

The Healthcare Talent Playbook

Insights and strategies for attracting
and retaining top healthcare talent.



LevelUP Human Capital Solutions

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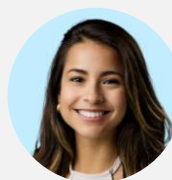
Purpose of the Playbook

The healthcare industry stands at a crossroads, where the intersection of technological innovation, workforce dynamics, and evolving expectations requires a forward-thinking approach to talent acquisition.

Effective recruitment is more crucial than ever to sustain high-quality patient care, prevent the loss of quality talent, and adapt to the transformative impact of AI on roles within the industry. As healthcare organizations navigate challenges like burnout and shifting demographics, there is also an increasing responsibility to ensure worker well-being and foster authentic leadership.

This playbook offers actionable insights and strategies to help healthcare employers build a resilient and skilled workforce prepared to meet the demands of today and tomorrow.

“Our commitment to thoughtful and strategic recruitment has never been more critical. Healthcare recruitment today demands not just a response to current challenges but a vision for what lies ahead. Our role is to ensure that healthcare organizations are not just filling roles but building teams poised for long-term success.”



**DIANA
HINOJOSA**

LevelUP VP of
Healthcare
Recruitment

CHAPTER 1

The Healthcare Recruitment Landscape

Current Trends and Challenges



Snapshot

- 87%** of U.S. healthcare providers list staffing shortages as their biggest challenge.
- 50%** of employees will need reskilling by 2025 due to technological advancements.
- 70%** of healthcare job seekers say salary is the most important factor when considering a job.
- 1 in 3** healthcare workers report experiencing at least one symptom of burnout.
- 23%** of U.S. healthcare workers trust their leadership to act in their best interest.

The healthcare industry is grappling with a critical shortage of skilled professionals, driven by demographic shifts, rising costs, and evolving expectations from both patients and employees. This chapter examines the underlying causes and emerging trends that are transforming healthcare recruitment.

The Healthcare Worker Shortfall: A Growing Crisis

87% of healthcare leaders identify staffing shortages as their biggest challenge.¹ The Association of American Medical Colleges projects a shortfall of up to 124,000 physicians by 2034, with a significant gap in primary care providers.² As healthcare organizations navigate these workforce shortages, challenges in the talent acquisition process further complicate efforts to recruit and retain top talent, particularly in high-demand specialties. This issue is particularly acute in rural areas, where filling positions is even more challenging and lengthy hiring timelines exacerbate the problem.³

Evolving Workforce Expectations

The expectations of healthcare professionals are evolving, with a growing emphasis on flexibility, well-being support, and decision-making participation.⁴ Younger workers, especially, aim to be "change agents," focusing on reducing health inequities, embracing technology, and enhancing care delivery reflects a broader trend where younger healthcare professionals are increasingly prioritizing meaningful work in their careers.⁴

The Impact of Aging Populations

The number of Americans aged 65 and older is expected to grow from 58 million in 2022 to 82 million by 2050, a 47% increase.⁵ The aging population is creating dual pressure on the healthcare system: a shrinking workforce as experienced healthcare professionals retire or reduce their hours, and an escalating demand for services as older adults require more care. This demographic shift not only exacerbates workforce shortages but also demands a strategic response from healthcare leaders, underscoring the urgent need for sustainable workforce strategy to address current and future demands.

Rising Healthcare Costs

Healthcare costs in the U.S. continue to rise significantly. In 2023, healthcare spending was projected to have increased by 7.5%, reaching \$4.8 trillion; this growth rate outpaced the expected 6.1% growth in the country's GDP.⁶ This financial pressure can limit budgets for competitive salaries. Compounding this issue, 70% of healthcare job seekers cite salary as the most important factor in job selection.³ This financial constraint forces employers to find innovative ways to attract and retain talent beyond just salary offerings.

The Healthcare Burnout Crisis

Burnout remains a pervasive issue in healthcare, with nearly one-third of workers reporting at least one symptom; factors driving burnout include high job demands, feeling underappreciated, and a lack of alignment with employer priorities.³ Addressing burnout requires systemic changes in workload management and workplace culture to support the well-being of healthcare workers.

Increased Consumer Expectations

Today's healthcare consumers are more informed and empowered, demanding higher levels of service and care. This shift places additional pressure on healthcare workers, who must meet these expectations while working within tighter constraints.

The Technology and AI Reskilling Revolution

AI is emerging as a crucial tool for enhancing efficiency and addressing some of the sector's most pressing challenges. AI has the potential to streamline administrative tasks, improve diagnostic accuracy, assist in personalized treatment planning, and expand access to care through telemedicine.⁷ However, its integration also poses challenges, including the need for reskilling the workforce, potential job displacement, and ethical concerns. Balancing AI's benefits with the preservation of human expertise is essential, ensuring that technology complements rather than replaces clinicians. Addressing these factors will be key to successfully navigating this technological revolution.

