization claimed your page on Glassdoor and similar sites?
- ☐ Is your organization responding to negative and positive employee reviews on job review websites?
- ☐ Is your organization regularly updating your company profile on job boards?

☐ **Does your company have a social media presence?**

- ☐ Is your organization regularly updating its social media profiles?
- ☐ Does your organization have a social media policy for staff?
- ☐ Are you encouraging your employees to share job openings on their personal accounts?

