



Coping with the New Normal:

How to Battle the Tight
Labor Market & Persistent
Clinical Shortage



Coping with the New Normal:

How to Battle the Tight Labor Market
& Persistent Clinical Shortage



Bart Thau
VP Marketing



Cale Webb
Director

Presented By:



ALABAMA UNEMPLOYMENT

2.9% - January 2024

2.7% - September 2023

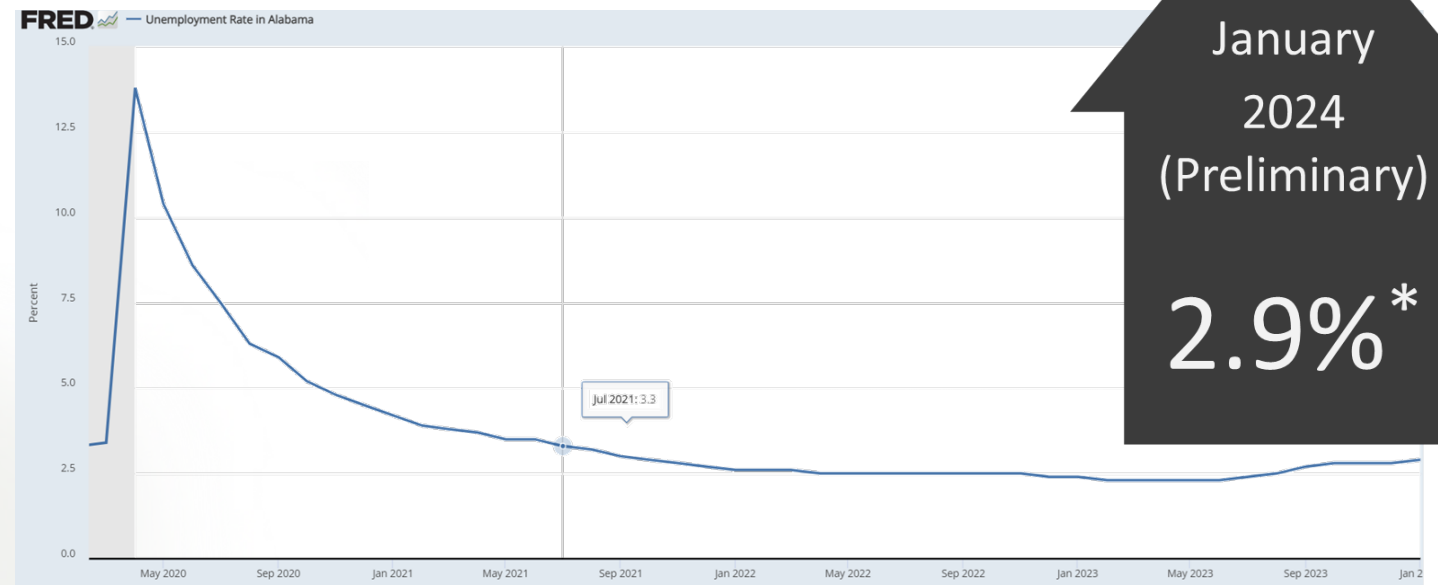
2.5% - September 2022

3.0% - September 2021

3.0% - September 2019



Alabama Comprehensive Unemployment Rate*



January
2024
(Preliminary)
2.9%*

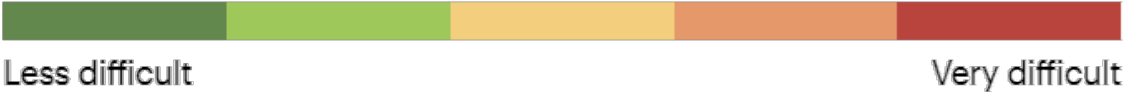
US Healthcare Unemployment – 2.2%


*SOURCE: <https://fred.stlouisfed.org/series/ALUR>





HIRING CLIMATE: Alabama CNAs


6
Moderately difficult



 Relative supply
Low
39 candidate per opening

 Typical posting duration
Average
56 Days

 Your competition
Decreasing
17.79% lower

 Competitive concentration
Slightly dispersed
Mix of minor and major employers





HIRING CLIMATE: Alabama LPNs

7
Difficult



Relative supply
Low
24 candidate per opening



Typical posting duration
Average
62 Days



Your competition
Decreasing
16.96 % lower



Competitive concentration
Slightly dispersed
Mix of minor and major employers








HIRING CLIMATE: Alabama RNs


7
Difficult



 Relative supply
Very low
16 candidate per opening

 Typical posting duration
Average
64 Days

 Your competition
Decreasing
16.36 % lower

 Competitive concentration
Slightly dispersed
Mix of minor and major employers



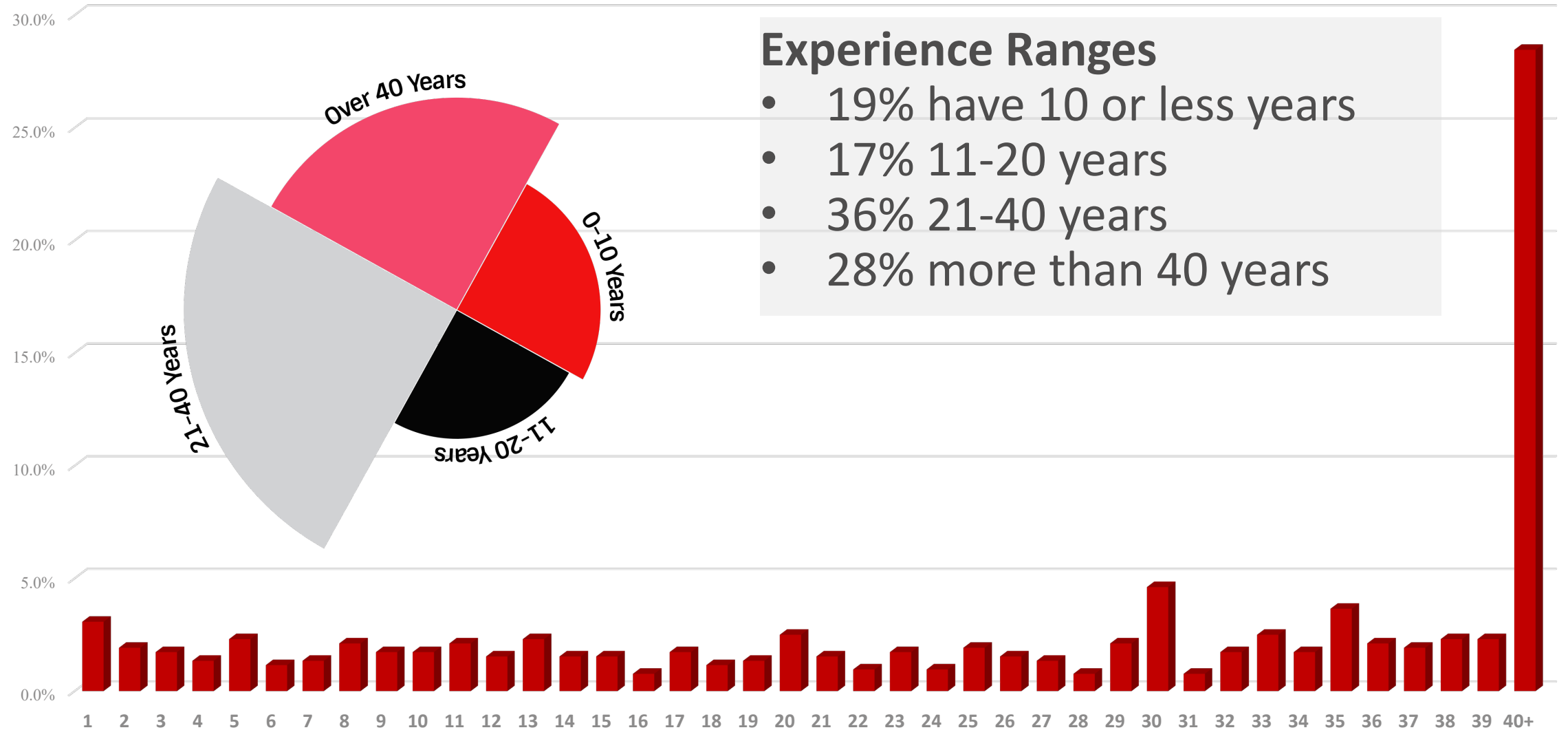


Do You Have a Retention Strategy?

- Recruitment & retention are a mobius circle
- For every employee retained, businesses save months of productivity
- In a tight labor market, business can't replace like they did pre-pandemic
- The great resignation is influencing employee sentiment
- With remote opportunities increasing, leaving a job for a more lucrative opportunity is easier for suburban/rural professionals