Evolving Care Delivery Models

The move toward care delivery models that extend beyond traditional hospital walls is another critical trend influencing healthcare recruitment. The benefits of providing ambulatory, community-based, and at-home care are numerous, including reduced costs, greater convenience, and improved health equity. By 2025, 40% of healthcare providers are expected to shift 20% of hospital beds to patients' homes through digitally enabled hospital-at-home services.⁴ This necessitates a workforce that is not only skilled in traditional clinical care but also proficient in technology and adaptable to new care environments.

Authentic Leadership

Trust in leadership is a significant factor in employee retention, yet only 23% of U.S. healthcare workers trust their leadership to act in their best interest.¹ This trust deficit can lead to disengagement and high turnover, making it essential for healthcare organizations to prioritize transparent and empathetic management.

Immigration Policy Constraints

Current immigration policies severely restrict the number of international clinicians entering the U.S. healthcare workforce. Nurses face unique challenges, as they compete for the same limited employment-based green cards as IT professionals, engineers, and others.⁸

Unlike many professionals, nurses cannot obtain temporary visas, making their immigration process entirely overseas and often spanning several years. Recent EB-3 visa freezes by the U.S. State Department have further delayed this process, exacerbating the shortage of foreign-born healthcare workers amid already critical domestic shortages.^{9,10}



In the face of these pressures, healthcare organizations must adapt their strategies to attract and retain top talent. The next chapters will delve into actionable approaches for overcoming these challenges, focusing on innovative solutions to attract the best candidates and retain them through supportive, forward-thinking strategies.

