

When it comes to finding the right talent in the healthcare industry, you face competition from many organizations, including other hospitals and walk-in clinics. As you meet people who may be a match for your organization, you need an effective way to manage your relationships to fill vacancies.

The HealthcareSource Recruitment MarketingSM Source & CRM module allows you to proactively find candidates, build those relationships, and develop a pipeline for your critical, hard-to-fill positions. With Source & CRM, you can organize the contacts in your database and plan for future talent needs.

HealthcareSource Recruitment Marketing Source & CRM Module

Grow and Nurture Your Talent Pipeline

A long time-to-fill for critical roles is commonplace in the healthcare industry. Whenever a new role is approved or a vacancy opened, recruiters often start their search from square one. Finding, interviewing, hiring, and onboarding new employees takes time and, until key positions are filled, healthcare organizations need to fill the gap. They often resort to paying their staff overtime or turning to a contingency workforce to meet the needs of their patients.

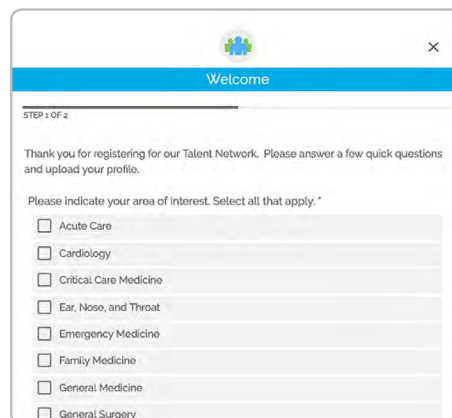
According to the 2018 Healthcare Recruiting Benchmark Study by Lean Human CapitalSM, 28% of open positions go unfilled for an average of four months, and these roles are often critical to clinical and non-clinical operations. One of the best ways to reduce time-to-fill is to have an easy and efficient way to source, manage, and communicate with candidates. The HealthcareSource Recruitment Marketing Source & CRM module allows recruiters to proactively build talent pipelines and positively impact time-to-fill numbers.

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Find New Talent for Your Open Positions

Finding qualified talent is more competitive than ever. In addition to other hospitals, today's healthcare recruiter is also competing against urgent care and retail facilities. It's important to discover and build relationships with new candidates who could one day join your organization. If you foster those relationships successfully, when new opportunities arise you will have a list of known contacts with whom you can start your search.

The Source & CRM module helps you discover and engage with qualified candidates so you can build out your talent pipelines. Using this solution, you can source and import contacts from external sites and resume databases. When these contacts are added to the mix of previous applicants and current employees, you have a unified, searchable database through which you can start your recruiting. The Source & CRM module also allows you to set up an auto-search that will find candidates based on your predefined criteria and will then present them to you on your schedule.



STEP 1 OF 2

Thank you for registering for our Talent Network. Please answer a few quick questions and upload your profile.

Please indicate your area of interest. Select all that apply.*

- Acute Care
- Cardiology
- Critical Care Medicine
- Ear, Nose, and Throat
- Emergency Medicine
- Family Medicine
- General Medicine
- General Surgery

Candidates provide their areas of interest when joining your Talent Network.

A branded and mobile-optimized Talent Network allows you to engage with candidates in your area. With a Talent Network in place, passive candidates can express interest in your organization even when a matching opening may not be available. As they join your Talent Network, candidates can let you know their areas of interest. And when they opt-in to a Talent Network, they have granted permission for you to reach out regarding new opportunities, career fairs, and other events.

HealthcareSource Recruitment Marketing Modules

The Source & CRM module is part of the HealthcareSource Recruitment Marketing solution. As a standalone offering, Source & CRM allows you to better find and manage your talent.

You can combine the power of the Source & CRM module with the Job Broadcast and Career Sites modules. It also integrates with the HealthcareSource Applicant Tracking System.

HealthcareSource Quality Talent SuiteSM

Combine our recruitment marketing solutions with our other software and services to help your recruiting organization develop and perform at an elite level.

Complementary solutions include:

- HealthcareSource Reference AssessmentSM
- Lean Human Capital Recruitment OptimizationSM
- The Recruiter Academy by Lean Human CapitalSM

Organize and Manage Your Talent

Now that you have a sourcing database from which to select, it's important to review, assess, and categorize candidates in ways that are meaningful to your organization. When you identify how you want to manage your talent, you can organize candidates using system tags and folders. Automated workflows help you plan your sourcing strategy and execute personalized campaigns.

When working with candidates, you have easy access to key information such as their contact information, resume, and application history. The timeline feature provides a visual overview of work history so that you can easily identify any employment gaps or tenure trends. With the candidate record open, you can also view their current stage in your internal review process.

The Source & CRM module allows you to create a standard way to communicate with candidates.

Using email marketing templates, you can send branded, mobile-friendly campaigns. You can configure the Source & CRM module so that automatic emails are sent when candidates join your Talent Network or are added to a new job opportunity. You can schedule emails to send as you progress candidates through different stages of review. Several reports allow you to analyze the effectiveness of your email activity.

The Source & CRM module supports the ability to text message with candidates. Delivered using Twilio, your team can opt to use a short code or long code format. You can create text messaging templates to deliver a standard and consistent format to communicate with candidates. The system includes reports to help you analyze the effectiveness of using text messaging.

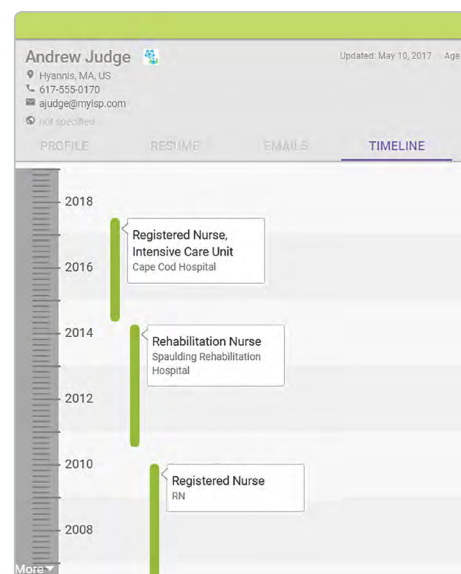
Analyze Your Sourcing Effectiveness

You spend a lot of resources to attract candidates to your organization. Your recruiters likely employ several methods to encourage applications to your open positions. In addition to their time spent, it's also important to understand which methods bring in the most highly-qualified candidates. The Source & CRM module includes several standard reports that will enable you to analyze what works best for your organization.

The Profile Source Report provides an overview of the number of new candidate profiles added to your database and the total number of profiles by source. Using this report you can monitor the growth of your CRM. The Job Pipeline Report displays the candidate pipeline by job in real-time. You can quickly view which jobs have a healthy pipeline and which may require additional sourcing actions to identify qualified candidates. The standard reports included with the Source & CRM module help you make key decisions about how you manage your sourcing activities.

Partner for Your Success

The Recruitment Marketing Solution includes access to The Recruiter Academy, a certified recruiter program for healthcare recruiters. We also offer the Core Recruiting Benchmark Solution so that you can compare your organization's recruiting performance against healthcare industry benchmarks.



The Timeline view displays a candidate's employment and education history.