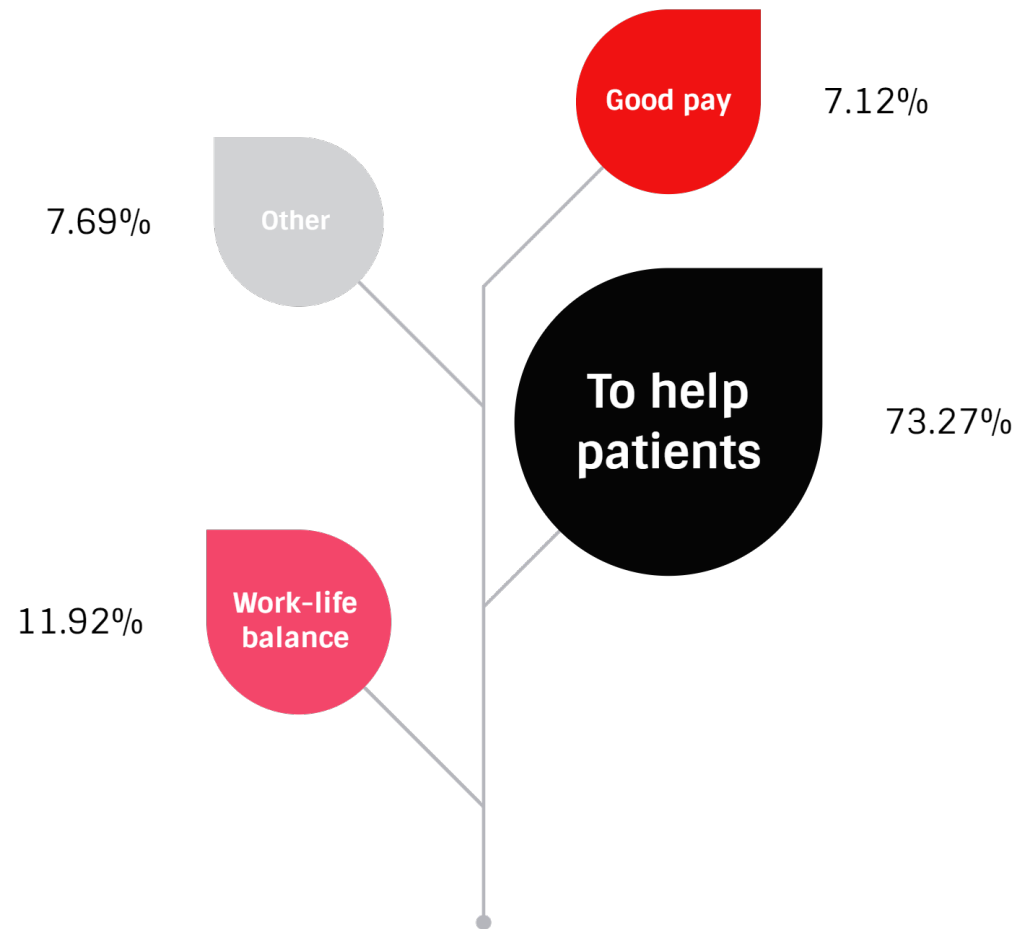
Survey Respondents



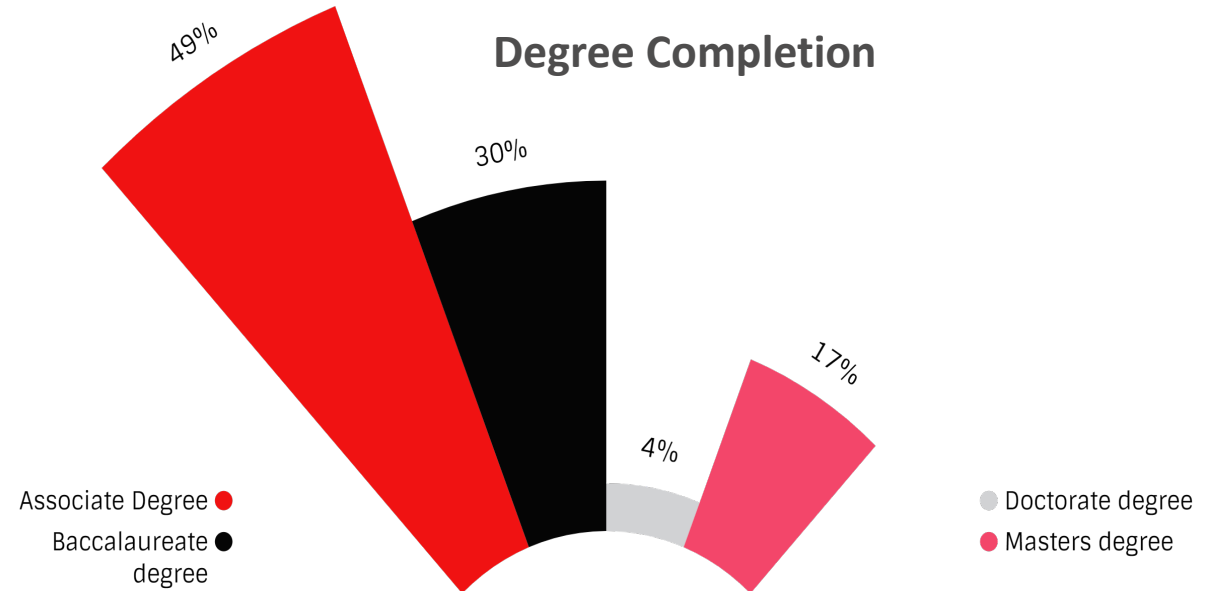


Survey Respondents

Why did you become a nurse?



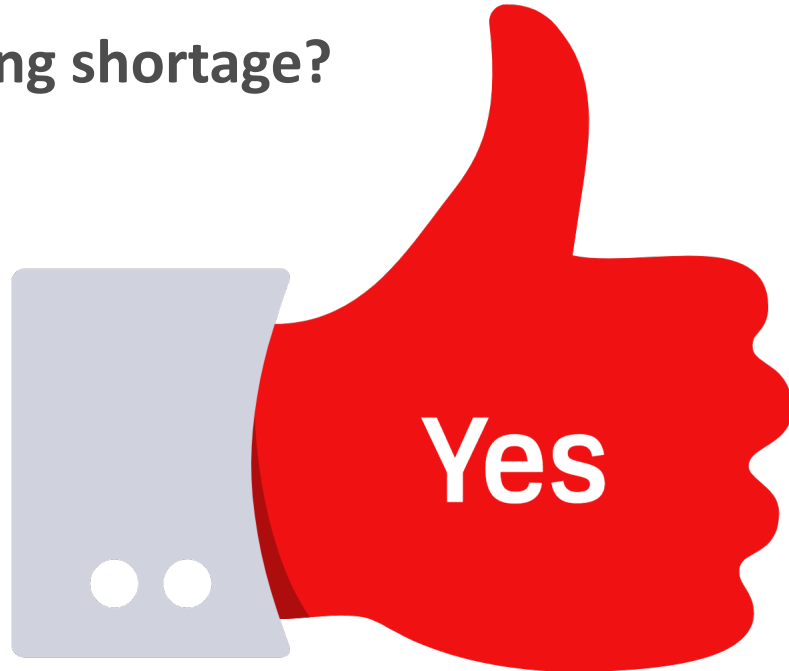
Degree Completion





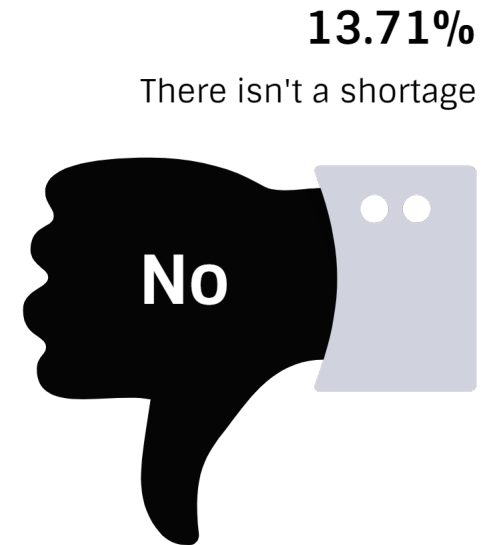
Survey Respondents

Is there a nursing shortage?