CHAPTER 2

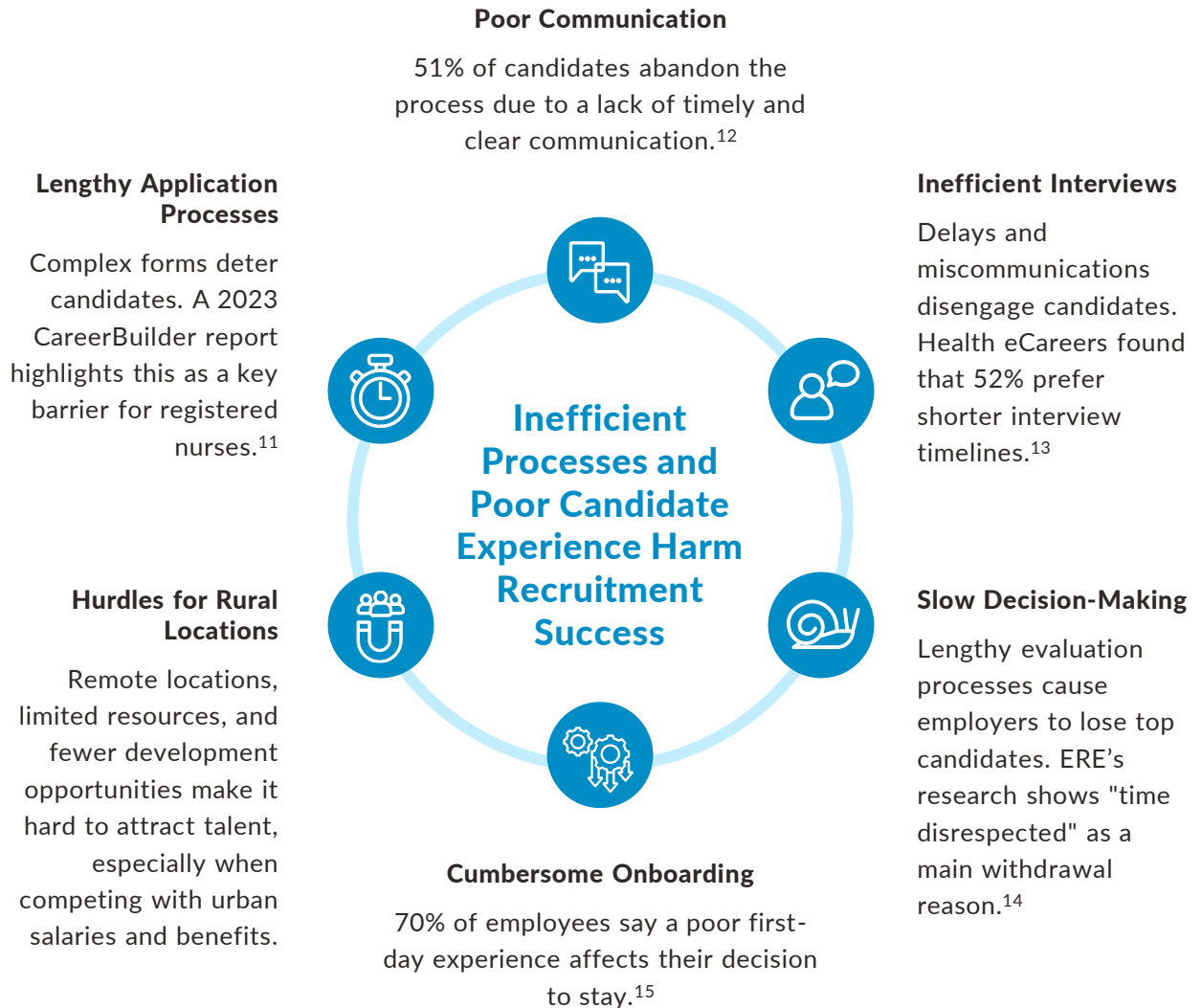
Attract and Engage

Securing Top Healthcare Professionals
in a Competitive Market



Recruiting top healthcare talent is a multi-stage process where candidates may lose interest or disengage at various points. For healthcare leaders aiming to maintain a robust pipeline of qualified candidates, understanding these critical stages is essential.

Common Bottlenecks in the Healthcare Recruitment Process



Every touchpoint influences a candidate's decision to engage with an employer, making streamlined workflows essential to attracting top talent. By eliminating common friction points, implementing the targeted improvements outlined in this chapter, and strategically leveraging technology, organizations can create a more responsive hiring process that meets both business goals and candidate expectations, all while ensuring a steady flow of top talent.

Optimize Job Descriptions

Outdated and lengthy job descriptions can deter qualified candidates.

Revise job descriptions: Collaborate with department heads to update job roles and eliminate obsolete duties.

Use inclusive language: Use neutral, straightforward language to appeal to a diverse range of candidates, avoiding gender-coded or exclusive terms that may deter applicants from underrepresented groups.

Ensure job descriptions are search-friendly: Use concise and clear job titles that align with common search terms. Balance detail with brevity to maintain candidate interest and improve SEO rankings.

Simplify the Application Process

Lengthy and complex applications can cause candidates to abandon the process midway.

Streamline forms: Reduce the number of fields and steps in your application forms. Only ask for essential information upfront and gather additional details later in the process.

Offer clear navigation: Include easy-to-follow steps, progress bars, and clear instructions to guide candidates.

Eliminate redundant questions: Avoid asking for information already included in resumes, such as employment history or education.

Build mobile-friendly applications: Make sure your application portal is mobile-friendly for easy access on smartphones and tablets.

Enhance the Candidate Experience

Identify target candidates and craft multi-channel communication plans to reach them through email, social media, job fairs, etc.

Personalize communication: Tailor messages to reflect candidates' specific experiences, skills, and career aspirations.

Respect candidate preferences: Be mindful of candidates' communication preferences. Remove opt-outs from your lists and spread your communications over time.

Provide constructive feedback to candidates who are not selected: This helps them feel respected and can improve their perception of your organization, making them more likely to apply again in the future.

Improve Interviewing Practices

Coordinating interviews can be challenging, and delays or miscommunications can lead to candidate disengagement.

Offer flexible scheduling: Use online tools for candidates to choose convenient interview times. This flexibility can be particularly appealing to busy healthcare professionals.

Leverage virtual interviews: Leverage virtual interviews to reduce logistical challenges and speed up the interview process.

Standardize interviews: Use consistent questions to ensure fairness and reduce bias.

Embrace collaborative hiring: Form multidisciplinary hiring committees that include representatives from HR, the candidate's future department, and a peer.

Focus on Timeliness and Responsiveness

Slow response times are a major reason candidates disengage. Implement processes to ensure quick responses to candidate inquiries.

Engage throughout: Keep candidates informed about their application status, next steps, and what to expect during the process.

Establish clear criteria: Set standardized criteria for evaluating candidates to expedite decision-making. This ensures fairness and consistency while speeding up the process.

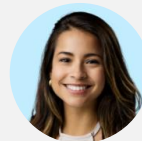
Set specific timelines: Communicate and adhere to decision-making timelines to maintain momentum and keep candidates engaged.

Automate where possible: Automate repetitive tasks like resume filtering, candidate outreach, and interview scheduling—allowing recruiters to focus on high-impact activities.

Provide a fast-track option for high-priority candidates: If a candidate stands out or fills a critical role, fast-track their application process to ensure you don't lose them to competitors. Shorten interview cycles or prioritize their resume screening and decision-making timelines.

