Redefining Healthcare Industry Recruitment Through Automation

TABLE OF CONTENT

01 Overview

02 What is Healthcare Recruitment? Why is it Essential?

03 Major Challenges Healthcare Recruiters Face in Hiring

04 Hard-to-fill Positions in Healthcare

05 The AI Revolution

06 How can HR Tech help Recruit Healthcare Professionals?

OVERVIEW

Recruiting for the healthcare industry is widely considered the most challenging task. With constantly evolving industry protocols, patient requirements, complex machinery and systems, and the high-risk nature of the work, finding the right candidate for any healthcare job is no easy feat. Furthermore, retaining skilled staff is an ongoing challenge.

According to an article in Health Business, the primary obstacle facing healthcare recruiters is the need to match the right personnel to the right positions while simultaneously meeting the demands and expectations of patients. This places enormous pressure on healthcare recruitment professionals, who must navigate the complexities of the healthcare system to ensure hospitals have the necessary staff to provide high-quality care.

What Is Healthcare Recruitment? Why Is It Essential?

Healthcare recruitment refers to finding, evaluating, and selecting candidates well-suited for various roles within the healthcare industry. This can include various positions, such as nurses, doctors, surgeons, IT professionals, administrators, and support staff.

Recruiting for the healthcare sector is essential because:

It ensures a competent and skilled workforce for quality patient care.

Effective identification and selection of qualified candidates for diverse roles.

Provides high standards of care, better patient outcomes, and contributes to overall community health and well-being.

Did you know?

The U.S. Bureau of Labor Statistics predicts a 13% growth in healthcare jobs from 2021-2031, much faster than the growth rate for all occupations.

Major Challenges Healthcare Recruiters Face In Hiring

Healthcare recruitment professionals encounter the challenge of fulfilling positions due to the high demand for skilled personnel but struggle to find a solution to meet this demand.

The AAMC predicts that by 2034, there will be a shortage of physicians ranging from 21,000 to 77,100 in non-primary care specialties.

Tedious and lengthy hiring procedures

Although traditional hiring processes are still widely used in healthcare recruitment, the high stakes and emphasis on skill require a more meticulous approach. Healthcare recruiters must employ rigorous testing methods, detailed assessments, and thorough screening processes to find suitable candidates. However, these activities are time-consuming and resource-intensive, and recruiters may invest significant resources with limited success. Additionally, recruiters must respond to applications promptly, given the intense competition to acquire top talent in the healthcare industry.

The cumbersome manual screening process

Healthcare recruitment faces the challenge of time-consuming screening procedures. While some pre-employment assessments in healthcare involve standard checks such as applicant tracking, social security tracing, and criminal history records, others require techniques not commonly used in other industries. To fulfill hospital staffing requirements, employers must conduct various pre-employment tests before hiring healthcare candidates.

Budget limitations affecting compensation

As with any industry, healthcare candidates are often drawn to employers who offer higher salaries. However, recruiters in healthcare face challenges in offering competitive compensation due to budget constraints. This risks losing qualified candidates to competitors who can offer better pay.

In addition, healthcare organizations with substantial funding often provide higher salaries and signing bonuses to retain their existing workforce and attract new talent. This creates intense competition for other players in the industry to source top talent.

Inability to meet candidate expectations

Candidates in the healthcare industry are aware of the staff shortages and intense competition, leading to higher expectations for working hours, work culture, pay scale, and other benefits. Suppose the recruiting organization cannot fulfill these expectations. In that case, there is a high likelihood that a qualified healthcare professional may choose to join another employer or that new talent will not come on board.

According to the U.S. Bureau of Labor Statistics, prior work experience was required for 40% of healthcare practitioners and technical workers.

Experience Vs. Degree Slows Hiring

Hiring in the healthcare industry presents a unique challenge when deciding between degree and experience. Healthcare providers need to be able to onboard candidates who meet their needs. Recruiters must weigh the value of hiring a professional with less educational accreditation but ample experience versus investing more resources in a candidate with a better degree but less experience. To achieve diversity in the workplace, it is crucial to strike a balance between newly trained and experienced employees. However, attaining objectivity in this decision-making process can be difficult and may cause delays in the staffing process.

Fortunately, HR recruiting software can assist with these difficult decisions. By using HR software, recruiters can post job openings on their websites or multiple job boards. The software can then filter out applications based on factors such as educational institutions, years of experience, or skill sets. This allows recruiters to interview a range of qualified candidates for the job.

