



MEDICAL STAFFING THE RIGHT WAY FOR BETTER ROI

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“STAFFING: A continuous process of finding, onboarding, training, and placing workers within your organization to fill different roles for effectiveness and productivity.”



The present shortage in the healthcare workforce and the ineffective strategies employed by recruitment and staffing agencies can incur more costs in running your organization, extending the negative impact on the patient’s access to quality care. The present shortage in medical staffing points to the fact that finding the right Medical staff takes more time and unnecessary money.

Furthermore, healthcare facilities are faced with a “sales-only” approach by prioritizing hiring marketing and sales despite the perceived shortage in other areas of the medical facility like nursing. There is a great impact of this type of approach on the ROI (return on investment) of the organization.

The responsibility is on the medical facilities to do all that is possible to attract, retain, and grow their staff or workforce. This whitepaper takes a dive into the pain points faced by Medical facilities when hiring for better ROI. We also look at the solutions proffered by Ondek Healthcare through disruptive methodologies and hiring strategies that are bound to improve ROI and save you more money and time to focus on more important things.



THE STAFFING DILEMMA IN HEALTHCARE FACILITIES

With the increase in patient population and the people's healthcare needs, many healthcare facilities are struggling to source adequate numbers of qualified healthcare professionals, especially nurses and physicians. Most traditional recruiting agencies do not make this process even better as they presently use a sales-only approach in sourcing for healthcare staff without a proper balance of healthcare needs and staffing goals.

Furthermore, there is a neverending impact of the recruitment process on the ROI of the healthcare facility. The dilemma doesn't end there; there are several pain points when looking to get your healthcare facility's right staffing.

PAIN POINT 1: Shortage of Staff

The healthcare sector has been faced with the challenge of shortage of staff since the recession in 2008. There has been a huge increase in patients, yet doctor's and nurses' lack of care has not been up to par.

The Bureau of Labor Statistics points out that there is a need for over



203,700 new registered nurses every year through 2026.

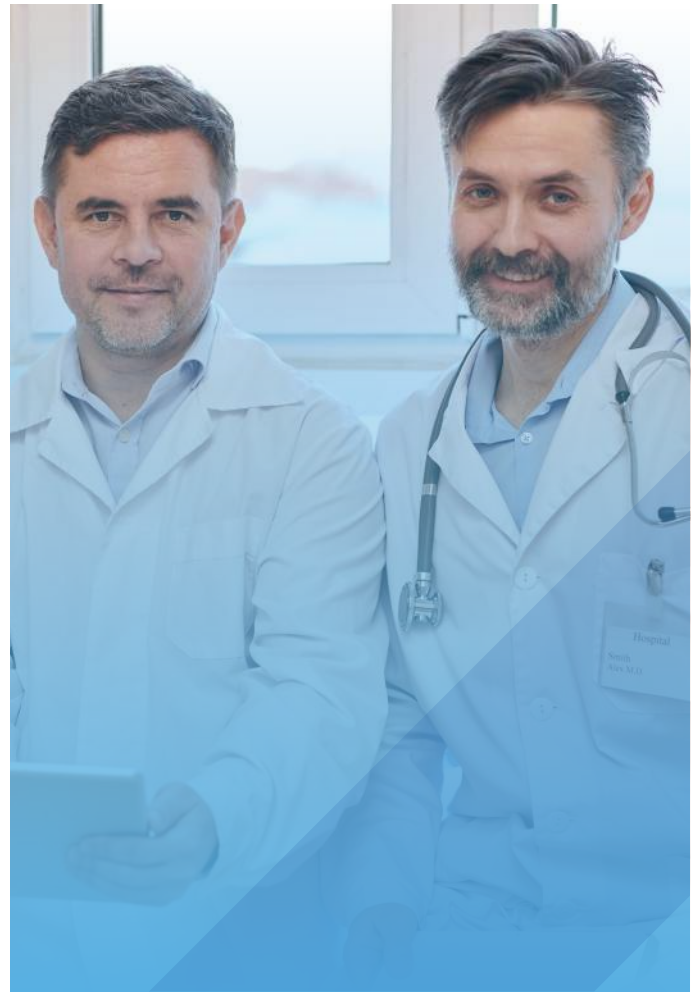
This is to meet the rising demands of the healthcare sector and also to replace retiring nurses. Also, there would be vacancies in the tone of 1.2 million for nursing by the end of 2022.