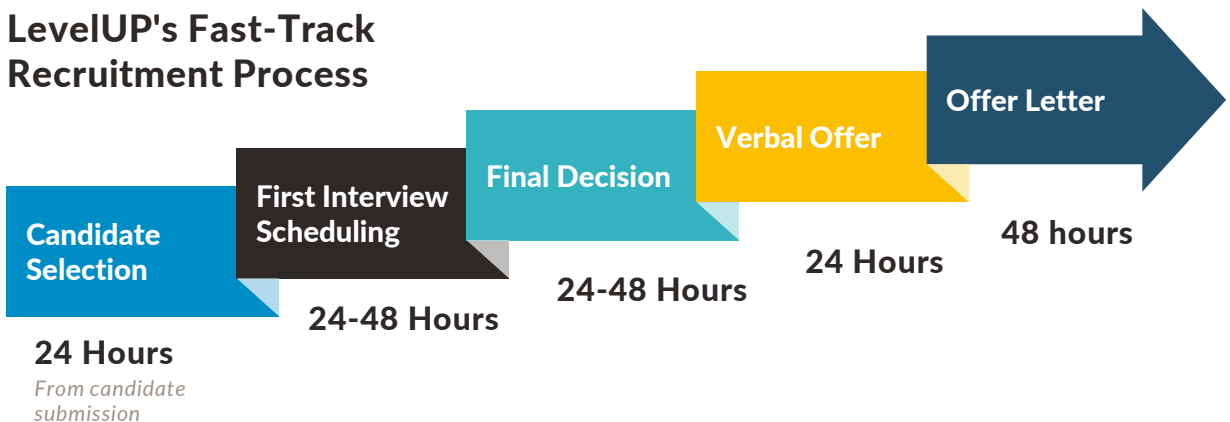
6 Actionable Steps to Optimize Hiring Efficiency

- Prompt hiring managers to review resumes within 24 hours of candidate submission.
- Schedule first-stage interviews within 24-48 hours of candidate selection.
- Hiring Managers should decide whether to proceed or decline within 24-48 hours post-interview.
- Extend a verbal offer within 24 hours of hiring manager approval.
- Target a 48-hour turnaround for offer letter issuance.
- Give candidates a clear but reasonable deadline to encourage timely decisions.



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LevelUP VP of
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LevelUP's Fast-Track Recruitment Process



Develop a Strong Employer Brand

Your employer brand reflects your reputation as an ideal workplace, encompassing both the quality of care you provide and the experiences of your workforce.

Promote your values: Showcase your values, mission, and employee commitment through testimonials and success stories.

Foster intrinsic motivation: Connect roles to larger goals like patient care and community health to attract purpose-driven candidates.

Deliver on commitments: Strengthening your employer brand involves fulfilling your promises to employees. In the next chapter, we'll discuss strategies for creating an organization where healthcare professionals are motivated to stay.

Expand Talent Pools with Non-Traditional Candidates

Exploring non-traditional sources of talent can broaden your talent pool, opening up opportunities to tap into diverse skill sets and experiences.

Consider transferable skills: Evaluate candidates from related fields with transferable skills and offer targeted training programs. For instance, professionals from hospitality or customer service can be trained as patient care coordinators or administrative support in healthcare settings.

Leverage internal candidates: Identify and upskill existing employees within your organization who have the potential to transition into new roles.

Train for telehealth opportunities: Train tech-savvy candidates to support telehealth services, reducing the demand for in-person care and bridging the gap for tech professionals entering healthcare.

Utilize remote experience: Leverage individuals with experience in remote work, such as project managers or customer support specialists, to fill roles in patient case management, medical billing, and telehealth support.

Engage retired professionals: Encourage retired healthcare professionals to return in part-time, consultancy, or mentorship roles.

Partner with educational institutions: Develop specialized training programs and apprenticeships with community colleges and universities to quickly upskill traditional candidates.

Strategies for Rural Areas and Underserved Communities

Recruiting healthcare talent in rural areas can be especially challenging due to lower salaries, limited amenities, and professional isolation—making these positions less attractive compared to urban settings.

To overcome these hurdles, healthcare leaders are urged to adopt strategies that address local realities and leverage regional strengths.

Partner with local organizations: Collaborate with local community groups, schools, and health facilities to create tailored recruitment messages that resonate with local values and needs.¹⁶

Involve local influencers: Engage respected community leaders to endorse and promote job opportunities. Utilize local influencers to validate the legitimacy of recruitment efforts.¹⁶

Host engagement events: Organize job fairs, open houses, and community events like health fairs and wellness workshops to directly connect with potential candidates. Involve current employees and community members to share testimonials and experiences.

Promote lifestyle benefits: Emphasize the lower cost of living, slower pace of life, and strong community ties in rural areas as key lifestyle benefits.¹⁷

Incorporate telehealth services: Integrating telehealth as a key component of the role can empower professionals to provide care across larger areas without constant travel.

