



# Successful Strategies For The Fall Hiring Surge:

## The Only Guide You Need To Navigate The Allied Healthcare Shortage

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As the fall season approaches, healthcare facilities face increasing demands due to the cyclical rise of respiratory illnesses such as flu, COVID-19, and RSV. This rise in patient volumes occurs when 94% of healthcare facilities say hiring is an ongoing challenge.<sup>1</sup>

The scarcity of healthcare professionals impacts the ability to deliver quality care and places significant strain on existing staff. This guide explores the urgent need for more effective recruitment and retention strategies to boost staffing in the allied healthcare sector.



## Understanding the Healthcare Talent Shortage

The COVID-19 pandemic exacerbated the ongoing talent shortage in the healthcare industry. While there are various reasons for the shortage, it's a significant challenge that healthcare leaders must resolve to continue delivering quality care and maintaining the well-being of their staff. Solving the talent shortage starts with understanding the main factors contributing to it.



### **The Impact of COVID-19 on Healthcare Workers**

The pandemic had a profound impact on healthcare workers, leading to unprecedented levels of burnout and mental health issues. A poll by The Kaiser Family Foundation and The Washington Post revealed that approximately three in 10 healthcare workers considered leaving their profession due to pandemic-related stress, while some six in 10 reported that their mental health had been negatively impacted.<sup>2</sup> This widespread burnout resulted in numerous healthcare staff exiting the workforce, further contributing to the existing shortage.



### **Increased Demand for Healthcare Services**

Simultaneously, the demand for healthcare services has surged. The pandemic increased the need for COVID-19-related care and highlighted the requirement for ongoing medical services. As healthcare facilities continue to strive to catch up on delayed treatments and procedures, the demand for a robust workforce has never been greater. With an already low pool of qualified candidates, healthcare organizations must implement effective recruitment and retention strategies to ensure they have the staff they need to provide quality care to patients.



### **An Aging Population and Workforce Requirements**

Adding to these challenges is an aging population, contributing to an increased demand for healthcare services and the retirement of experienced healthcare professionals. This dual pressure of greater patient volume and staff leaving the workforce intensifies the crisis. With a limited number of new healthcare professionals, there isn't enough talent to replace those retiring, creating a gap that threatens the sustainability of healthcare organizations.

## The Importance of Preparing for the Fall Surge

Healthcare facilities are bracing for an influx of patients this fall due to flu, COVID-19, RSV, and other respiratory illnesses. Inadequate staffing during this peak season severely impacts patients by increasing wait times and diminishing the quality of care they receive. Research indicates that during peak seasons, hospitals with staffing shortages see a significant rise in patient complications and longer hospital stays. This is because overworked staff are unable to spend sufficient time with each patient, leading to potential misdiagnoses and delayed treatments.<sup>3</sup>

Operational challenges are another issue to consider. The surge in patient volume can quickly lead to burnout and turnover among existing healthcare staff. High turnover rates disrupt the continuity of care patients receive and increase recruitment and training costs, putting a strain on profit margins and revenue. This adds financial pressure to hospital budgets, reducing their ability to invest in essential services and infrastructure.

Healthcare facilities must also manage the logistical complexities of ensuring adequate supplies, maintaining infection control protocols, and coordinating care across departments under difficult conditions. Limited staffing and resources in rural areas and specialized units, such as intensive care and respiratory therapy, worsen these challenges.



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## **Strategies for Ramping Up Allied Health Staff**

The insights below can equip healthcare organizations with the tools and knowledge to effectively address their staffing needs and secure top talent.



### **Focus on Early Recruitment Initiatives**

Timely recruitment initiatives are essential to address the shortage in healthcare talent effectively. Begin recruitment efforts early to ensure a steady supply of qualified candidates. Use data to forecast your staffing needs, allowing for precise planning and action. Building partnerships with educational institutions can create direct pathways into healthcare careers with your organization, ensuring a future supply of skilled staff.



### **Use Technology and AI**

Using AI tools to screen candidates can significantly reduce the time spent reviewing applications, but there are many more uses for this technology in the allied healthcare field. With only about 7% of healthcare facilities using AI in hiring, this untapped technology holds immense potential for organizations that use it to streamline recruitment.<sup>1</sup>

Automated systems can manage everything from scheduling interviews to sending personalized communications to candidates, alleviating staff workload and allowing healthcare providers to spend more time with patients.



