5 Health Care Recruitment Metrics You Should Be Tracking

Finding the right recruitment metrics can feel overwhelming. But with the right strategy, you can use your data to take your health care hiring to the next level.

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Choosing the right recruitment metrics can be the difference between running a fully staffed facility and one that's understaffed and overburdened. Recruitment analytics can help you understand your process, so you can stay ahead of the competition. So how do you know which recruitment metrics to prioritize while hiring? We'll break it down.

What Are Health Care Recruitment Metrics?

According to Indeed, recruitment analytics are "the data you collect during the hiring or recruitment process." Recruitment metrics, meanwhile, are the measures used to judge the success of your hiring process. This can include data like average time to hire, applicant demographics, and candidate drop-off rate. Health care's nursing shortage means that recruitment metrics are particularly crucial.

Without health care recruitment metrics, you're hiring in a void. The appropriate metrics can provide you with a wealth of information, helping you bring your hiring to the next level. You can find out where you're losing candidates, where your hiring process is slowing down, which facilities need extra support, and where your hiring spend is helping – or hurting. Yes, it can be overwhelming to first dig into analytics, but the right applicant tracking system (ATS) will help you find the right information in a digestible format.

How Do I Get the Best Recruitment Metrics?

Tracking analytics manually can be time consuming. To make the process easier, you need software – the right software. Your software should provide you with easy-to-parse analytics. But not all recruitment metrics are equally helpful. With the right software, you should have a clear understanding of how to access your analytics and be able to choose how detailed you want your hiring data to be. In an ideal situation, your client success representatives will also be able to walk you through your analytics and even offer suggestions on how to optimize hiring based on your recent data.

The Most Important Recruitment Metrics for Health Care Hiring

Health care recruitment metrics can help you understand and optimize your hiring process. Here are five important metrics that you need to track.

. Time to Hire

Recruitment metrics can help you understand how long it takes you to hire – from the day you post a new position to the days it's filled. But it can also help you understand how long it takes for candidates to make it through all the stages of hiring, whether they're hired or not. When you have a better idea of where you're losing time, you can optimize your hiring process. For example, if it takes you a long time to process applications and schedule interviews, then it might help to include knockout questions in your applications, so only qualified candidates make it to your inbox. This way, you'll save time eliminating applications that don't meet your basic requirements.

. Where You're Experiencing Candidate Drop Off

Candidate drop off is a huge problem in health care hiring – one that can feel mystifying to recruiters. You have qualified candidates, but at some point, they ghost the process without explanation. What exactly are you doing wrong? Recruitment metrics can help you demystify your candidate drop-off problem. With the right metrics, you can clearly see where in the hiring process you're losing candidates. If candidates are sending in applications but not scheduling interviews, then you might need to automate interview scheduling for a better response. If candidates are beginning

applications and never submitting them, then you may need to shorten your application and make it easier to complete.

. Where You're Sourcing Candidates (and Where You Aren't)

Where are your candidates coming from? Social media sites, job boards, or referrals? And which of these channels gives you the strongest, most qualified applicants? These recruitment metrics are invaluable when it comes to deciding where to focus your time and effort. Let's say your team is posting on a myriad of job boards when the vast majority of your hires come from employee referrals. Job boards will always be important. But in this example, it would be fruitful to spend extra time on internal marketing for employee referral programs.

. Return on Investment on Sponsored Posts

Sponsored job ads are often effective, but they're not equally appropriate for all organizations and job boards. If you have facilities across the country, you may find that some of them draw in more candidates from sponsored job postings than others. Why is this important? Well, when you look into the success of sponsored posts, you can better understand your return on investment (ROI). If you're spending a lot of money on sponsoring posts that don't attract qualified candidates, it's a sign you need to adjust your strategy and optimize your posts. Some jobs need the extra reach more than others. If you're having trouble hiring CNAs but have quite a lot of LPN candidates, then your metrics might tell you that you need to sponsor CNA job posts.

. Which Facilities Need Extra Support

If you're an organization with a large number of facilities, it can be incredibly difficult to keep track of each individual community's performance. When your hiring is decentralized, you may end up with reports from facilities that use different metrics and conflicting data. The end result? A whole lot of emails. But with centralized health care recruitment analytics, you can maintain a holistic view of your hiring and retention efforts. Is there one facility with a higher candidate drop-off rate than others? Does another have a particularly slow average time to hire? Using your analytics, you can better understand which facilities may need extra support and work with those recruiting teams to analyze and boost their hiring.

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Finding the right recruitment metrics is only half the battle. You need to make sure you're on track in your hiring goals. Viventium Payroll and Viventium Recruiting powered by Apploi gives you the tools to find top candidates, make an offer, and bring them on board quickly. Interested in learning more? Reach out to schedule your free, personalized demo.

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