86.29%

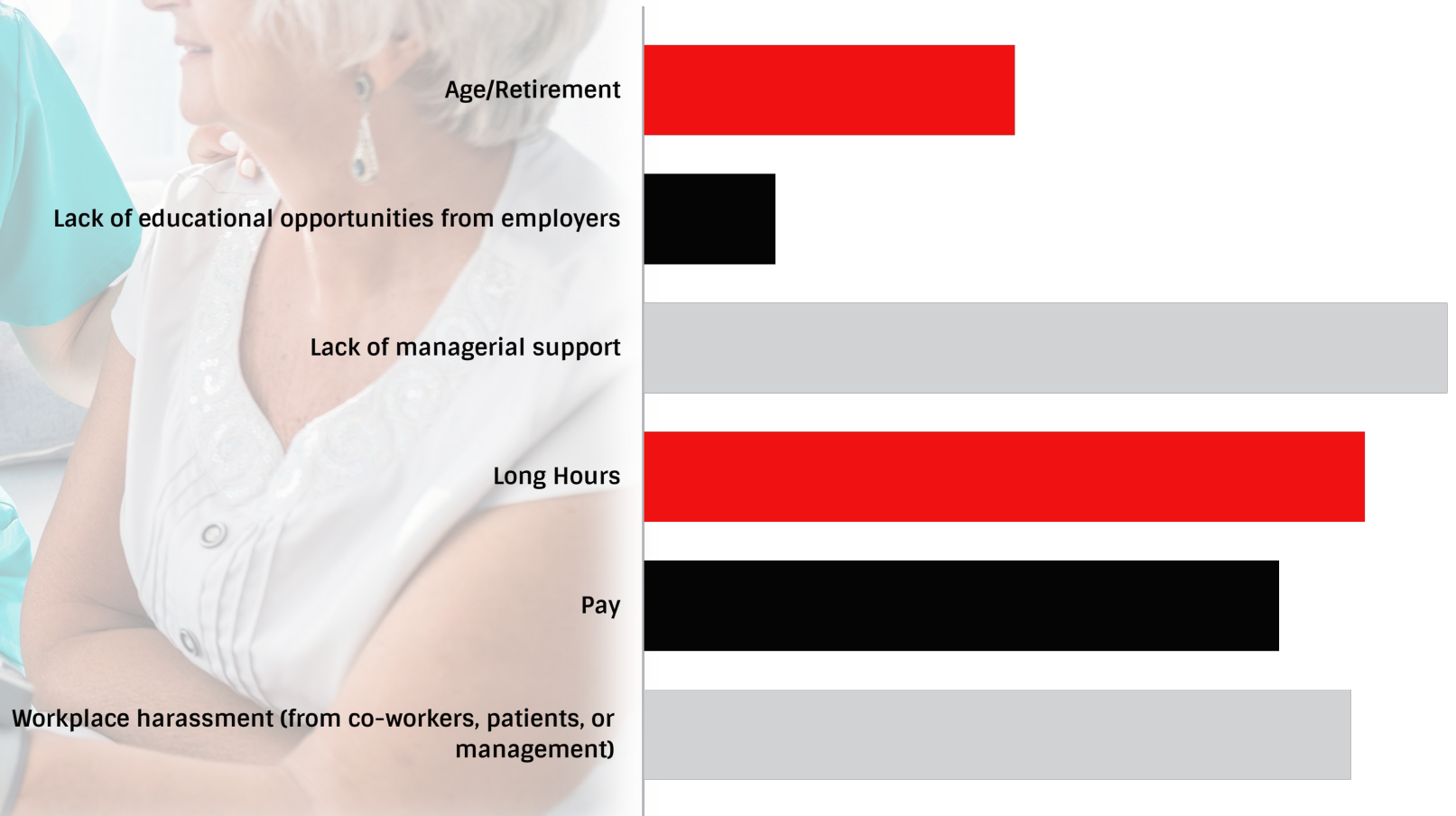
There is a nursing shortage





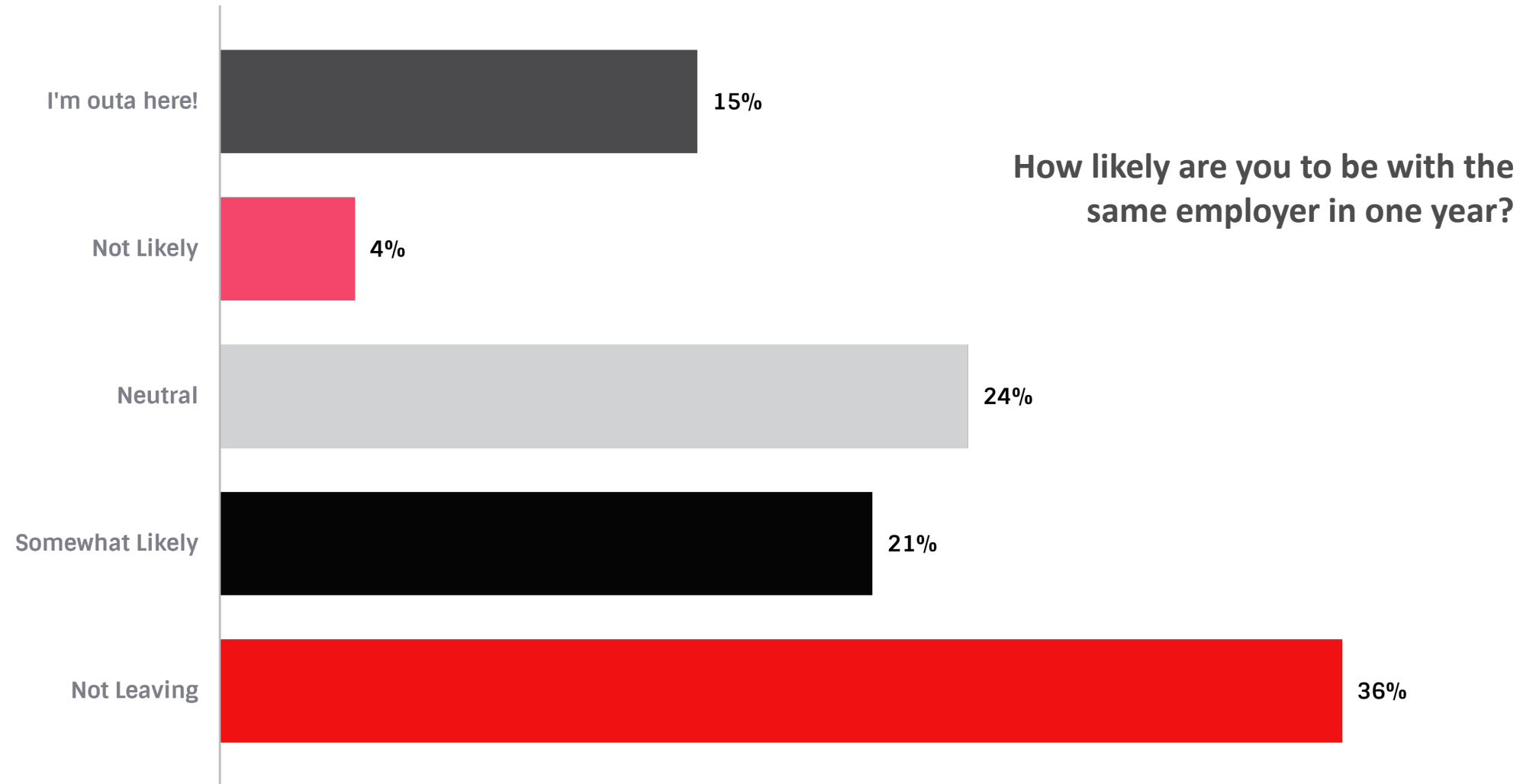
Survey Respondents

Why are nurses leaving the profession?





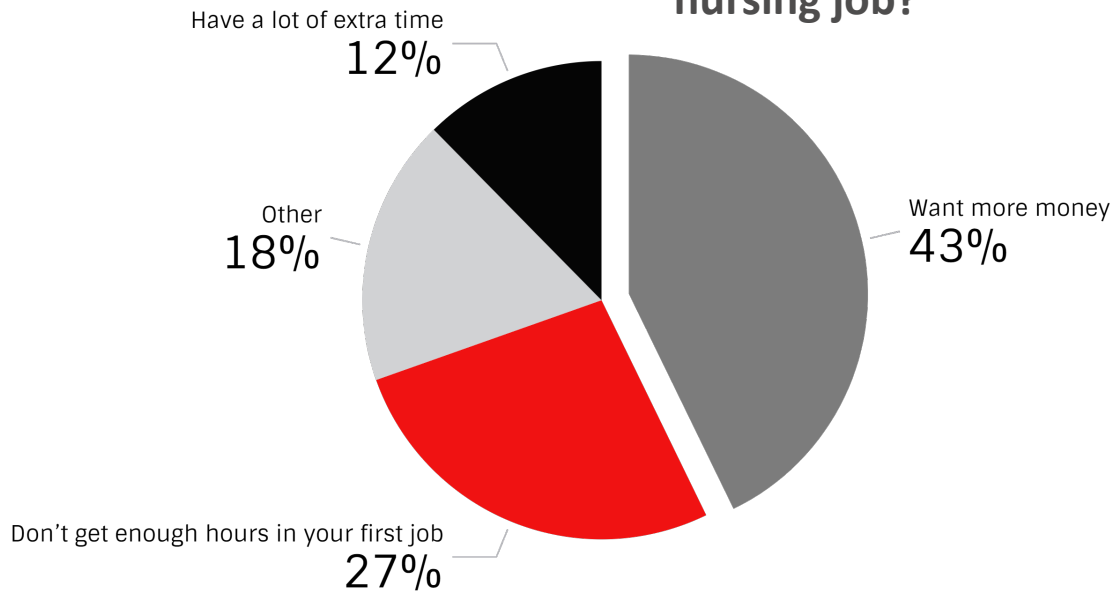
Survey Respondents





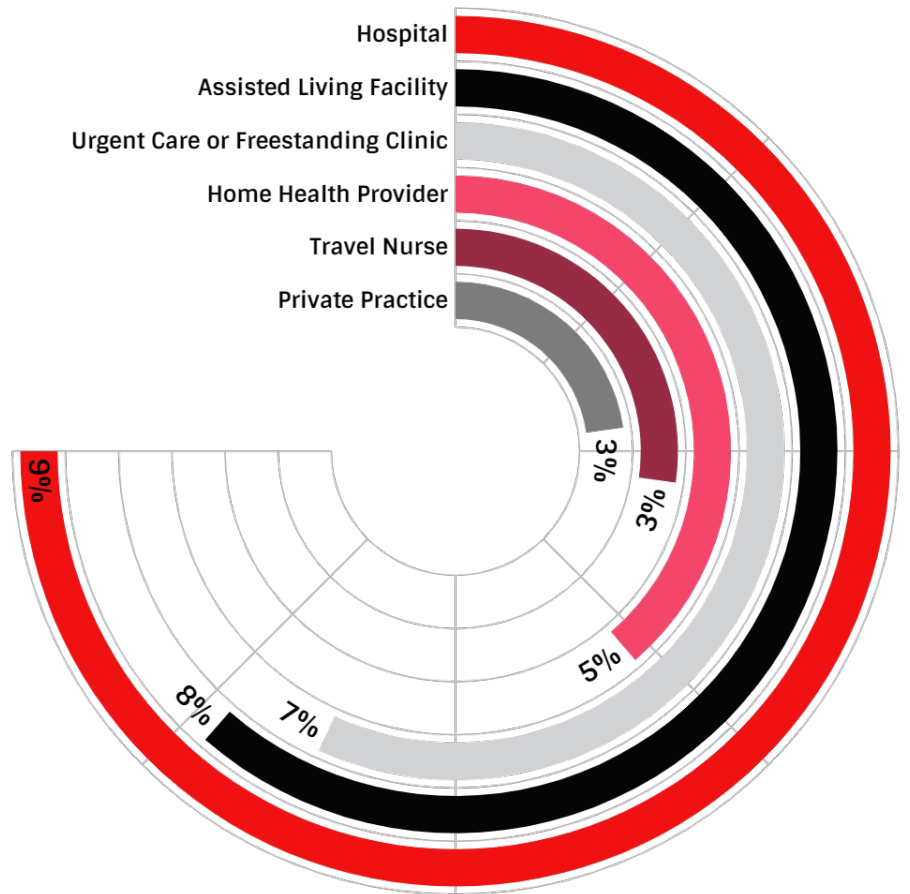
35% have a second nursing job

Why do you work a 2nd nursing job?