### **Partner with Staffing Professionals**

Collaborating with specialized staffing professionals, such as Medix, gives you access to top talent pools in the allied healthcare industry. Staffing solutions partners can also streamline the hiring process, ensuring your organization quickly finds the qualified talent it needs. Some of the key advantages include:

- Extensive quality assurance: Candidates typically undergo comprehensive background checks, drug testing, health assessments, professional reference checks, and license verification.
- Job market insights: Staffing solutions specialists like Medix stay informed about the latest trends in allied healthcare staffing, providing valuable insights that help you tailor your recruitment strategies effectively.
- Flexibility based on demand: Whether you need temporary staff for a seasonal surge or permanent hires, staffing solutions specialists can adapt to meet your requirements.

For over 20 years, Medix has assisted allied healthcare leaders fill challenging roles with highly specialized talent. Here's what some of our clients have to say about working with us:

***“I like partnering with Medix. They take the time to understand my staffing needs and how they fit within my team.”***

————— Sarah, UMass Memorial Medical Center

***“I appreciate how Medix understands our business, which helps ensure we get quality talent. I also appreciate their consistent communication. They are a very professional team and have great relationship-building styles.”***

————— Corey, Duke Health

## **Steps To Overcome Hiring Challenges**

Healthcare leaders can overcome common hiring challenges by implementing the strategic initiatives below to attract, retain, and develop top talent.

**1**

### **Enhancing Job Listings and Employer Branding**

Focus on crafting compelling job descriptions that clearly outline responsibilities, required skills, and unique benefits. Highlighting career development opportunities and positive work culture can also help you attract top talent. Emphasize work-life balance, professional resources, and employee well-being to attract candidates who are qualified and aligned with your organizational values and goals.

**2**

### **Expanding Recruitment Channels**

Expand your recruitment channels by using social media platforms, professional networks, and industry-specific forums to reach more qualified talent. You can also attend job fairs and host recruitment events to connect in person and highlight opportunities to grow with your organization. These efforts can help you increase visibility and interact directly with talented professionals who may not have otherwise considered your organization for employment. Partnering with healthcare staffing solutions providers like Medix can further enhance these efforts by giving you access to specialized talent pools.

**3**

### **Improving Retention Strategies**

Offering competitive salaries and benefits ensures that employees feel valued and motivated to continue working for your healthcare organization, but there are also several other perks you can offer. Providing continuous education and training opportunities can enhance your team's skills and demonstrate an investment in employee growth. Focus on creating a supportive environment with opportunities for career advancement and mentorship to encourage staff to remain with your organization for the long term.

## **Building Trust With Decision Makers**

At Medix, we offer valuable insights and resources to help you build trust with decision-makers, equipping you with the knowledge you need to navigate complex staffing challenges. Explore our [Staffing Insights](#) for guides on effective recruitment and the latest industry best practices. We also offer personalized support throughout the recruitment process, ongoing consultancy services, and [helpful tools that provide real-time updates](#) on job candidates and current employees.

## **How Medix Can Support Your Staffing Goals**

By implementing proactive measures and strategic recruitment initiatives, healthcare organizations can better navigate staffing challenges and ensure quality patient care. For comprehensive staffing solutions and expert support, consider partnering with Medix. [Connect with one of our hiring specialists today](#) to tell us about your hiring challenges and learn how we can help you secure top talent in the allied healthcare industry.

1. "Combat the 2024 CNA and Nursing Shortage." Hireology. Accessed May 30, 2024. <https://hireology.com/guides/future-of-healthcare-hiring-2024/>.
2. "Burned out by Covid, doctors are considering quitting medicine" - The Washington Post. Accessed May 30, 2024. <https://www.washingtonpost.com/health/2021/04/22/health-workers-covid-quit/>.
3. "Healthcare Worker Shortage in 2024." HR for Health. Accessed May 30, 2024. <https://www.hrforhealth.com/blog/healthcare-worker-shortage>.

