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The Digital Future of Healthcare Staffing: 5 Solutions to Improve Hiring and Retention

BRIEF

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Overview

Delivering quality care requires close collaboration among healthcare professionals and staff who work around the clock to meet patients' needs. Healthcare staffing companies play a critical role in recruiting and onboarding talent to ensure that healthcare operations don't skip a beat. In today's competitive recruiting market, healthcare organizations and staffing companies need to be nimble and efficient. They need to invest in digital tools to hire and onboard the best professionals.

Many organizations still use manual or paper-based processes, which are slow, expensive, and error-prone, resulting in inefficient operations and compliance risks. Investing in digital healthcare operations reduces search time and costs while delighting candidates and improving security and compliance.

DocuSign helps healthcare organizations manage their staffing processes in a 100% digital manner. Our products can be configured to meet the unique needs of each healthcare organization, working with applications, services, and devices that a customer already uses.

Key Takeaways

Fighting the war on talent, healthcare organizations face significant hiring challenges.

Meeting demand and filling gaps in talent is crucial to the success of healthcare organizations, as hiring and onboarding talented professionals impacts providers' ability to serve patients. Yet, it is increasingly difficult to fill these gaps in a timely manner.

In filling these talent gaps, many organizations still use manual and paper-based processes. These processes are costly and inefficient, and they increase a company's security and compliance risks.

> "ORGANIZATIONS WHO CONTINUE TO USE MANUAL PROCESSES – PRINTING, SCANNING, FAXING, AND OVERNIGHTING DOCUMENTS – SUFFER FROM HIGHER SEARCH COSTS AND A LONGER RECRUITING CYCLE."
>
> — Jennifer Royer, Senior Manager, Industry Product Marketing, DocuSign

To address these challenges, organizations are investing in digital operations.

Innovative healthcare staffing organizations recognize the need to change and have invested in fully digital operations to simplify workflows, increase staff productivity, and improve compliance.

These companies recognize that going partially digital is not enough. Organizations have typically invested in systems like ERP, CRM, and HRM, but they find that these systems are often not integrated with each other. Many of these systems also fail to connect to key constituents. As a result, even after investing in various technologies, organizations are reverting to paper and manual processes in order to transfer information or documents from one system to another, or across departments – and that's incredibly inefficient.

To succeed, healthcare organizations need to create a fully digital enterprise where all parties – patients, providers, partners, payers, and vendors – and the systems they use are connected.

> "THE THESIS IS THAT WE ARE SEEING A REAL PUSH TOWARDS A FULLY DIGITAL WORKFLOW"
> — Bill Inman, President, TargetRecruit

Benefits of 100% digital operations include:

- **Speed in attracting and securing talent** – differentiate your organization though a simple recruiting and onboarding experience

- **Improved compliance** – know when and where documents were completed and signed and access a digital audit trail from any device, simplifying healthcare regulatory compliance

- **Reduced costs** – experience hard dollar savings from reducing the need to print, mail, and fax, and benefit from time savings through improved productivity and lower search costs

Healthcare consumers are demanding digital.
Beyond the impact on organizations' profitability, patients are fueling the digital health revolution. They expect accessing their health information to be as simple as ordering goods from Amazon. Trends fueling healthcare digitization include:

- Increasing prevalence of social and mobile technologies

- Demand for instant access to information

- Greater collaboration among patients, providers, payers, and drug/device manufacturers

- Stringent identity and authentication standards

The top 5 healthcare staffing use cases help guide companies in their digital investments.
Companies looking to improve their level of digitization can learn from peers who have invested in fully digital processes for everything from recruiting candidates to onboarding employees.

The top five uses cases for digital healthcare staffing are:

1	2	3	4	5
ATS	Offer Letters	Credentialing	Contracts	Onboarding

1. **Applicant tracking systems (ATS)**
   — Digital applicant tracking helps organizations reduce search costs, improve applicant matching, and make more data-driven decisions
   — An application tracking system also increases visibility, enables consolidated reporting, and improves communication among recruiters, hiring managers, and candidates
   — Leading applicant tracking system (ATS) vendors have customizable systems and integrate with social media

2. **Offer letters**
   — Sending digital offer letters allows companies to accelerate the time to close candidates: the offer goes out immediately and companies secure talent sooner
   — Companies can also easily use templates and customize offer letters using one system
   — The ability to use electronic signatures enables candidates to receive their offer letters on any mobile device, so they can quickly review, sign, and return offers; this convenience is crucial when candidates are making decisions

3. **Credentialing**

— Healthcare organizations want to simplify and expedite the credentialing process so new hires can start sooner and thus patients can receive the care they need

— Investing in a 100% digital credentialing process requires a system that can automate the process of asking for credentials, and – once they come in – approving and verifying them

— Going digital allows companies to track credentials and easily respond to audits

> "CREDENTIALING IS CRUCIAL TO HEALTHCARE ORGANIZATIONS. DIGITIZING THE CREDENTIALING PROCESS SAVES TIME AND ALLEVIATES AUDIT CONCERNS."
>
> — Bill Inman, President, TargetRecruit

4. **Contracts**

— Organizations want to standardize contract completion and sign-offs to reduce errors and complete contracts faster

— Digitally managing contracts allows organizations to maintain all contract details, such as pay rates, and companies can receive automatic alerts when a contract is about to expire

5. **Onboarding**

— Onboarding can be laborious for new hires, with multiple documents that need to be reviewed and signed before an employee can begin working and adding value to the organization

— Companies want a system that allows all documentation – including I-9s, W-4s, confidentiality agreements, and other company forms and policies – to be managed digitally

— Organizations also want to be able to automate and customize the packages they send out once a placement is made

— A fully digital onboarding system gives new employees a positive first impression and improves compliance with regulations

Implementing the top 5 use cases

These top 5 use cases provide guidance for investing in digital healthcare staffing applications. Identifying processes to digitize is a critical part of a company's digital strategy - but there's more work to be done. Follow these best practices to maximize the impact of your digital health investments:

- **Connectivity:** Your technology vendors should work with the systems your organization has and will have in the future. A digital platform that works on any mobile device is also crucial.

- **Collaboration:** Implementing new digital technologies requires support from company leaders, day to day users, and partners. Successful companies have made digital investments a strategic imperative to drive awareness and adoption across the organization. Partners with experience deploying new technologies provide expertise and services to accelerate adoption and drive more immediate impact from digital investments.

- **Compliance:** From HIPAA to SOX, regulatory compliance is crucial. Do not compromise on security standards: look for a vendor who takes trust as seriously as you do - and can prove it.

Read on to learn how a leading healthcare staffing firm has benefited from digitizing the top 5 healthcare staffing use cases.

Case Study: MedPro Healthcare Staffing

MedPro Healthcare Staffing is a leading healthcare staffing organization, providing quality nurses and allied professionals to healthcare facilities across the US.

Users at MedPro were unhappy with the company's previous systems, so in 2012, MedPro decided to implement DocuSign and TargetRecruit. In rolling out this solution, MedPro:

- **Went "all in" in becoming a fully digital company.** MedPro is using digital technology for all of the top 5 healthcare staffing use cases. Having a 100% digital approach supported by the company's CFO, who reportedly hates paper, allowed the company to effectively manage change internally and with customers. Lisa Engleberg, Director of Corporate Technology, notes, "We wanted people to interact with us this way. Digital is simply the way that we do business."

- **Developed a self-service portal for candidates.** MedPro's candidate portal was custom built based on MedPro's staffing needs and the needs of their customers across the staffing lifecycle, from recruitment to onboarding. Candidates log in to one place where they can submit credentials and complete and sign contracts. This provides a fully digital experience that is easy and convenient for candidates. The portal also creates a central repository of information for MedPro, which simplifies compliance.

MedPro executives say implementing TargetRecruit and DocuSign has led to greater productivity, intelligence, and control, and the solution gives the company a competitive advantage.

For enterprises embarking on their digital adoption journey, Engleberg advises, "Start off with the minimal amount of functionality. By starting with minimal functionality, an organization can begin using a solution faster, determine what functionality it really needs, and then add functionality over time."

Your Staffing Solution

MedPro Healthcare Staffing

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>
> — Lisa Engleberg, Director of Corporate Technology, MedPro Healthcare Staffing

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Since its inception in 2008, TargetRecruit is the global leader of staffing and recruitment solutions, providing an end-to-end cloud platform that is completely mobile and fully integrated to partner with staffing and recruiting firms on nearly every continent. Built on the Force.com platform, TargetRecruit is the most highly recommended recruiting application on Salesforce's marketplace, AppExchange, to provide real-time business metrics, flexibility, mobility, and ease of customization. As a result, firms have the ability to make proactive, data-driven decisions for their entire business. The company is headquartered in Nashville, Tennessee, with global centers in Los Angeles, California; Silicon Valley, California; Bangalore, India; and Minsk, Belarus.

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