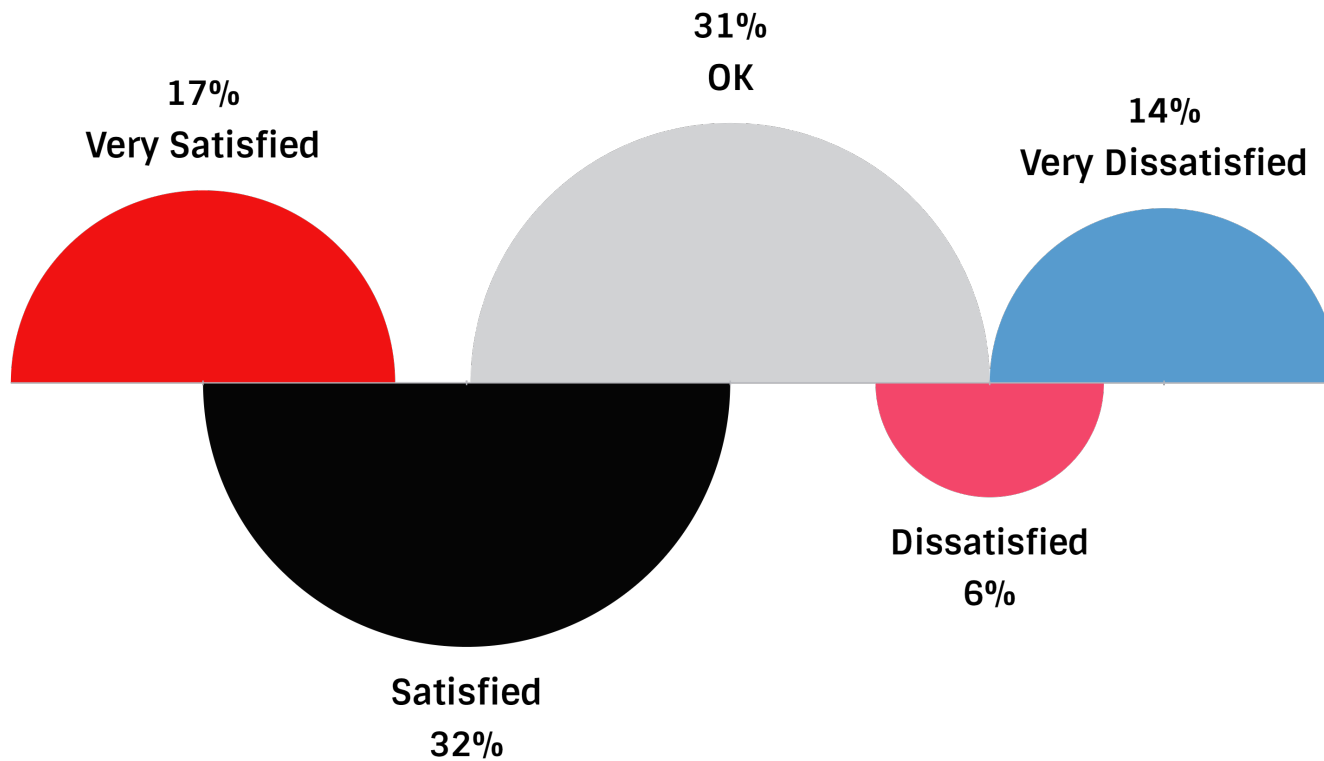
Survey Respondents

Location of 2nd Job



Survey Respondents

How satisfied are you with your current employer? – Overall Results



Changes from 2022 Survey

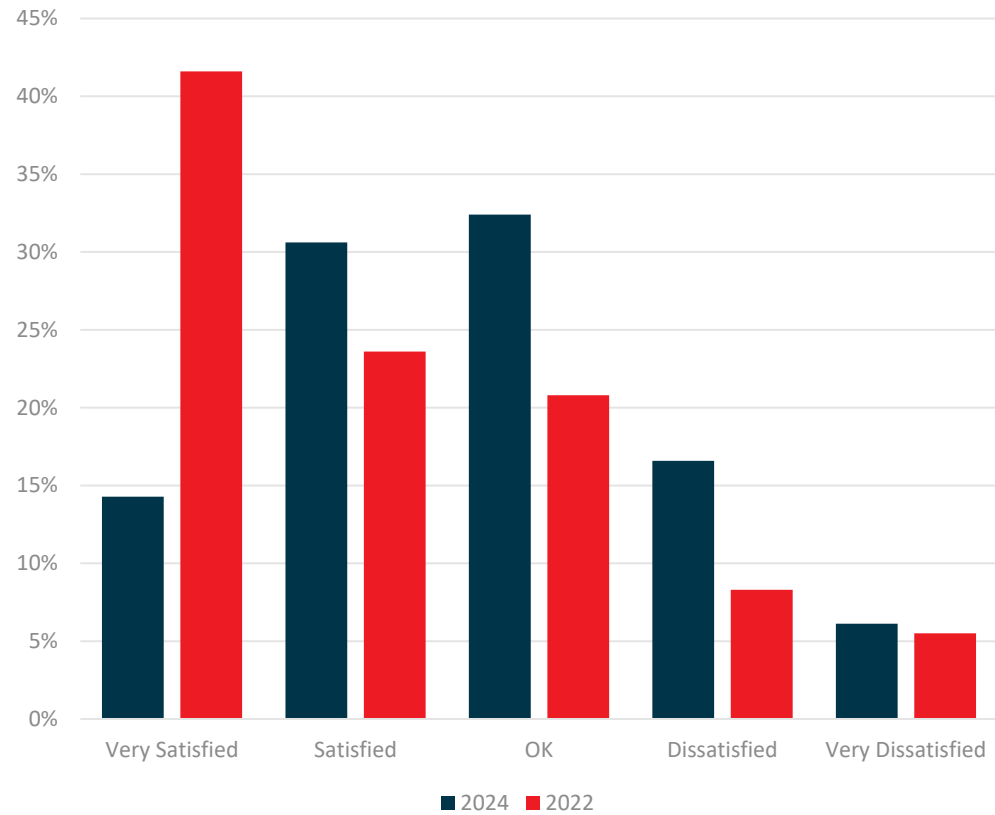
- Dissatisfaction has **decreased by 10%**
- Satisfied category has **increased by 12%**



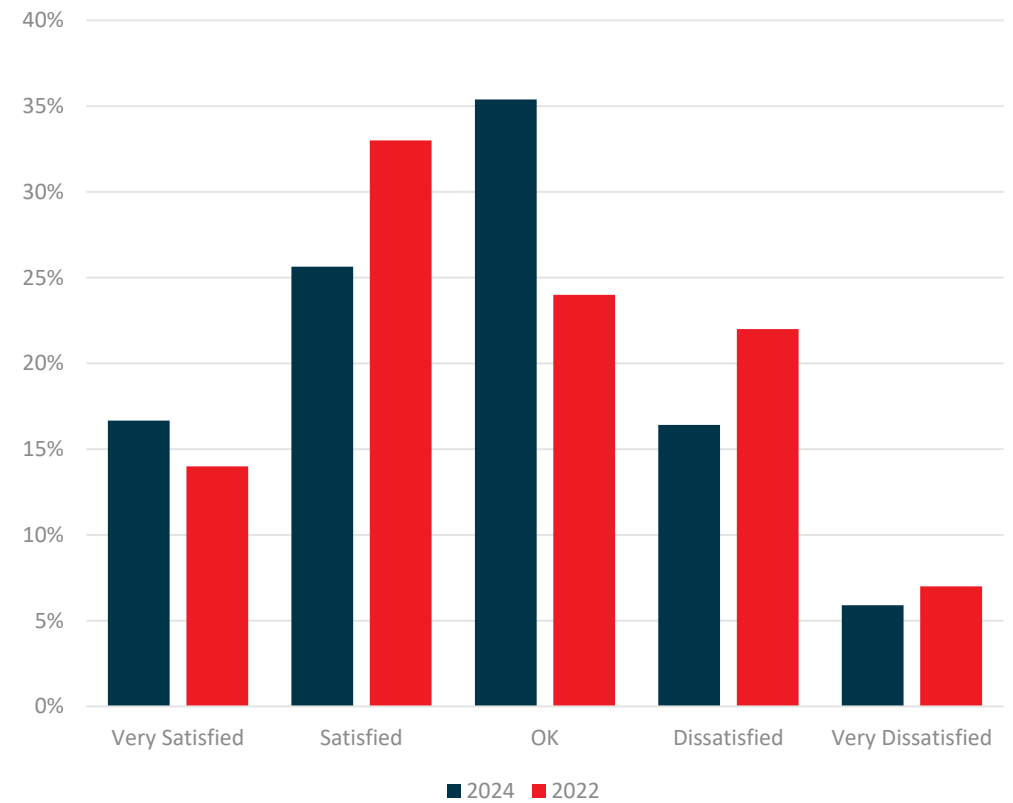
Survey Respondents

How satisfied are you with your current employer?

Pay



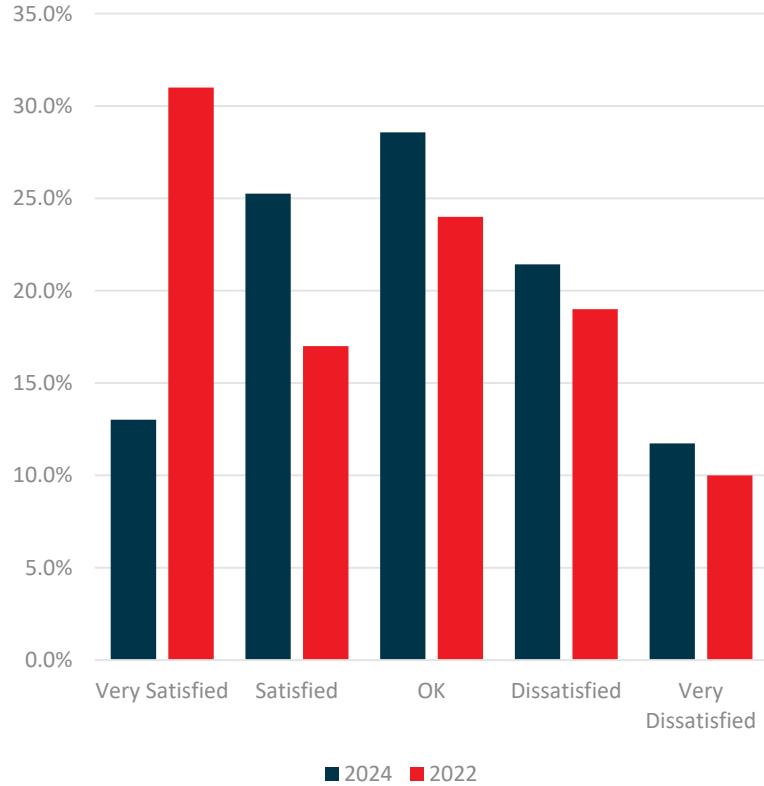
Hours



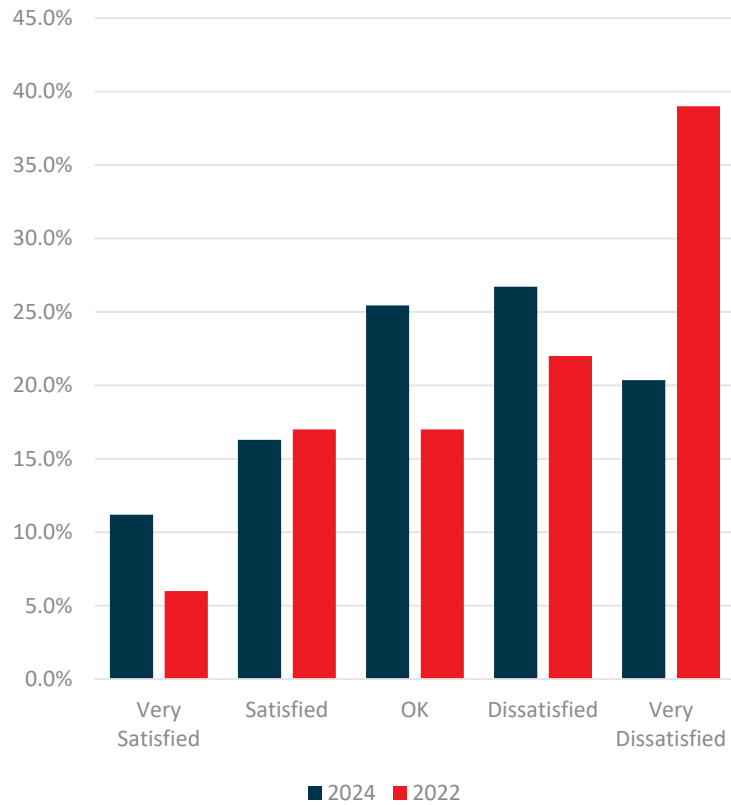
Survey Respondents

How satisfied are you with your current employer?

