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Executive Director
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OUR VISION:

NAHCR will be the preeminent organization for healthcare recruitment professionals by providing education, information and resources.

OUR MISSION:

NAHCR serves as the primary organization providing the tools to promote the expertise and influence of healthcare recruiters.

OUR VALUES:

Advocacy, Credibility, Integrity, Stewardship and Responsiveness

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INTRODUCTION

The National Association of Health Care Recruitment (NAHCR) is pleased to provide a handbook specific to recruitment to serve as a guide for healthcare recruitment.

Healthcare recruitment is one of the most strategic operations within any organization, from large multifacility complexes to small specialty outpatient clinics to long-term care facilities. Every healthcare organization faces similar recruitment challenges. These challenges, which are constantly changing, are caused by many factors both internal and external to the organization.

Recruitment is impacted by the general economic climate not only in the region, but nationally and internationally. The financial stability within the organization continuously affects recruitment – not only when the bottom line is very positive but also when budget reductions are needed. Hiring competition for healthcare employees has become tougher for all healthcare organizations because the trend in the number of available qualified workers in the job market has become very cyclical ... from overabundance to shortages. One of the most unrecognized factors that impacts recruitment is the reputation and image of the healthcare organization itself.

Recruitment might be defined as "the search for the 'best' candidate for a vacant position." Recruiting the "best" candidate is finding someone who is the most qualified and most competent and will "fit" the organization best. This recruitment process must be completed within the guidelines of employment law, using a cost- and time-effective approach. It must be based on a judicious use of all available resources and achieve an outcome that is completed with "perfect" timing. Recruiting is not based on the most glamorous marketing and advertising plan, doing "hard sales" or promising a candidate anything.

There are many vital components to consider for successful recruitment. To begin, every organization needs to develop an annual recruitment plan based on multiple human resource "metrics" or data with trending. The recruitment plan needs to include a solid budget, which reflects all recruitment activity from marketing to interviewing to the orientation process. It is absolutely necessary to create methods to track data and trend statistics multiple times during the year to effectively evaluate the recruitment plan.

Retention within a healthcare organization is achieved through a strong, collaborative culture with positive attitudes at all levels within the organization. To enhance employee loyalty to an organization, and thereby retention, continuous communication and individual development should be key initiatives and strategies in every organization. Retention is not strictly the responsibility of one level of management or the human resources department. It is not based solely on monetary bonuses and rewards. Retention is not a short-term problem with an easy solution. Retention is based on a model of stability around the core values and mission of the healthcare organization. A successful retention strategy is also based on a strong sense of community. This includes a high level of employee/employer trust and respect in association with employee development and recognition of their continuing needs. These factors will give an organization the credibility to be known as an "employer of choice."