

2018

The Year of Applicant Tracking Systems in Long-Term Care Recruitment

With the current staffing shortage and increased competition for candidates in the long-term care industry, LTC facilities need to be one step ahead of the game. Use of an applicant tracking system (ATS) can give your organization a distinct advantage, by streamlining the recruitment process from job posting through onboarding.



Who's using an ATS? ¹

Large organizations
(1000+ employees)

Including almost all Fortune 500 companies

Mid-sized companies
(100+ employees)

95%

50%

75%



Fully 75% of recruiters and talent managers use some form of recruiting or applicant tracking software ²



94%

Of those, 94% say software has improved their hiring process ²



Why make 2018 the year of ATS?

Studies show standardization of recruitment processes results in 25% reduction in a time-to-fill and 30% reduction in cost-to-fill ³

25%

Reduction in time-to-fill

30%

Reduction in cost-to-fill

Nursing demand:

The demand for nursing staff has significantly increased.

Employment in nursing positions has increased by

83%

By the next decade, there will be a demand for **260,000** nurses to be hired ⁵

Nursing turnover:

The average healthcare organization loses \$300,000 per year for each percentage increase in annual nurse turnover ⁴

\$300K

1%



\$16,000

The cost of filling an experienced nurse vacancy (\$7,000 recruitment + \$9,000 coverage) ⁶



70%

Organizations that invest in a strong candidate experience improve their quality of hires by 70% ⁷



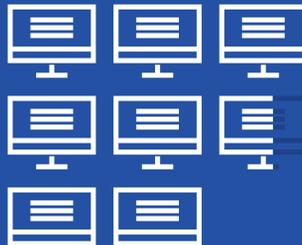
\$9,600

Income tax liability: Using an ATS can help identify candidates eligible for up to \$9,600 in Work Opportunity Tax Credits (WOTC)

An ATS can help broaden your reach of prospective employees, too:



Job seekers mostly look for jobs on company websites (77%), online job sites (like Monster.com) (58%), and social media like LinkedIn and Facebook (47%) ⁸



7.6

Job seekers say they use an average of 7.6 job search ⁷

company websites

77%

online job sites

58%

social media

47%

SmartLinx™

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SmartLinx makes work, work better. Used in over 4,300 long-term and senior care facilities nationwide, the SmartLinx solution suite helps manage people and processes by harnessing the power of real-time data. Our solutions includes talent acquisition and onboarding, human resources, benefits and payroll, time & attendance, scheduling, compliance, and business analytics.

¹ "Meet the Robots Reading Your Résumé" [Infographic], HireRight Blog.

² Medved, J.P. "Recruiting Software Impact Report," Capterra.

³ Muenstermann, Bjoern et al. "The performance impact of business process standardization: HR case study insights," Management Research Review 2010 33:9, 924-939.

⁴ Morgeson, Frederick. "Recruiting to reduce turnover in LTC," McKnight's.

⁵ Bryant, Olalya Ayanna. "Employee Turnover in the Long-Term Care Industry," 2017.

⁶ Jones, Cheryl Bland Ph.D., RN, FAAN. "Revisiting Nurse Turnover Costs," Journal of Nursing Administration: January 2008 38:1, 11-18.

⁷ "50 HR and Recruiting Statistics for 2017," Glassdoor.

⁸ "State of the American Workplace," Gallup, 2017.