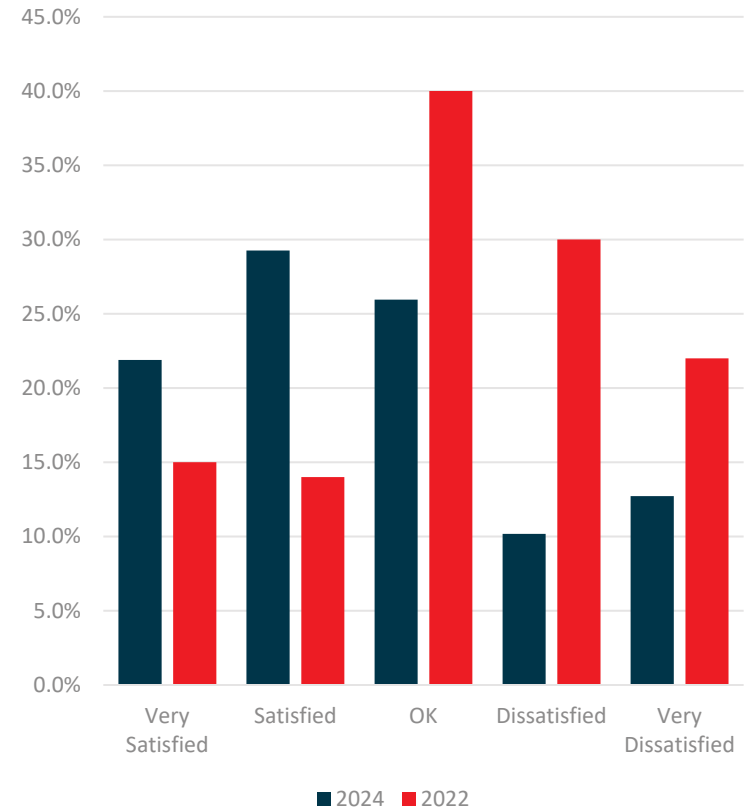
Time with Patients



Staffing Levels



Environment & Culture

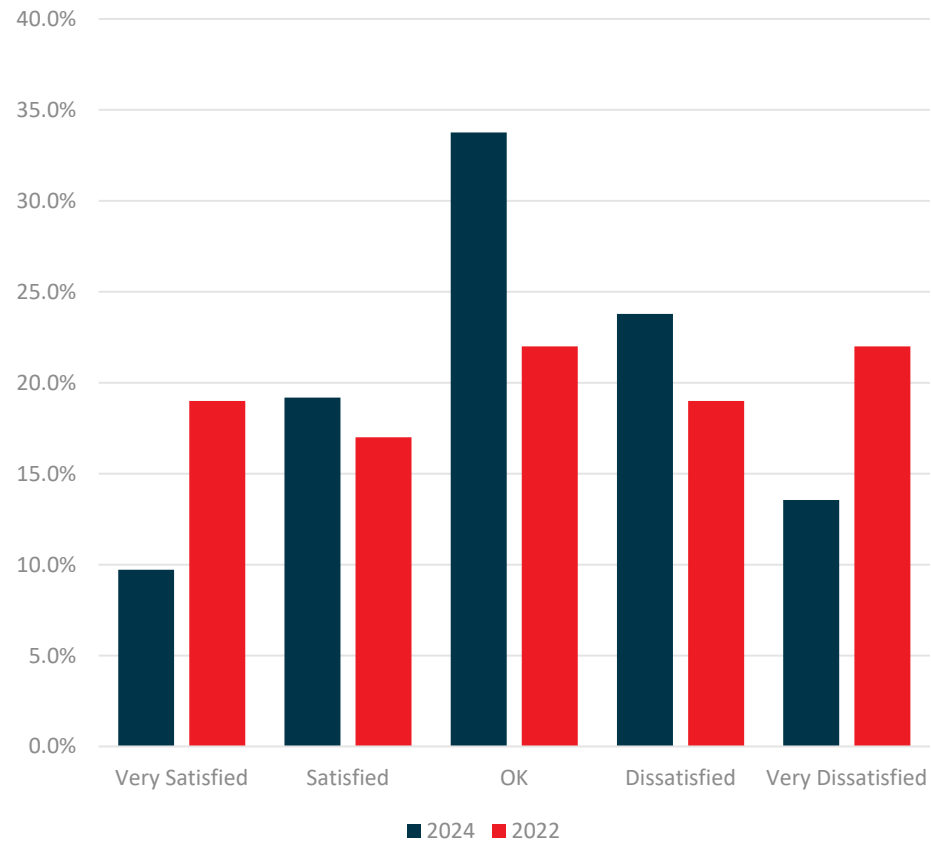




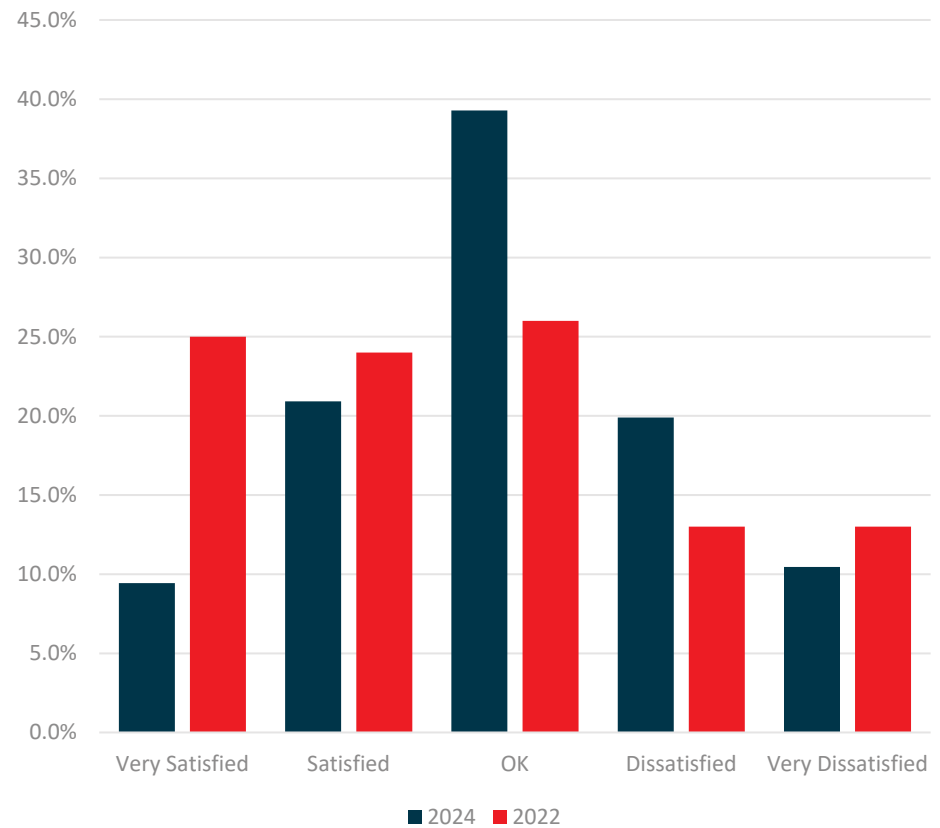
Survey Respondents

How satisfied are you with your current employer?

