What Is An ATS (And Why Do You Need One)?

Understanding ATS (applicant tracking systems) is important when it comes to efficient hiring and engagement. Here's why you need one. Keyword: what is an ats

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What is an ATS (and Why Do You Need One)? Healthcare recruiters are always on the move. When you're hiring for lots of roles, filling high-volume positions, and working across multiple facilities, things can get messy. That's where an ATS comes in. But what is an ATS? Can extra software really help you recruit successfully? And how do you know what ATS system is right for you? We've got answers./ **So, What is an ATS?** An applicant tracking system, or ATS, is software that employers use to manage their talent pool. With an ATS, you can find, track, and hire top candidates. Different ATS platforms will have different functionalities, but they're all designed to save labor and time./ **Why Do Employers Use ATS Technology?** At its heart, an ATS is a headache-saver. It's built to store application materials, personal information, and documentation about the applicant's progress through the recruiting process. Without an ATS, administrators would need to store all of this information somewhere else–and most alternatives are less secure and harder to navigate./ By simplifying recruiting,

ATS platforms cut back on unnecessary work and give employers more time to focus on building relationships. **What Can You Do With an ATS?** The right applicant tracking system can make your recruiting process much more organized, effective, and efficient. While specific features may vary, most ATS platforms share some key functions. Here are a few actions your ATS should be able to handle./ **Distribute Jobs/** An ATS should be able to distribute your job ads to major channels like job boards and social media platforms. If you're hiring for healthcare, you're likely recruiting high volumes of candidates with very specific training requirements. Because of this, it may be worth looking into ATS software that specializes in your industry./ If an ATS has both a healthcare focus and job distribution capabilities, it will be able to specifically target job boards that are relevant to your open positions. Your ATS may also be able to give you metrics about your job post's performance. Which job boards are bringing in top candidates? What job ads get the most hits? Do you get more applications if you post at a specific time of day? An ATS can help you answer these questions. **Filter Applicants** An ATS doesn't just store candidate information. It also allows you to sort through it, so you can find the right applicants more quickly./ A good ATS will make it easy to collaborate with your team members during recruiting. You should be able to rank and sort your candidates so it's clear how far they've gotten, what next steps you need to take to move them along, and what notes you have on their qualifications so far. The ability to filter candidate profiles is especially useful if you tend to see the same applicants repeatedly. Your ATS can store your past communications and history with the candidate. You'll know right away if you liked a candidate during a past round of interviews–or if you marked them as "do not rehire." **Increase Candidate Engagement/** Your ATS may include communication tools, which can help you keep candidates engaged. Healthcare roles take around 49 days to fill on average. That's longer than most industries, and with such a lengthy timeline, there are plenty of opportunities to fall out of touch. Unfortunately, losing contact with a candidate is a common reality . Sometimes, this is because a recruiting team doesn't have the bandwidth to respond to every application. Candidates say that's a problem. Close to 58% of candidates say that they expect a company to respond to their application within a week. 75% of job seekers, meanwhile, say that they've been ghosted by an employer after an interview./ It's important to recognize that you're not the only voice talking about your business. Both successful and unsuccessful candidates may share their experiences with their networks, be that on Glassdoor, Twitter, or just by word of mouth. If you have a reputation for being uncommunicative, that may discourage potential applicants./ But employers are often overloaded with tasks and simply don't have the time to manage candidate communication. In this case, setting up standard or automated messages from an ATS can help solve the problem. **Improve the Candidate Experience** First impressions are important, especially in today's job market. Healthcare workers are in demand, and there's no reason for them to spend time on a confusing or lengthy application process. Many ATS platforms are designed specifically to improve the candidate experience. Make it easy to apply, and fewer candidates will give up halfway through an application. An ATS can help you streamline many aspects of recruiting, not only to improve your experience, but also the experience of your applicants. Your platform may allow you to optimize your job posts for mobile, so candidates can browse jobs and upload their materials from anywhere. If your ATS includes an integrated interview calendar, you'll also be able to

schedule interviews faster./ **Manage Candidates With Viventium Recruiting Powered by Apploi** Some software, like Viventium Recruiting powered by Apploi , incorporates both applicant tracking and employee management tools. This means that you get all the benefits of an ATS, but with additional features that come into play after you've made a hire (such as credential and vaccine tracking).-/ Because this solution connects your applicant tracking to your human capital management, you won't have to reenter candidate information on multiple platforms. With fewer manual steps, there's less chance human error will introduce mistakes that could postpone onboarding or payroll./ With Viventium Payroll and Viventium Recruiting powered by Apploi, find top candidates, make an offer, and bring them on board before the competition gets a chance./ Interested in learning more?? Reach out for your free demo.

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