Offer relocation assistance: Support the relocation and integration of healthcare professionals and their families into the community. Address factors such as employment opportunities for spouses and educational needs for children.

Explore internal mobility: Promote from within by offering existing staff in urban or suburban areas opportunities to transition to underserved locations.

Develop training programs: Collaborate with medical schools and nursing programs to create training opportunities that encourage students to practice in underserved areas.

Establish residency programs: Establish residency programs in rural or underserved areas to attract medical professionals early in their careers.

Focus Efforts on International Recruitment

Work closely with legal experts to navigate complex visa requirements, explore alternative visa options, and ensure compliance for immigrant workers. Anticipate the lengthy immigration process by starting recruitment efforts well in advance.

Adjust status for current immigrants: Healthcare organizations can sponsor the adjustment of status for immigrants already working or living in the U.S., providing a pathway from temporary visas to permanent residency (LPR).⁹

Leverage international partnerships: Partner with healthcare providers in other countries to temporarily fill staffing gaps through remote or exchange programs until immigration challenges are resolved.



Securing top healthcare talent requires a balance of speed and thoughtful engagement. Timeliness demonstrates respect for the candidate's time, while clarity in communication builds trust and keeps engagement high. By balancing efficiency with a human touch, healthcare organizations can differentiate themselves in a crowded market.

CHAPTER 3

How to Avoid Losing Your Talent

Strategies for Long-Term Retention



Employee turnover is a natural part of any organization, but leading healthcare organizations are taking proactive steps to retain their top talent. By focusing on the key areas outlined in this chapter, healthcare organizations can maintain a stable, dedicated workforce even amidst inevitable turnover.

Preventing Burnout and Supporting Employee Wellness

Burnout in healthcare workers is a critical issue affecting both quality and safety, leading to decreased empathy, efficiency, and increased mistakes. It is driven by systemic issues rather than individual resilience.

Effective burnout management requires a combination of organizational and individual interventions.¹⁸ Organizational strategies include fostering a supportive culture, engaging leadership, and relieving workloads. On the individual level, timely psychological support and self-care practices are essential. Leaders must also advocate for policies that enable employees to maintain a healthy balance between work and personal life.

Allow flexible job design: Offer flexible job designs, scheduling options, job-sharing, and well-functioning interprofessional teams to help distribute workload.

Redistribute tasks to support staff: Delegate non-clinical tasks to support staff, allowing clinicians to focus more on patient care.

Automate routine tasks: Utilize technological innovations to assist with routine tasks, allowing healthcare workers to focus on core responsibilities.¹⁹

Implement systems of support: Establish peer support programs, resilience training, and access to mental health resources, backed by governance and data-driven approaches to prioritize needs effectively.

Co-design solutions with staff input: Engage with the workforce to identify needs and co-design solutions, fostering ownership and commitment.

Appoint well-being leads: Healthcare leaders should be trained to recognize signs of burnout and to create a supportive work environment that promotes open communication and trust. Over the last decade, roles such as Chief Wellness Officer (CWO), Director of Employee Engagement, and Chief Culture Officer (CCO) have emerged, highlighting a growing commitment to fostering a healthy workplace.²⁰

Utilize temporary workforce solutions: Bring in contingent workers or temporary staff to fill gaps during high-demand periods, reducing the pressure on full-time staff.

Mandate time off and establish work-free zones: Promote regular breaks and vacations to ensure employees are well-rested and have time to recharge. Create policies that discourage work-related communications during off-hours to protect personal time.

Monitor continuously: Regularly assess the effectiveness of interventions through feedback, surveys, and other metrics to identify successful strategies and make necessary adjustments.

Adjust for context: Recognize that interventions may not be universally effective across all settings.¹⁸ Be prepared to modify strategies based on the specific needs and circumstances of different hospital units and professional groups.

Building a Supportive Work Environment

A supportive workplace culture is one of the most effective strategies for retaining talent, fostering a sense of belonging, and strengthening loyalty.

Implement structured onboarding programs: Ease new healthcare workers into their roles and reduce early turnover with well-designed onboarding and transition programs.¹⁹

Provide early career guidance: Offer robust guidance and coaching during the early stages of a healthcare worker's career to retain talent.

Ensure effective supervision and clear policies: Managers can create a stable work environment by maintaining clear communication and expectations.

Support career goals and professional development: Actively engage with employees to understand their career aspirations and provide clear advancement opportunities that align with their long-term goals—including further education, mentorship programs, career advancement pathways, and leadership training to help employees navigate their career trajectories.

Enhancing Intrinsic Motivation

Fostering intrinsic motivation involves tapping into the internal drivers that make employees feel fulfilled and connected to their work.

Align work with expertise and personal values: Ensure that tasks align with healthcare professionals' expertise and interests, allowing them to engage more deeply with their work.