There is also a projection that by 2025, there would be a shortage of over 90,000 physicians.

PAIN POINT 2: The lack of quality employees

Finding high-quality professionals in the healthcare sector has been a hard nut to crack for most recruitment teams. There is no way a healthcare facility can function properly or even make a good ROI when using low-quality physicians and nurses. This challenge becomes worse with the shortage of professionals in the healthcare sector.

Sourcing reliable potential staff has never been an easy task for any recruitment agency and teams, especially when the healthcare facilities are in need of reliable, high-quality staff strength.



PAIN POINT 3: Turnover rate

[Turnover rate is the percentage of employees that leave a company or healthcare facility within a given period.]

Many healthcare facilities are finding it very hard to retain the high-quality staff members that they have. There are numerous openings for the Medical profession, and staff members can quickly leave a medical facility if they are not satisfied, which can quickly turn into a snowball effect.

A high turnover rate would be costly and concerning to the patient for any medical facility.

According to the [National Healthcare Retention Report of 2019](#), the average turnover rate for many medical facilities and hospitals has been on the rise. The average turnover rate from 2014 till now has been around 87.8% and is looking to get even worse over time.

High turnovers will cost hospitals and medical facilities millions of dollars and unnecessary time. Still, according to the National Healthcare Retention Report,

the total cost of replacing just one bedside nurse is around

\$52,100

which will eventually cost the hospital an average loss of

\$4.4 million to \$6.9 million

in a year.

PAIN POINT 4: Burnout of Medical staff

[Burnout refers to a state in which the employee is exhausted physically, mentally, and emotionally due to excessive or prolonged stress]

Burnout can be directly linked to a staff shortage and has a huge effect on employees' turnover rate. Also, Burnout can negatively impact patient safety and patient care as the medical care providers cannot function at their best.

Recent research places nurses'

burnout rate
at over

70% & 50%

that of
doctors over

This could lead to poorer patient health and patient infection rates. Many factors contribute to the burnout of employees and medical staff. Major factors include the employee's emotions and mental state, employees feeling underutilized, employees feeling unappreciated, and prolonged stress. This affects the nurse-to-patient ratio and is creating more concerns as the day goes by.

A recent survey showed that more than 90% of registered nurses reported that there was not enough time to properly care and comfort their patients due to the many patients they have to attend to.

Ondek addresses this challenge by taking into account the needs of your medical facility and marrying it to the right candidate for the Job.

PAIN POINT 5: The length to fill a vacant medical position/time to hire

This might be one of the most daunting pain points for most medical facilities. The length of filling a healthcare position can take several months to a year. This can result in the current workforce being overused and overworked while being faced with burnout.

The recruitment cycle becomes tedious and long because of the screening process, the marketing strategy, and the lack of quality talent pools to pick from.

We approach the situation differently by reducing the time to hire leveraging a perfect recruitment strategy that entails us taking responsibility for all liabilities, fast tracking recruitment processes, and giving enough time for your organization to test out our medical professionals and then decide to hire them permanently.

PAIN POINT 6: Faulty recruitment processes

Many recruitment agencies carry out recruitment in the wrong way. There is a “sales-only” approach that involves prioritizing hiring marketing and sales amidst a perceived shortage in nursing, resulting in bad ROI for the medical facility.

Secondly, there is a case of nepotism in the recruitment process. Nepotism refers to the hiring of relatives. Although some organizations have certain policies concerning hiring relatives, be sure to know exactly what it is.