SCARCITY OF QUALIFIED CANDIDATES

According to Retorio, nearly **46%** of recruiters are experiencing difficulty hiring qualified full-time medical professionals such as physicians, nurses, and specialists. Additionally, **35%** of recruiters have reported that recruiting candidates is challenging.

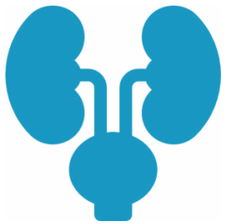
Some healthcare experts predict that the crisis of recruiting these professionals may worsen. The Association of American Medical Colleges estimates that by 2034, the United States will require anywhere from **37,800** to **124,000** physicians.

Hard-to-fill Positions in Healthcare

Despite the availability of numerous vacancies, healthcare recruiters have recognized the significant challenges associated with filling certain healthcare positions, including nurse practitioners and rheumatologists. In general, recruiters report experiencing very little success in filling the following roles:

Vascular Surgeon

Within the next decade, approximately **35-45%** of current vascular surgeons are expected to retire, according to the **American Medical Resource Institute** (AMRI).



Urology

Interestingly, this particular position is also facing many retirements within its workforce. After being advertised for 60 days, **53%** of the posts in this field still need to be filled.

Radiologists

Despite the increasing demand for these professionals, a limited pool of skilled and knowledgeable candidates is available. The **AAMC** predicts that this gap will continue to widen in the future.

The **AI** Revolution

Looking back, the recurring issue in the recruitment systems of every brand we worked with was the rapid depletion of funds, despite a small number of candidates applying or being selected for roles.

This problem was often caused by human errors or inefficiencies in the resume screening process and the need for significant manual data entry. As a result, candidates often had a poor experience, leading them to leave the website without completing their job applications.

Recognizing that recruiters are not solely responsible for the low recruitment turnaround is essential. They serve as the connection between the candidates and the institutions. However, automating the hiring process can simplify process and improve its efficiency.

RChilli's resume parser has helped healthcare brands enhance their employer brand presence, improve the candidate experience, and streamline their management style, among other things.

By incorporating a deep learning/AI framework, RChilli's resume parser has simplified healthcare recruitment and saved time and money for the brands that have integrated it into their systems.

How can HR Tech help in Recruiting Healthcare Professionals?

RChilli's talent acquisition technology and tools have been instrumental in helping healthcare institutions hire professional and skilled medical personnel. This innovative technology has streamlined the recruitment process, enabling organizations to reduce costs associated with hiring agencies.

No more manual data entry

Recruiters often receive hundreds of resumes daily, which can be daunting to sort through and enter into the ATS manually. However, the resume parser simplifies this tedious process by automatically fetching and filling in the CV data directly into the ATS. This feature saves recruiters hours of thorough resume scrutiny and eliminates the possibility of manual errors.

Extracting resume information in the data fields

Medical recruiters face the daunting task of manually reviewing each resume and segregating them based on preferred skills. Recognizing this challenge, RChilli's resume parser is designed to convert unstructured data into nearly 140+ fields in real-time, including age, education, gender, skills, qualifications, and more. This innovative feature significantly streamlines the recruitment process, saving recruiters time and effort in their search for qualified candidates.

Improve the candidate experience

RChilli's resume parser addresses a significant pain point in the recruitment industry by functioning at the backend and improving the candidate experience. With numerous job opportunities available, candidates prefer not to waste time repeatedly filling out details outlined in their resumes on the company's career page. By integrating the RChilli solution, candidates can fill out their profile in less than 10 seconds or with just one click. This significantly reduces the likelihood of candidates leaving the website or shifting to competitors due to frustration with the application process.

Removing the bias

Recruiters often face the challenge of unconscious bias while hiring, where personal preferences such as age, religion, gender, and experience can overshadow talent acquisition goals. This bias can result in the selection of less talented individuals. RChilli's resume parser helps remove unconscious bias by allowing recruiters to select specific fields and generate a database of professionals based on those criteria. This reduces the impact of unconscious bias and helps ensure that the most qualified candidates are selected for the job.

About RChilli

RChilli is the trusted partner for parsing, matching, and data enrichment, providing companies, in 50+ countries, with solutions built for the future of technology and recruiting. RChilli's innovative products, backed by an industry-leading tech stack, power the processing of 4.1 billion+ docs a year for 1600+ top global recruiting platforms. Enabling companies to hire better talent faster since 2010, RChilli is ISO 27001:2013, SOC 2 Type II, and HIPAA certified and GDPR compliant.

RChilli also has its multilingual resume parsing app available on Oracle Cloud Marketplace and Salesforce AppExchange.

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