Empower decision-making: Increase opportunities for healthcare professionals to take on responsibilities and make decisions

related to patient care, enhancing their sense of ownership and motivation.

Recognize and reward achievements: Implement systems to regularly acknowledge contributions through awards, public recognition, or personalized feedback, emphasizing their impact on patient care and the organization.

Cultivating Authentic Leadership

When leaders cultivate authentic relationships and lead with integrity, they create an environment where employees feel valued, understood, and committed

Lead with integrity: Make ethical decisions and take consistent actions that reflect the organization's values. Demonstrate a commitment to doing what is right, even in difficult situations.

Encourage collaborative leadership: Involve team members in decision-making processes. By valuing diverse perspectives, leaders not only build trust but also empower others to take ownership of their roles.

Building trust as a resource: Prioritize clear and honest communication to foster trust. Encourage feedback and be transparent about decisions, challenges, and changes. Focus on developing trustful relationships through open communication, supportive behavior, and ethical leadership.

Encourage authentic relationships: Build genuine connections with members of your workforce by understanding their needs, aspirations, and challenges. Authentic leaders take the time to connect with their employees on a deeper level.

Offer Competitive Benefits

Benefits that offer lasting value, extend beyond the workplace, and prioritize long-term employee well-being are more likely to stand out in a competitive market.

Benchmark financial incentives: Ensure compensation is competitive within your geographic area and align incentives with the opportunity costs of working in less desirable or rural areas.

Expand health coverage: While comprehensive health insurance is standard, consider expanding offerings to include more tailored options like mental health services, wellness programs, and telehealth access.

Enhance retirement planning: Beyond traditional 401(k) plans, offer personalized retirement planning services and financial wellness programs. Integrating student loan repayment assistance and enhanced savings plan options can be particularly appealing to younger talent and those managing educational debt.

Reevaluate paid leave: Reassess paid leave policies to include more generous family leave, PTO banking options, and sabbatical programs.

Support life-friendly benefits: Support employees with on-site childcare, eldercare assistance, and flexible work options. Housing assistance, especially in high-cost areas, can reduce financial stress, and offering free or subsidized transportation options makes commuting more accessible.

Provide education assistance: Provide continuing education programs and tuition reimbursement to support employees pursuing further education.

Evaluate and Adapt Interventions

Assess current retention challenges: Conduct comprehensive surveys and exit interviews to gather insights into why employees leave. Analyzing workforce data, such as turnover rates and specific patterns, can help identify the underlying causes of retention issues.

Measure and evaluate impact: Setting clear metrics to evaluate the success of retention interventions is crucial. Healthcare organizations should regularly collect and analyze data on turnover rates, employee satisfaction, and productivity.

Adjust and scale interventions: Continuous monitoring and adjustment ensure that interventions remain relevant and effective. Based on the feedback and data collected, successful retention strategies should be refined and scaled across the entire organization.

Communicate successes and learnings: Sharing the outcomes of retention initiatives builds trust and demonstrates a commitment to employee well-being. Celebrating retention milestones also reinforces the value of these efforts.

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True retention is not just about preventing turnover—it's about creating an ecosystem where employees thrive, grow, and find long-term purpose. Healthcare organizations that view retention not as a singular challenge but as an ongoing process will be better positioned to build resilient, engaged workforces.

CHAPTER 4

The Role of Expert Partnerships

Leveraging a Partner Ecosystem for Better Patient Care



Hiring and retaining healthcare talent requires thoughtful planning and careful execution. Overcoming recruitment bottlenecks and establishing impactful retention initiatives can be complex and resource-intensive, but you don't have to tackle this alone.

External talent acquisition and workforce solutions partners often bring specialized expertise and access to advanced recruitment tools that may not be available internally. By outsourcing specific talent acquisition functions, internal teams can focus on core activities like employee development and retention while external partners handle hiring processes.

Recruiting and Staffing Agencies

Recruiting and staffing agencies have long played a pivotal role in healthcare recruitment, particularly for temporary and contract roles. A survey by AMN Healthcare found that 96% of 159 hospitals and healthcare facilities have used temporary allied healthcare professionals, highlighting the crucial role these agencies play in meeting immediate staffing needs.²¹

While staffing agencies are highly effective at quickly filling immediate vacancies, their primary focus is often on short-term placements, which may not always align with broader, long-term organizational goals. Additionally, they offer less in terms of ongoing talent management services, such as employer branding, employee retention strategies, and diversity, equity, and inclusion (DE&I) initiatives.