Furthermore, most recruitment agencies have a generic, stagnant, or unreliable vetting process that might not suit all medical facilities. The flawed recruitment process has a lot to do regarding hiring the right staff and having the best ROI, and another case we see is lack of communication and being non-transparent. The lack of communication affects the relationship building process with the nurses which is supposed to build an environment of trust. Once a trust-enabled environment is not built, the nurses and medical professionals are unable and unwilling to share their concerns and problems.

Ondek solves this challenge by creating a communication bridge between your medical professionals and our Healthcare managers. Our qualified Healthcare Managers are always at your service 24/7 via call at any time.



ONDEK HEALTHCARE AND HOW WE SOLVE THESE CHALLENGES

Ondek Healthcare is a game-changer for the placement of Medical professionals (nurses and physicians) in medical facilities. We have a holistic approach to solving all the problems facing the medical recruitment sector. We solve them using the following four steps to ensure increased ROI and better staffing:

STEP 1 | Reduce time to hire to ensure an improved productivity

Before you can talk about retaining staff and getting ROI, you must first hire them. Ondek Healthcare takes the first step by incorporating a goal-oriented hiring strategy focused on a robust staffing plan that will allow you to get the right candidate faster and then hiring them at a faster rate.

The average time to hire for many medical facilities is around three months which is a long time to wait. Ondek Healthcare understands that [top talents only remain in the market for about ten days](#); this is why we employ robust hiring plans to ensure you get the right medical professional at the right time.

Finally, all hiring and onboarding plans developed by Ondek Healthcare are designed not to disrupt the workforce's overall workflow.

STEP 2 | Complete Vetting that fits your facility

We understand that getting medical professionals fast is important. Still, if you get into a rush with it, you might end up spending less time vetting the best for your medical facility. Ondek Healthcare takes careful steps in vetting all applicants. Ondek Healthcare remains the one of the few recruitment agency that uses the complete ten vetting tools for recruitment.



Intensive background checks

We have a rigorous background check service that verifies all potential applicants' identities, including their criminal, education, and employment history.



Employment Authorization

We engage in an in-depth employment authorization check to ensure you have peace of mind knowing that our team members have legal clearance to work in the United States.



Certification and License Verification

Ondek's licensing and verification system is built to screen all candidates and verify if their certificates and licenses are active and up to date.



Drug Screening

We work closely with the leading third-party screening groups such as “Confirm Biosciences” to ensure that all drug standards are met upon request by our clients.



Knowledge testing

All health and medical professionals are taken through our functional competence and aptitude testing screening process as a requirement for eligibility.



Professional reference check

All applicants looking to go through Ondek are required to send in their reference information. We do a thorough background check, and a positive pre-emptive reference call is a requisite for getting employment through Ondek.



Personal Interviews

We take the pains to meet all candidates prior to them being considered for placement. This is only reversed at the request of our clients.



Onsite Quality Assurance Pop-ups

We carry out a quality assurance process that covers assessing and reviewing a worker’s onsite performance (on-the-job basis). Our proprietary evaluation system is backed with consistent coaching to help workers improve on the job.



Quarterly Assessments

We hold mutual review sessions every quarter. This has proven over the years to create strong business ties and strength amongst both parties. We understand that our clients have unique attributes and preferences, and we also have our processes. We ensure that there is a sync between all parties involved to realize maximum advantage from our partnership.



Evaluation

We engage in a 90-day evaluation for all employees. The first 90 days are crucial to setting the tone for the position and integrating the new staff into the work culture. We review at the end of the 90 days to ensure that performance and other areas align with the business goals.

These tools are an essential part of bringing an employee on board through Ondek. We ensure that our tools are used to maximize the advantage of working closely with Ondek Healthcare.

STEP 3 | Better Engagement to improve performance and profitability

Once the employee is on board and has taken the time to vet them, we ensure that all team members are properly engaged and united with the medical facility's goals and mission to provide quality output from the medical staff.

Statistics show that more engaged teams are **21%**

more profitable than those that have lesser engagements. The studies also found out that teams with more engagement brought about 41% reductions in absenteeism, which increased the organization's productivity significantly.