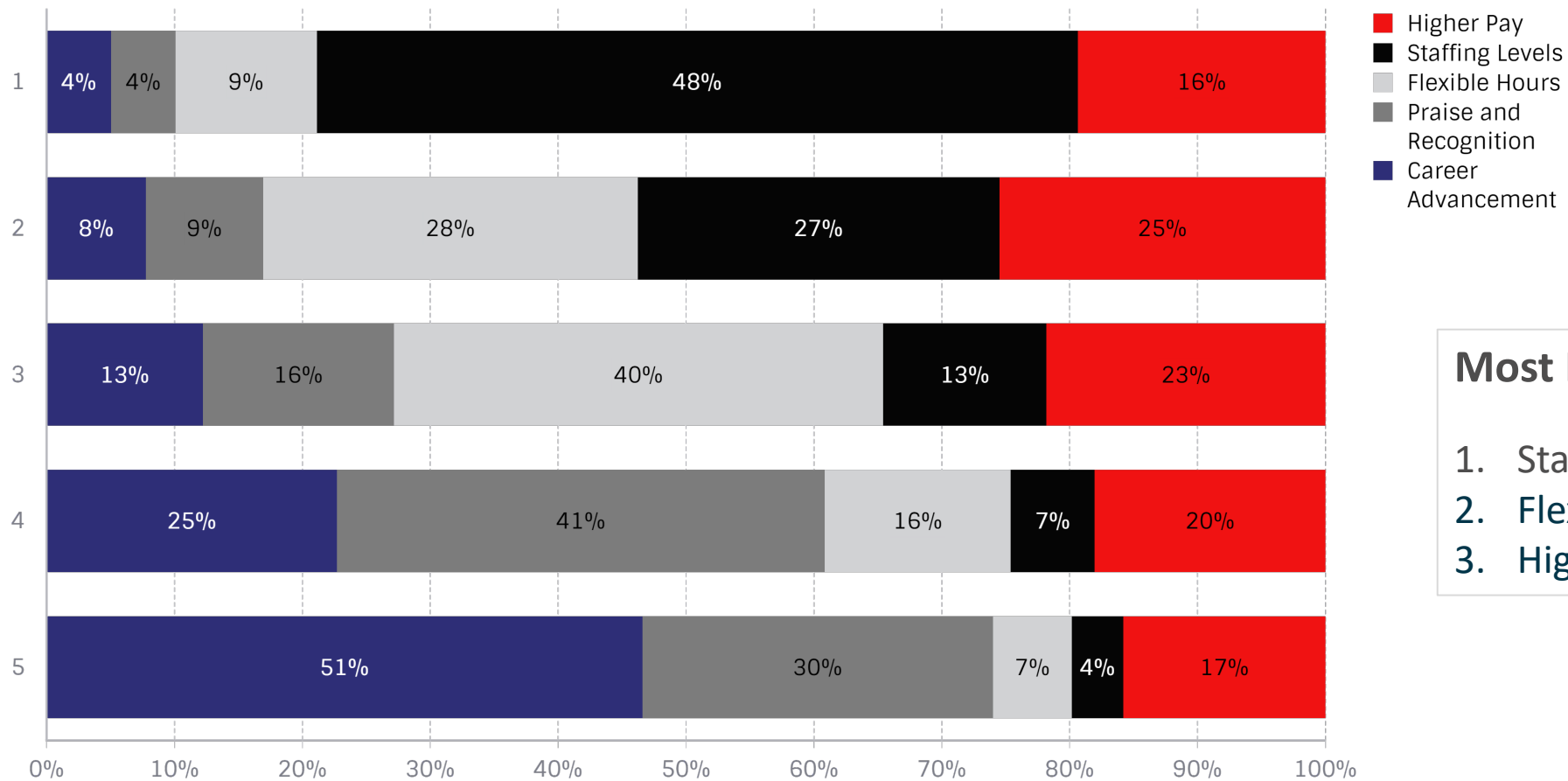
Prasie & Recognition



Career Development

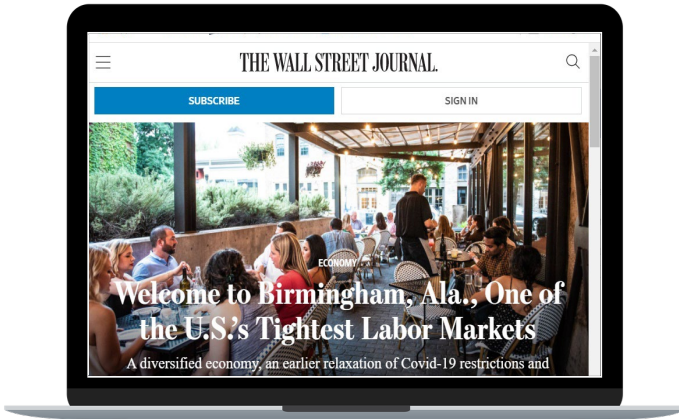
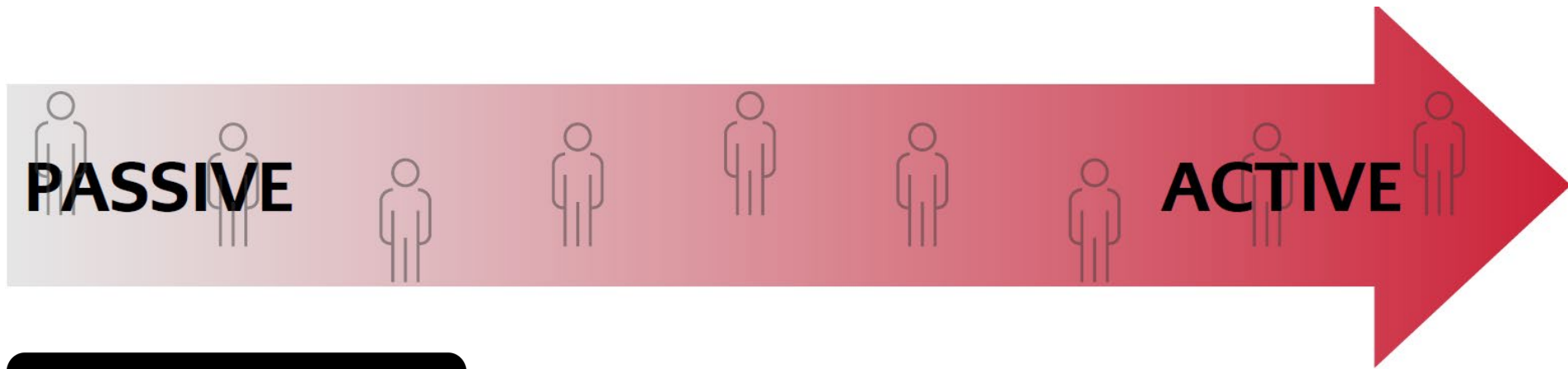


What Nurses want from an Employer



Most Important job factors

1. Staffing Levels – 48% rank #1
2. Flexible Hours
3. Higher Pay



THERE AREN'T ENOUGH PEOPLE LOOKING

- There are more open jobs than job seekers
- If you only advertise on job boards, you won't get enough applicants
- Developing a passive recruitment strategy is the only short-term increase the domestic talent pool

73%

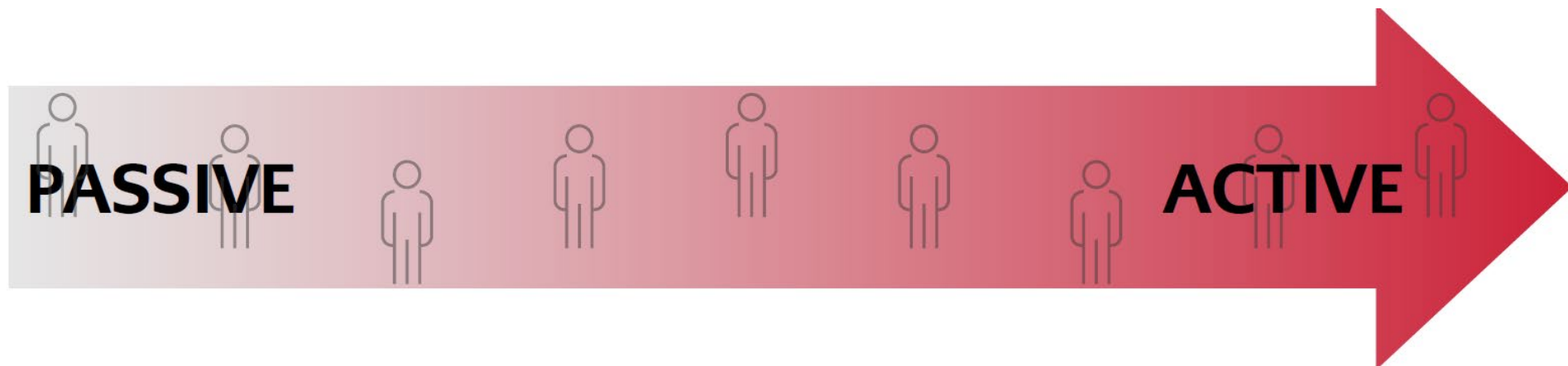
of potential candidates are currently employed and open to hearing about new job opportunities but also too hesitant to apply.*

*Source Zippia "23 Recruitment Statistics [2022]"



A NEW RECRUITMENT STRATEGY: FOCUSING ON PASSIVE CANDIDATES

- Job seekers aren't responding to the same recruitment practices that worked 5 years ago
- Workers are people – and they are influenced by a lot of factors
- Social media, economic news, advertising and industry trends affect can make move a passive seeker to become more active
- Companies can become influencers – going beyond the job board to win





TOP CAREERS WORKING WITH CHILDREN

Diabetes Educators Change Lives at Children's of Alabama



For a child who has been diagnosed with diabetes, it might seem as if the world has come crashing down. When a child is very sick and her days become what seems like an endless stream of doctor's appointments, glucose monitoring, and medications, the dream of a normal life may seem out of reach. As is often the case, the confidence and ease for life they once had may be replaced by worry, sadness, and frustration. Thankfully, there are teams of people dedicated to helping these children and their families better understand and manage their condition to ensure their life is still full of possibility and wonder.

Diabetes educators serve as role models to inspire a new way of thinking about health. The Diabetes Education Program at Children's of Alabama seeks to do just that: bring young lives healthier to children with diabetes while helping hope and happiness in their parents. It's a life-giving mission for diabetes educators at Children's of Alabama—and they're currently hiring new team members to their team. If you are a registered nurse with a passion for diabetes education, Children's of Alabama may be the professional home you've been looking for.

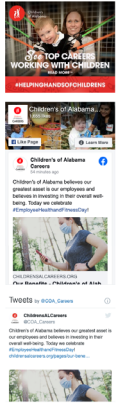
The Diabetes Education Program at Children's of Alabama is one of the largest diabetes education programs in the country, serving more than 7,000 children with diabetes. Accredited by the American Diabetes Association, the program provides comprehensive services for infants, children, adolescents, and young adults with Type 1 and 2 diabetes, cystic fibrosis-related diabetes, steroid-induced diabetes, post-pancrelectomy diabetes, and other rare forms of diabetes.

"The Diabetes Education Program encourages and promotes diabetes self-management," said Mary Cochran, Diabetes Program Coordinator at Children's. "The Certified Diabetes Educators of Children's strive to provide state-of-the-art education and treatment options while delivering an individualized approach to the needs of each patient and family."

Diabetes educators teach children and their parents how to have a full and rewarding life with diabetes. From the initial diagnosis and laboratory tests to glucose monitoring and insulin confidence in their patients, diabetes educators at Children's of Alabama work alongside their kids every step of the way. They build a strong rapport with the families and watch the children grow from children who were unsure about their future to empowered adults carving their own journey.

"It's hard work but very rewarding to teach children and parents how to take care of diabetes," said Sheila Benton, a Diabetes Educator at Children's. "Some of the patients I've cared for since they were 2 years old. Through the program, they have learned how to take care of themselves and apply it to their lives. It's wonderful to see my patients going off to college, having their own children, and leading normal lives. It's hands with their own that they're great at."

Diabetes educators at Children's of Alabama also have a variety of professional development opportunities that will expand their skills, knowledge, and creativity. Children's of Alabama is a world-class hospital system that believes in investing heavily in its nurses. Diabetes educators in the program frequently train other healthcare professionals in the community on diabetes self-management, including physicians, hospital staff, and school nurses, and lead continuing education courses on topics such as diabetes in children's care. Children's of Alabama nurses in the program to participate in American Diabetes Association (ADA) and American Diabetes Educators Association (ADEA) conferences held all over the United States. [View our current openings](#) and [learn more](#) about the program.



Crowne Health Care
June 11
Quality care is our commitment at Crowne Healthcare. We are looking for CNA heroes! Will you join us?
HEROES WORK HERE
Crowne Health Care
Learn more
Now Hiring CNAs
See current job postings. Learn More

“It’s important to show the healthcare community who we are as an employer. It’s easy to do a job posting, but during the pandemic and social change we have to show recruits that we are a diverse and caring team with a unique culture.”
Laura Gosney

Crowne Health Care
May 20
Work as a CNA where you can make a difference, be appreciated, learn from your residents, gain new perspective and have a BLAST! Click to learn more.
WE ARE HIRING
CERTIFIED NURSING ASSISTANTS
Crowne Health Care

- Branding your workplace helps job seekers better understand your company as something more a paycheck and benefits
- In a tight healthcare market, Children's of Alabama uses brand marketing to tell the medical community about their culture and values
- Employment decisions aren't just made in the head. Emotion plays a part and creating a relatable brand helps candidates make an emotional connection to your workplace brand.



THE PATH TO HIRE HAS CHANGED: BUILDING THE PLAN AROUND THE JOB SEEKER

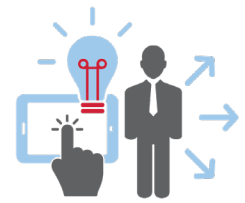


1. NOT LOOKING



Aware but Not Interested

2. CURIOSITY



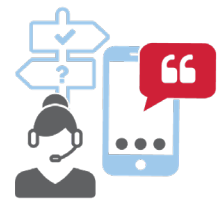
Exploring the Possibilities

3. CONSIDERING



Digging Deeper

4. TELL ME MORE



Reaching Out for Advice

5. OK, I'M IN



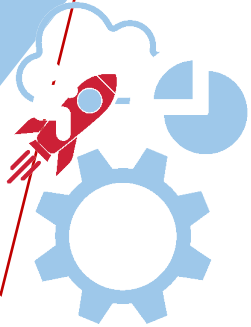
Formally Applying
for the Job

6. HIRED!



I'm a Brand Evangelist!