Recruitment Process Outsourcing

Recruitment Process Outsourcing (RPO) allows healthcare organizations to outsource all or part of their recruitment processes to an external provider. RPO providers work as an extension of your HR or talent acquisition department, managing the recruitment process from job profiling through onboarding. Key benefits of RPO for healthcare organizations include:

Access to specialized talent pools: RPO providers maintain extensive networks of healthcare professionals, including hard-to-find specialists. They quickly source candidates with the specific qualifications needed to deliver high-quality patient care.

Rapid fulfillment of critical roles: RPO providers can significantly reduce time-to-fill for urgent positions, leveraging dedicated resources and streamlined processes to meet immediate staffing needs.

Ensuring regulatory compliance: Healthcare recruitment requires stringent compliance with credentialing, licensing, and regulatory standards. RPO providers handle these complexities, reducing the risk of non-compliance and ensuring only qualified professionals are onboarded.

Cost-effective solutions: RPO providers offer scalable and cost-effective solutions by optimizing recruitment workflows and leveraging economies of scale.

Contingent Workforce Management

Contingent Workforce Management (CWM) solutions manage the hiring, onboarding, and oversight of non-permanent workers, including freelancers, contractors, and temporary staff. These solutions are especially valuable for healthcare organizations with fluctuating staffing needs.

Benefits of CWM programs include:

Adapting to variable staffing needs: CWM offers the flexibility to scale staffing up or down, allowing healthcare organizations to respond to fluctuating patient care demands without overextending full-time talent.

Access to diverse skill sets: A well-managed contingent workforce provides access to a broad spectrum of skills, enabling organizations to quickly fill gaps and support short-term projects or specialized initiatives.

Streamlining workforce administration: CWM partners handle the complexities of managing contingent workers, from compliance with labor laws to contract oversight, enabling healthcare organizations to focus on core functions.

Total Talent Management

Total Talent Management (TTM) is an integrated approach that manages both permanent and non-permanent workers under one comprehensive strategy.

Key advantages of TTM include:

Integrating talent strategies: TTM integrates permanent, contingent, and freelance talent strategies into a cohesive approach. This model allows healthcare organizations to manage their entire workforce more strategically.

Enhancing workforce agility: With a holistic view of all talent streams, healthcare leaders can make informed decisions to build a more agile workforce that quickly adapts to changing demands.

Leveraging data-driven insights: TTM provides comprehensive workforce analytics, enabling better decision-making based on trends, performance metrics, and market conditions.

Building Your Partner Ecosystem

Many companies have found success by developing a partner ecosystem that taps into a range of recruitment channels. Balancing agencies, workforce solutions providers, and internal recruitment efforts is key to creating a sustainable talent acquisition strategy. To find the right mix:

Be proactive: Actively seek out partners who complement your strengths and can add value in areas where your organization may lack expertise.

Leverage data: Use available data to identify areas where external support can have the greatest impact.

Establish clear expectations: Set clear KPIs and SLAs to ensure that each partner understands their role in the ecosystem and is accountable for delivering measurable results.



Successful partnerships are built on a foundation of collaboration and a shared vision for long-term success. They complement internal capabilities by providing specialized expertise but should not be seen as a complete outsourcing solution. When strategically managed, partnerships can drive innovation, expand market reach, and enhance organizational resilience.

CASE STUDY

Epic Recruitment Transformation Over 20-Month Recruitment Process Outsourcing Partnership

CLIENT CHALLENGE

A leading healthcare solutions provider faced challenges in streamlining their talent acquisition process for specialized roles in Clinical IT (Epic) and Technical/Business positions. Seeking to efficiently fill these critical positions, particularly remote roles, they partnered with LevelUP.

LEVELUP TEAM

LevelUP assembled a team of five experts to drive this initiative, marking the start of a 20-month partnership. The collaboration began with Executive Search services, evolving into a comprehensive Project RPO engagement and ultimately transitioning to a full-service Enterprise RPO partnership.

LEVELUP SOLUTION

Improved Candidate Experience and Urgency

- Conducted weekly meetings with hiring managers to enhance communication
- Enabled real-time interview scheduling by accessing hiring managers' calendars

Increased Speed to Hire

- Eliminated redundant interview stages
- Created customizable reports for real-time candidate activity sharing with hiring managers
- Expedited filling of roles open for 365 days or more

First-Class Market Data & Research

- Delivered market data to aid competitive salary analysis
- Supported the HR team in revising salary bands and sign-on bonuses

Hand-in-Hand Partnership

- Fully integrated with the client's Talent Acquisition team
- Managed candidate screening, collaborative offer presentations, and onboarding reference checks

Enhanced Employer Branding & Candidate Marketing

- Developed targeted marketing collateral to highlight the client's benefits and employer value proposition
- Reworked job descriptions to align with the client's DE&I initiatives

