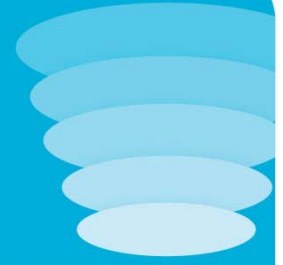


WHITEPAPER



Healthcare Thought Leaders Share Their Experiences and Advice on What to Look For In a Recruitment Partner

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Today's healthcare organizations are faced with increasing pressure to reduce overall labor costs while improving the quality of patient care. To compete, they need to access the best talent requiring a combination of the latest talent technologies coupled with exceptional recruiting expertise.

Progressive healthcare companies are finding effective ways to meet the talent shortage by partnering with recruiting experts who possess unparalleled provider-side experience. These professionals can bring an outside perspective to support their teams with innovative approaches and focused recruiting expertise. Many of these healthcare organizations have turned to Pinstripe Healthcare to deliver the most qualified healthcare candidates faster and more economically than anyone in the business.

As part of a commitment to healthcare and continuously raising the bar, Pinstripe Healthcare is interviewing the nation's best healthcare organizations to better understand their needs and what they value in a partner. Following is the feedback collected from leaders of these organizations. But don't take it from us; follow this [link](#) to hear from them directly.

THE HEALTHCARE RECRUITING CHALLENGE

The biggest healthcare recruiting challenge is finding and attracting enough great practitioners to meet the growing demand. It is particularly true on the provider side that the people in healthcare are the single biggest expense.

"Not only do people make up over 60 percent of the cost structure of health care, but they also deliver the product and service. And their passion is essential to providing good quality care," explained Joy Tapper, executive director for the Milwaukee Health Care Partnership. One of the many recognized advantages of collaborating with a partner is to leverage their screening capabilities to narrow the funnel of prospects to those individuals who have the desire, commitment and qualifications to excel in a position.

According to Dawn Bryant, the vice president of HR and Organizational Development at Carondelet Health System, "I think the two lessons we learned about changing our approach to recruitment at Carondelet Health were to simply be open to change, to realize we could do things better and also to help our managers prepare for the change and to spend as much time as possible in change management when we made that transition."

Other Healthcare leaders agreed that the collaborative benefits were well worth the adjustment process required to accept and embrace change. "Sometimes when you have your own team that's trying to make a change, it's a slow process. But then when you bring in others who share their ideas and more sophisticated ways of approaching it, it's a whole team approach. This is a great strategy; it's coming from more than one source. Let's try it and let's be a team together to achieve our goals,"



explained Rhonda Zaleski, manager HUP Nurse Recruitment at the University of Pennsylvania Health Systems.

Still, the importance of selecting a recruitment partner with an in-depth understanding of the provider-side of the business and the nuances of an organization was emphasized by Keith Pryor, director of Leadership Advisory Services for Philadelphia-based Health Strategies & Solutions, who explained that, “The reason partnering with Pinstripe is so successful, is because these are people who have worked in the provider side of health care and now are recruiting for the provider side of health care. There’s a discipline that organizations need to go through... but there’s a soft side to this as well and it requires a certain kind of skilled, experienced assessor to identify the right kind of person for a particular position.”

Michael Soisson, executive director at Good Sheppard Penn Partners added that “What was important to Good Shepard Penn Partners in choosing a recruitment partner was a company that understands us and our needs and that has the systems to help us in the screening and selection of candidates.”

THE RESULTS YOU CAN EXPECT FROM A GREAT HEALTHCARE RECRUITING PARTNER

So what can you expect to gain from a successful recruitment partnership? According to Dawn Bryant, “The biggest benefit we’ve seen at Carondelet since adopting a new recruitment approach was really the standardization of recruitment practices across our system. We have two acute care hospitals, both hospitals were doing everything differently and this really brought stability to our approach.”

Rhonda Zaleski was initially apprehensive. “Initially... there were some fears related to the partnership,” she admitted. “But as we worked through the process, as we introduced it, as we had introductions and discussed the benefits, we found that it became a real partnership and we actually exceeded the goals we were trying to achieve.” The most valuable benefit she experience at the University of Pennsylvania Health Systems was the increased turn-around times. “We were able to get to more qualified candidates in a much faster turnaround time. We’ve been able to bring in experienced RNs and reduce our vacancy rate down to the 2.3 percent. We wouldn’t have been able to do that without their help,” she stated.

For Debbie Walkenhorst, regional VP of HR at SSM Healthcare, it was also about increased efficiency. “We are able to source candidates more effectively and more efficiently than we ever had. The technology that’s provided through our partnership really provides us a leg up on our competition.”

Finally, David Scholz, VP of System Sales, Sodexo Health Care, simply explains that “They come in and they raise the level from good to great.”