1. NOT LOOKING



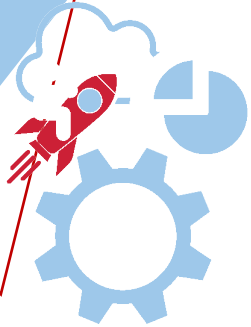
Stage 1: Aware but Not Interested

What the Candidate is Doing:

- Noticing brand ads
- Reading news articles about the company
- Browsing social media
- Clicking on a blog post about your company event
- Impressed by your company's diversity post
- 'Liking' a post about a company volunteer day



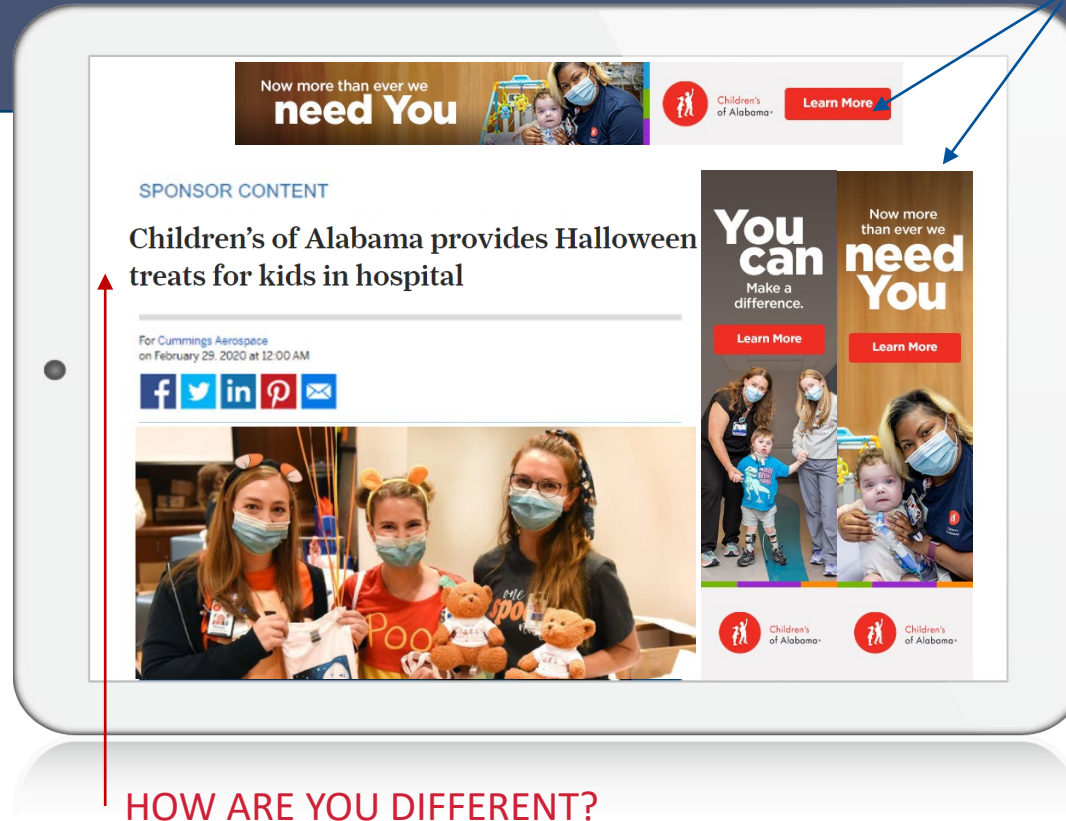
1. NOT LOOKING



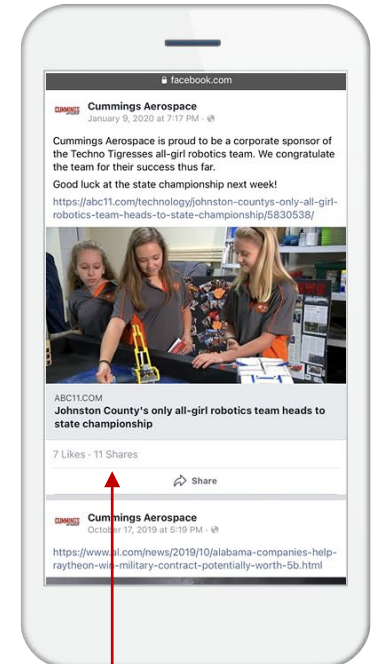
Aware but Not Interested

Marketing to Stage 1:

- Introduce yourself: build brand recognition – candidates need repeated exposure to your brand name
- Grab their attention with captivating creative imagery.
- Differentiate your workplace
- Call to action: invite them in with a “Learn more about us”



HOW ARE YOU DIFFERENT?



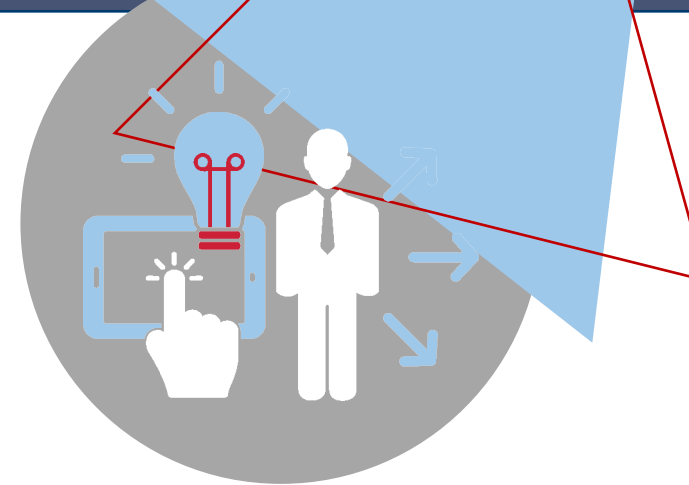
YOUR COMPANY VALUES IN ACTION

Marketing Channels

- Organic and paid social media
- Digital display advertising
- Sponsored content.



2. CURIOSITY



What the Candidate is Doing:

- Engaging with your company's social media posts – mostly on LinkedIn and Facebook (Twitter for company news posts)
- Reading blog posts they saw on social media or in a sponsored article on news website
- Browsing work culture sections of your company website – curious to see if you have a culture they would fit into

Stage 2:
Exploring the
Possibilities

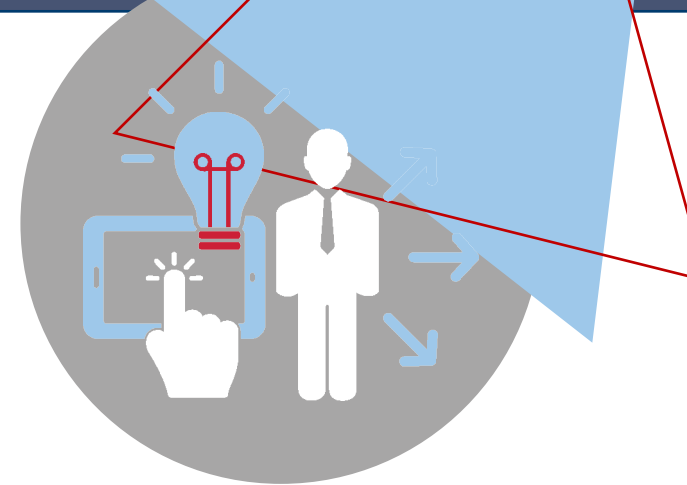


2. CURIOSITY

Marketing Channels

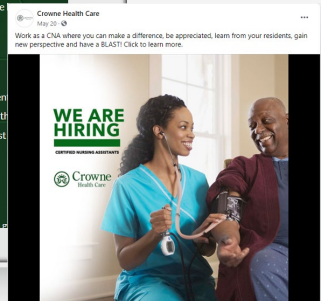
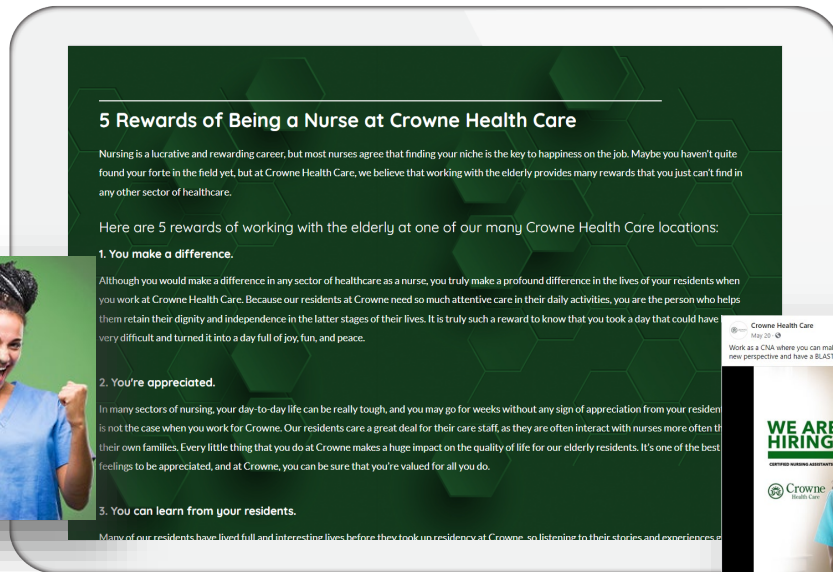
- Paid social media boosting – put articles and blog posts in front of candidates through complex targeting
- Sponsored content
- GeoFence large competitors
- Digital display advertising to continue to increase brand awareness

Stage 2:
Exploring the
Possibilities



Marketing to Stage 2:

- Be relevant to talent targets: show how your company and culture is relevant to them.
- Be the expert: create blogs and whitepapers that show you are the thought leader.
- Build trust: answer the question ‘Why should I leave and come to your company’



3. CONSIDERING



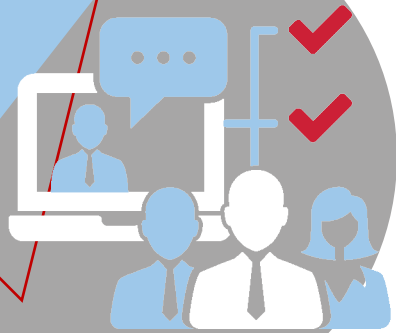
Stage 3: Considering Available Opportunities

What the Candidate is Doing:

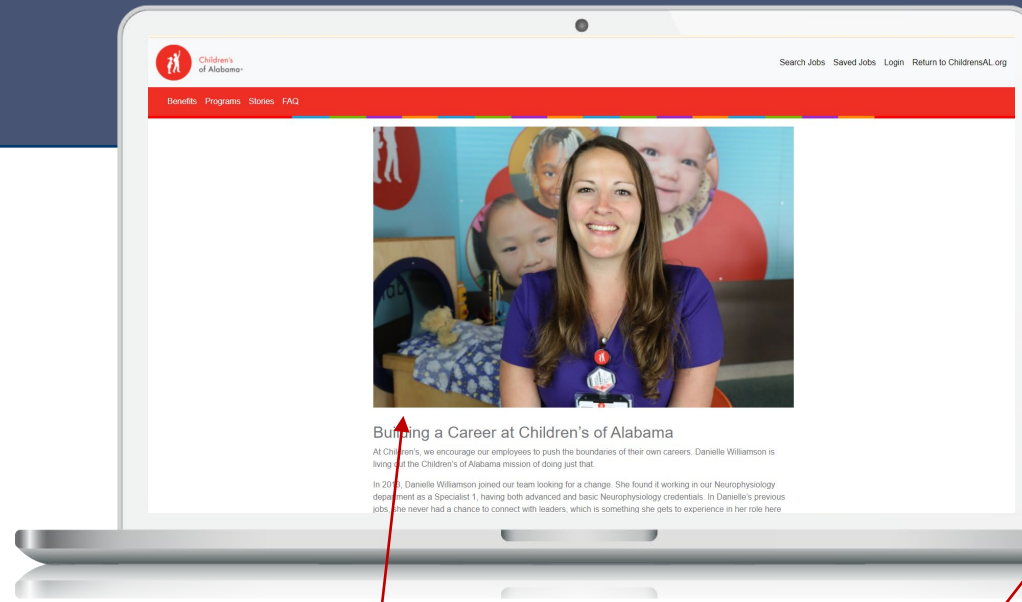
- Reading as much info as possible about your company culture
- Looking for “day in the life” and “why I chose _____” themes
- Diving deep to uncover your diversity initiatives
- Trying to understand how you support work-life balance
- Reading posts about a specific team or department
- Proactively visiting your social pages and looking at past posts to get a better feel for your company’s brand and personality