PROGRAM IMPACT



100+ candidates
placed within first six
months of engagement



Reduced time to hire
from 52 to 22 days



Eliminated a backlog of
200+ candidates
per requisition

CASE STUDY

Improving Acceptance Rate Through Process

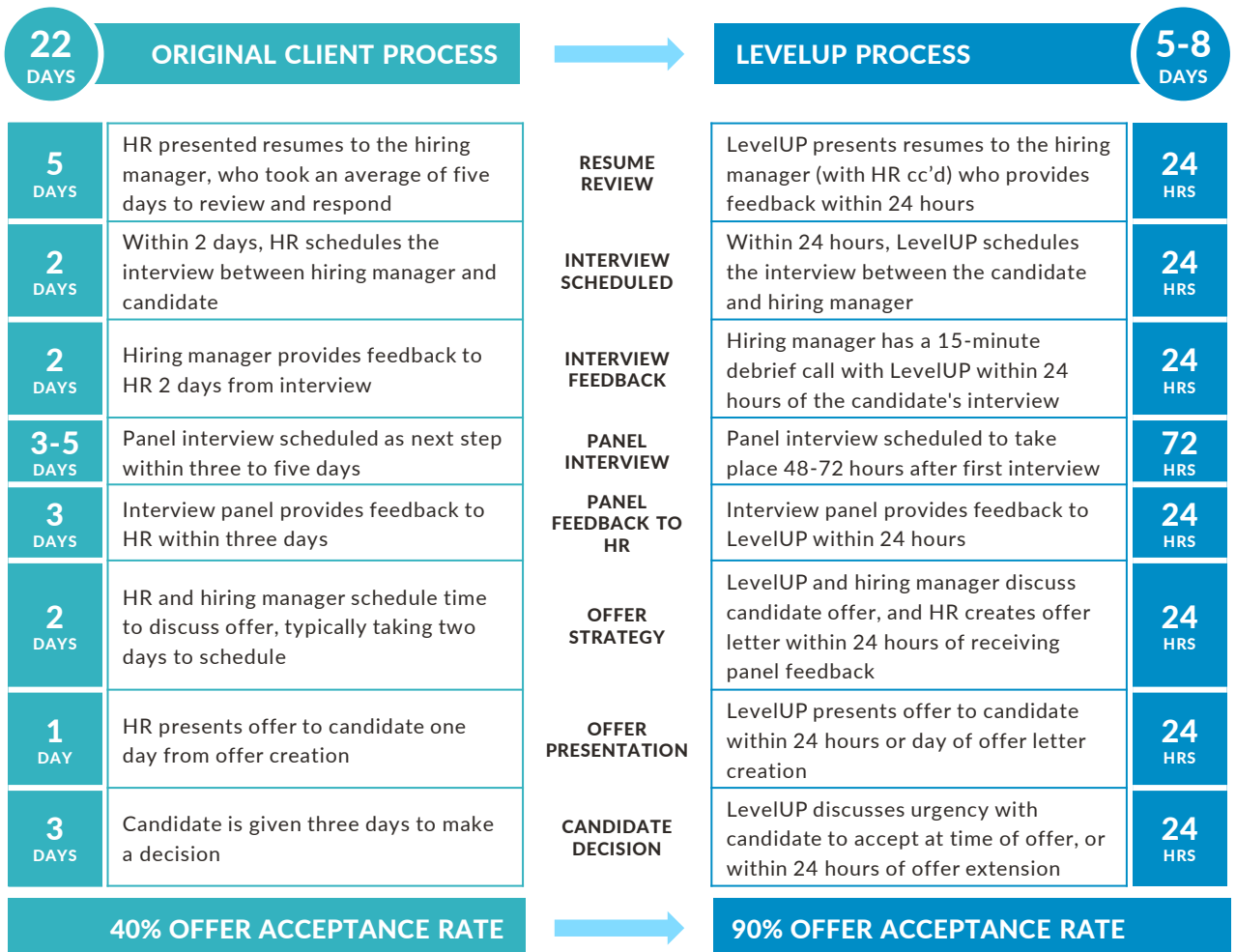
In a highly competitive healthcare talent market where candidates receive multiple offers, timing is critical. LevelUP was able to improve a healthcare client's acceptance rate by implementing a focused and efficient recruitment process, which was highly valued by hiring managers.

CLIENT CHALLENGE

Our client faced a 22-day delay between resume review and candidate selection, resulting in less than half of offers being accepted. Feedback indicated that the prolonged timeline and insufficient communication signaled a lack of priority to candidates, leading to declined offers.

SOLUTION AND RESULTS

LevelUP deployed an RPO solution that reduced the decision-making timeline to 5-8 days, effectively conveying urgency to candidates and minimizing the window for alternative or counteroffers. Our process led to a substantial increase in the acceptance rate, which soared to 95%.



Endnotes

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