We take our time to broaden your staffing workforce's reach to ensure significant returns through the staff members' satisfaction and increased ROI.

Automation of onboarding process and management of workforce

We understand that productivity is a priority for any business or organization. With this at the back of our minds, we put everything in place to ensure proper workforce management and automated onboarding processes. We know that this is a major driver for productivity in any business or organization.

According to a study, organizations involved in the automation of onboarding experienced an 18% boost in the productivity of their new employees.

Ondek Healthcare understands this necessity and employs it to improve the productivity and returns of all clients.



Ask yourself these questions.

- How long ago did you take a critical look at your recruitment process and onboarding process?
- Do you have the right recruitment technology, expertise, and tools to keep up with your staffing goals?
- Are you getting a good return for every dollar spent on recruitment?
- Do you really know who you are Hiring?
- How much do you spend to promote for new hiring?
- What is your hiring budget?

To answer these questions, we at Ondek have created a three-pillar strategy to help all our clients boost their ROI.

PILLAR 1

Developing a unique Employer brand

We understand that a unique employer brand can attract the right candidate for the job and, in turn, improve your ROI. Your employer brand entails your medical culture, goals, mission, and core values. It helps potential candidates know their stance when they come to work with you. We ensure that the employer branding is very strong to allow for quality applicants to come into your talent network.

PILLAR 2

Proactive sourcing of candidates for better talent pipeline

While the employer branding attracts the candidates to you, the talent market is very tight and requires proactive sourcing to seek out the best talent for your medical facility. Ondek has all the latest technology in place to help in proactively sourcing the right candidates. This enables your talent network to be filled with potential hires, which will help us categorize and organize them into the right class of talent. This strategy allows us to decrease the TTF (time-to-fill) and helps reduce the cost of headhunting.

PILLAR 3

Proper engagement using CRM

In order to carry out proper engagement, our third pillar is to make use of CRMs. Having the right candidate is good, but keeping them engaged will improve your ROI and nurture a better relationship with the medical professionals you've hired. There are several methods we apply to strengthen the relationships between our clients and the candidates. This is dependent on the needs of the medical facilities and the goals of the organization. We ensure that the right CRM technology is put in place for effective execution and, in most cases, process automation.



SERVICES

ONDEK HAS TO OFFER:

01.

Per Diem
recruitment

02.

Temp-to-Perm

03.

Temporary
medical staffing

04.

Permanent
medical staffing

05.

Nursing staffing
services

06.

CNA staffing
services

07.

Direct placement
recruitment

08.

Facility consulting from our Ondek
healthcare professionals

What Makes

Ondek different from others

- We have a dedicated Healthcare Manager coordinator on call 24/7
- All our assigned Healthcare Managers are top-notch and qualified to meet any clinician needs and, most of all, client needs.
- We use an in-depth 100% working strategy to place the right candidate into any position in your medical facility.
- Our team works relentlessly to create a recruitment plan that will get you a good return for every dollar spent on recruitment.
- We leverage the latest technologies to deliver ROI for recruitment
- We carry out in-depth vetting to maintain the high standards of any client
- Our clients have found that outsourcing their staffing & recruiting function to Ondek has saved them a lot of time & money.
- Ondek Healthcare handles onboarding, payroll, unemployment, worker's compensation liabilities.
- We cover all liabilities.

About

Ondek Healthcare

Ondek is a Medical Placement Firm that provides you with staffing solutions. We know that it can be challenging sourcing, screening, and hiring Healthcare professionals, which is the load we would carry for you. To allow you to focus on keeping your census up and taking care of your patients' the more important things.

Ondek Healthcare believes in delivering quality staff to your facility and filling your open staffing needs for healthcare partners and patient communities throughout the United States. We are different from the rest because we use unique strategies, assign dedicated healthcare managers to clinicians, offer 24/7 support; our platform uses top-notch technologies and improves your ROI.

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