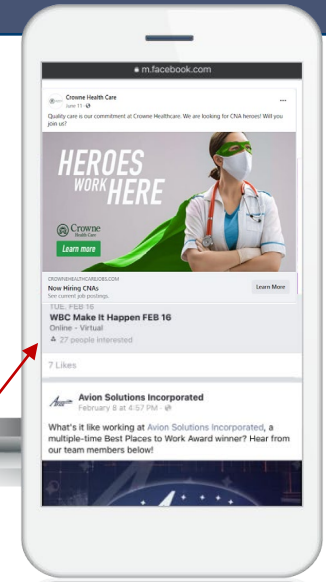
3. CONSIDERING



Considering Available Opportunities



TESTIMONIALS



TARGETED DISPLAY ADVERTISING

Marketing to Stage 3:

- Candidates should be able to find testimonials from people that look like them
- Remessaging campaigns should be segmented matching pages visited
- Distributing blog posts and social content around company culture
- Creating and distributing content showcasing your service lines
- Creating and distributing video testimonials
- Actively targeting candidates where they work by geo-fencing companies with similar positions

Marketing Channels

- Hyper-targeted digital display
- Segmented remessaging
- Pre-roll/Mid-roll/Post-roll videos
- Paid social media video
- SEM and SEO

4. TELL ME MORE



Stage 4:
Tell Me More
Reaching out for
advice

What the Candidate is Doing:

- Seeking someone on the inside they know
- Filling out a webform or short application
- Reading company reviews on job boards and review sites
- Rereading company blogs and social media
- Watching or reading employee profiles on your site and social media channels



Indeed Featured review
The most useful review selected by Indeed

5.0 Great company to work for
★★★★★
Senior Consultant/Team Equipment Training (Current Employee) - Huntsville, AL - October 31, 2019
A company that takes care of it's employees. Seen first-hand the company carry an employee on overhead for a couple months during a dispute at a customer site, fully backing their employee the entire time. That level of support is admirable. Pay & Benefits are enjoyable.
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Great Company to work for
★★★★★
QA Engineer (Former Employee) - Grosse Pointe, TX - September 24, 2019
This is a fantastic company to work for, it is employee-owned so benefits are top notch, great sense of pride in your work, supporting a work-life balance. My supervisors went out of their way to know my family and to make them know I was an important member of the team.
✓ Pros
Employee Owned Company
✗ Cons
HQ was in Huntsville away from my location, no option for telework
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Great place to work
★★★★★
Senior Analyst/Certified XML Coder (Current Employee) - Huntsville, AL - July 18, 2018
My typical work day is extremely ease. I sit behind a computer all day. Management is great. The culture is very diverse but everyone is wonderful. My job is hard, is mundane. I love XML coding.
✓ Pros
Paid Time Off, Employee owned
✗ Cons
None
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Good place to work, not fast pace, balanced work load
★★★★★
Engineer II (Current Employee) - Redstone Arsenal, Huntsville AL - June 28, 2017
Work load it balanced, but can be slow at times. Management is great, and works with employees with issues like time off and leave. Interactive group working with government personnel and private contractors.
Was this review helpful?
 Yes No [Report](#) [Share](#)

4. TELL ME MORE

Marketing Channels

- Remessaging to digital display networks
- Remessaging to Facebook

Marketing to Stage 4:

- Create candidate advisors – someone who can talk with candidates before they apply
- Create a short-form application or “learn more” form on your website
- Create a webinar or short video that answers the most common FAQ’s asked by applications.
- Promote the short form application, application advisor program and FAQ videos through remessaging campaigns

Stage 4:
Tell Me More
Reaching out
for advice



A screenshot of the Crowne Health Care website. The top navigation bar includes the Crowne Health Care logo, an 'Apply Today' button, and a 'View All Positions' button. The main content area features a group photo of healthcare professionals and a 'JOIN OUR TEAM' section with a mission statement and benefits. On the right, there is a 'Hiring Now' section with a form for job application, including fields for Name, First, Last, Address, City, State, ZIP Code, Phone, and Email. Below the form are several checkboxes for qualifications and experience. A mobile app interface is overlaid on the bottom right, showing a news article titled 'AI-Powered Drones Emerge as R&D Priority for Boeing' and a 'LOVE YOUR CAREER' banner. A red arrow points from the text 'REMESSAGING DISPLAY' to the mobile app interface.

REMESSAGING DISPLAY

5. OK, I'M IN



Stage 5: OK, I'm In! Applying for the Position

Hiring Now

Select Job Position Desired * Select Facility Location(s) *

Activity Director Click to select...

Name *

First Last

Address *

Street Address City State

City State

Junior and Senior Level Engineers

Enter your information below to begin the application

First Name Last Name

Last Name Email

Re-enter Email

Re-enter Email

Would you like to be considered for other positions now or in the future at Avion Solutions, Inc.?

Yes No

TEST YOUR APPLICATION PROCESS
IDENTIFY ANY FRICTION POINTS AND SOLVE FOR THEM

What the Candidate is Doing:

- Digging deep into company information
- Interviewing with hiring managers

Marketing in Stage 5:

- Add candidates to e-Newsletter lists
- Proactively send candidates blog links based on their area of expertise and interest
- Test your application process with an eye to improve customer service and reduce friction

Marketing Channels

- Company website and applicant tracking system
- Organic social channels

6. HIRED!

What the Candidate is Doing:

- Shouting out the new job on personal social media
- Coworkers comment and welcome them on social media

Marketing in Stage 6:

- Company likes and shares the employees personal shoutout
- After onboarding and trial period, use employee testimonial on blog and social media and promote to like applicants
- Connect employee to support groups (diversity based or interest based) and encourage them to share on social media

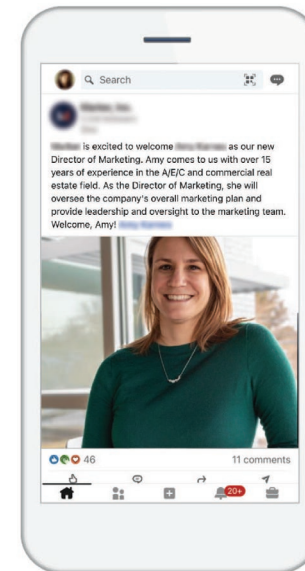
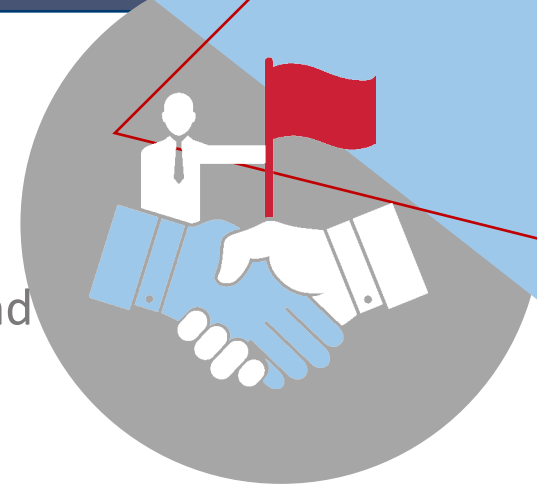
Marketing Channels

- Company website and organic social channels

Stage 6:

Hired!

Becoming a Brand Evangelist



62% of job seekers go to employees to see if they post about their job/experience

JOB BOARDS ALONE WON'T WORK

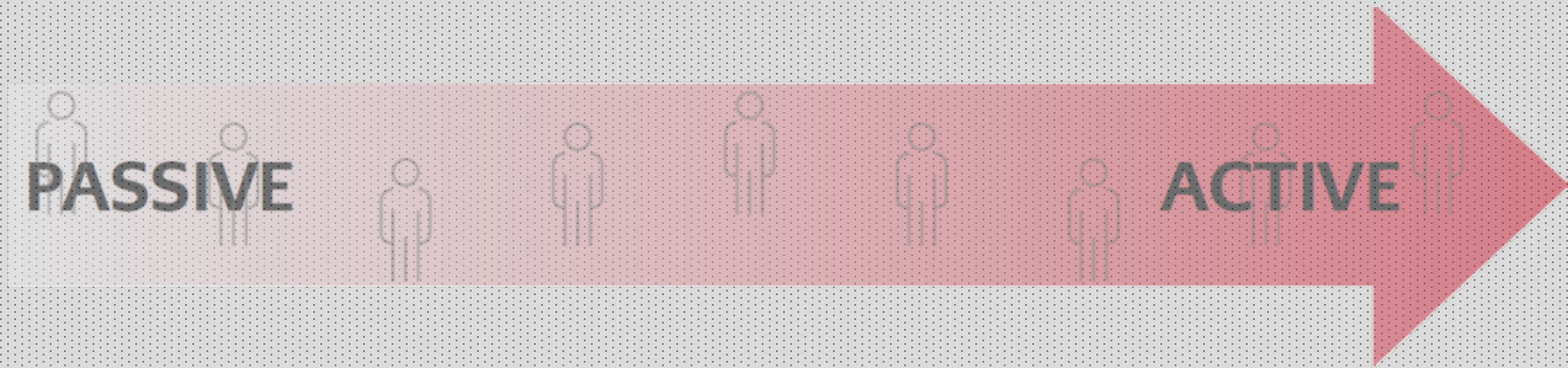
To find the right candidate, you have to reach people who aren't looking.

70% of the global workforce is made up of passive talent who aren't actively job searching but would consider a new opportunity*

*LinkedIn: Top 100 Hiring Statistics for 2022



QUESTIONS

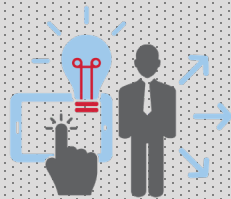


1. NOT LOOKING



Aware but Not Interested

2. CURIOSITY



Exploring the Possibilities

3. CONSIDERING



Digging Deeper

4. TELL ME MORE



Reaching Out for Advice

5. OK, I'M IN



Formally Applying
for the Job

6. HIRED!



I'm a Brand Evangelist!

Coping with the New Normal:

How to Battle the Tight Labor Market
& Persistent Clinical Shortage



Bart Thau
VP Marketing



Cale Webb
Director

Presented By:

