

Recruiting and Hiring in Healthcare Sector: Challenges and How-to's

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Recruiting & HR-Marketing

www.kleinwachau.de/trafo4

Let's focus on the **SOLUTIONS!**

„Once upon a time...”

...candidates were queuing in front of
our offices, waiting well prepared for
their job interviews!

„Once upon a time...”

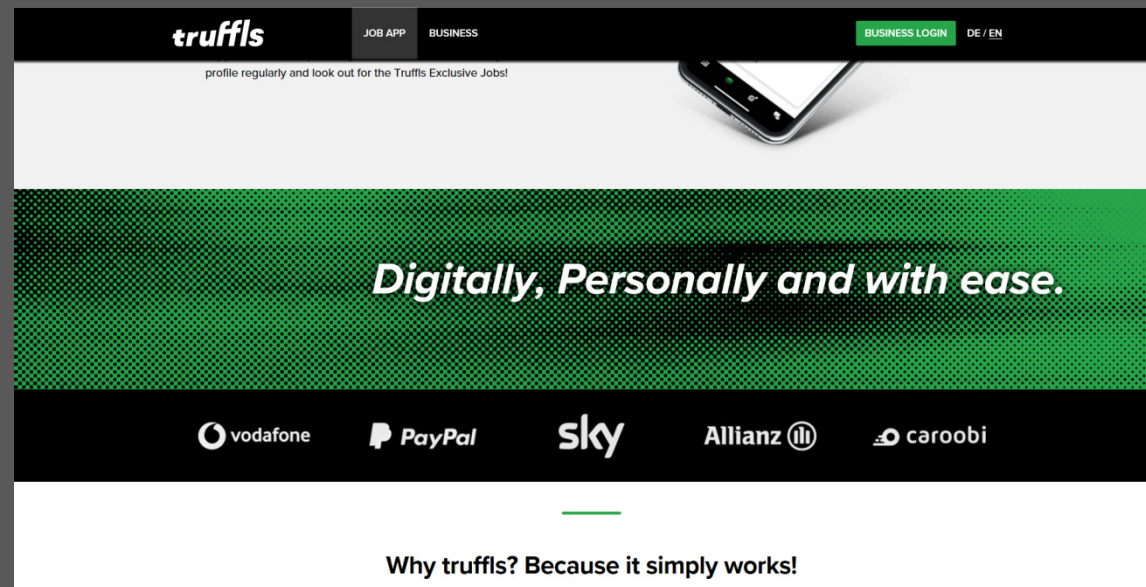
...the customer was king!

Today: THE CANDIDATE IS KING!

PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

We have to serve the Queen! But, how?

#1: We, the EMPLOYERS – have to apply!



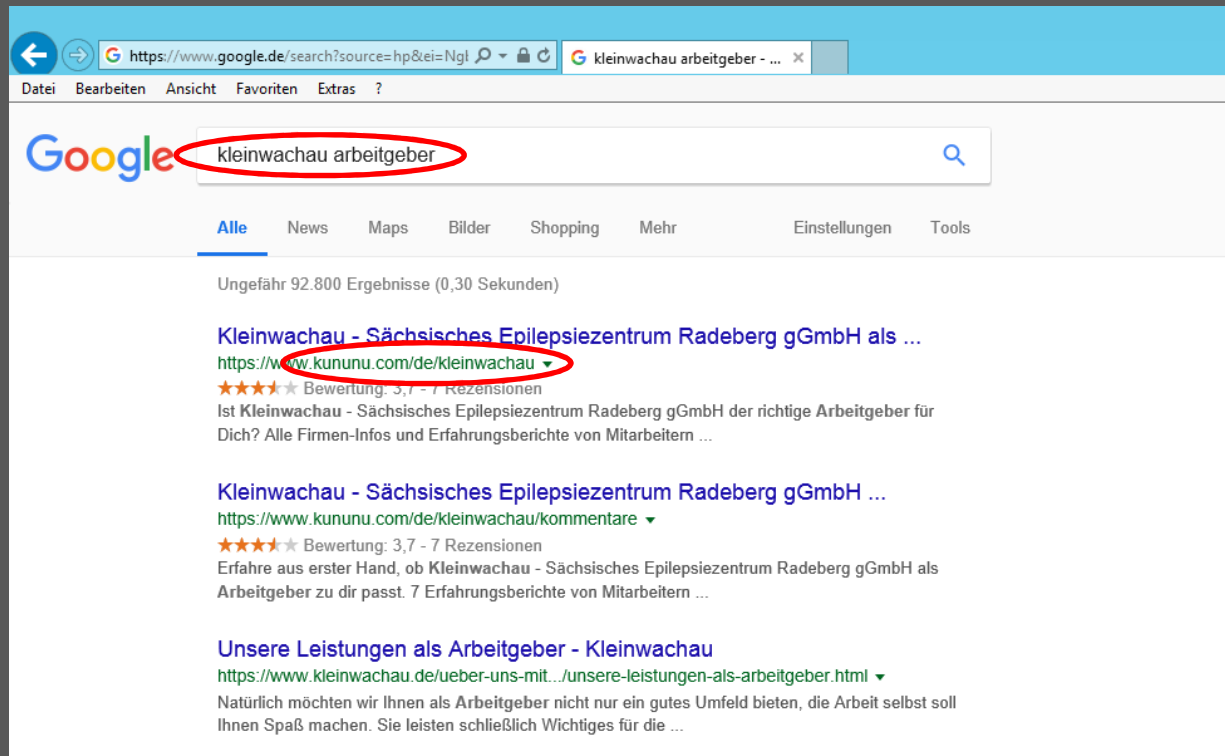
#2 Successful (social) Recruiting

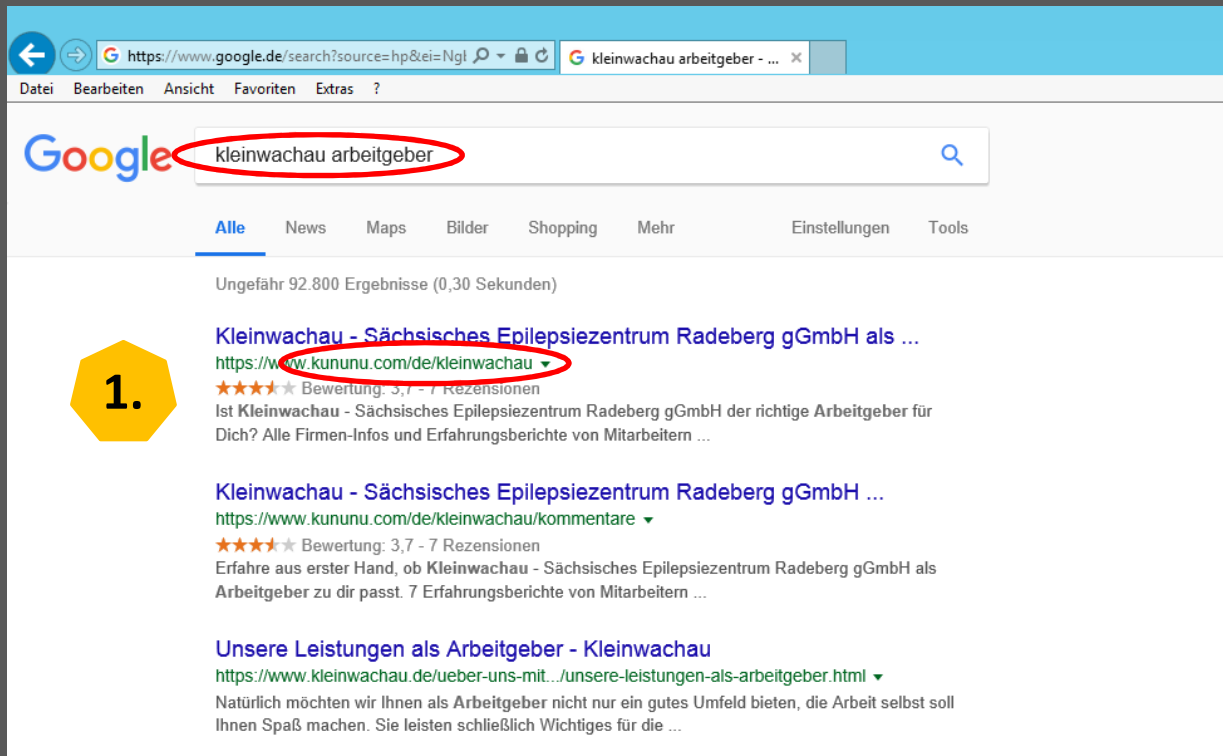


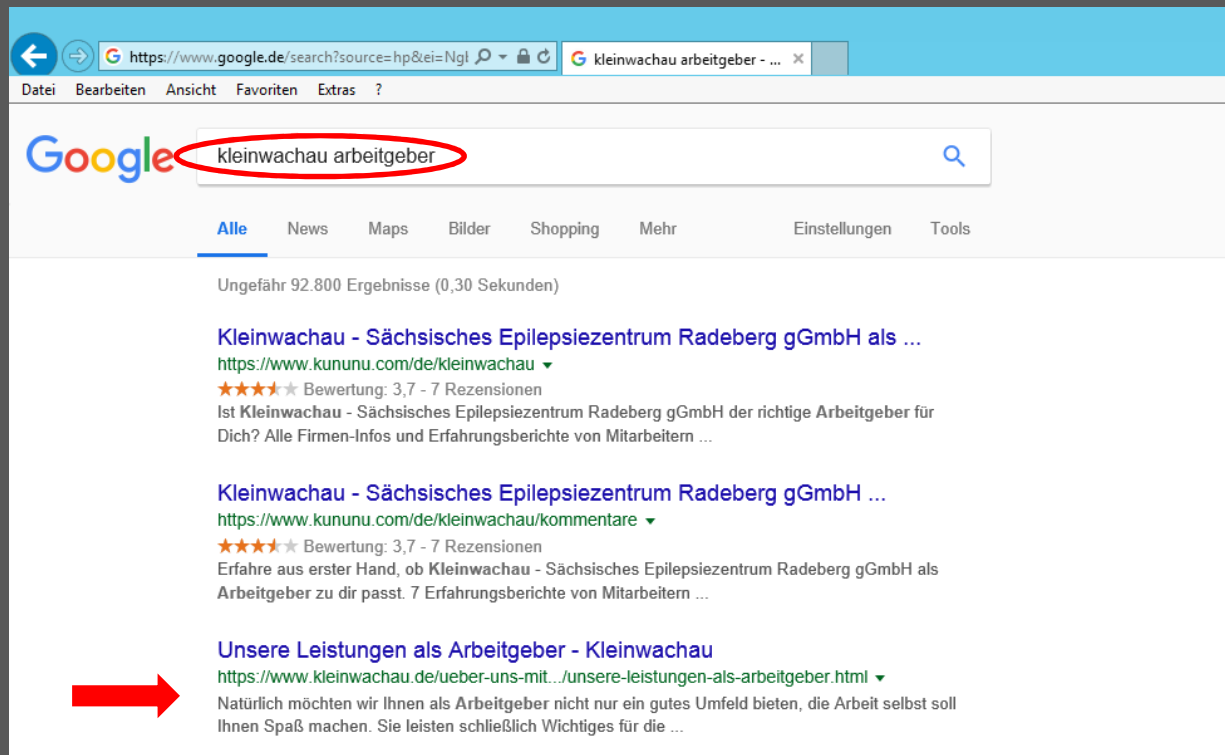
PR + Marketing!

Candidates are googling you!

And find...







#3 Show your strengths

#3 Show your strengths and weaknesses!

Browser: <https://www.kununu.com/de/kleinwachau> Kleinwachau - Sächsisches ...

Menu: Datei Bearbeiten Ansicht Favoriten Extras ?

kununu Workplace insights that matter

Arbeitgeber suchen

MEIN KUNUNU **ARBEITGEBER BEWERTEN**

Übersicht 7 Bewertungen Fragen

KUNUNU SCORE **3,68**

WEITEREMPFEHLUNG **83%**

ARBEITGEBER-KOMMENTARE **0**

PROFILAUFRUFE **1.036**

DIESEN ARBEITGEBER BEWERTEN





7 Mitarbeiter sagen

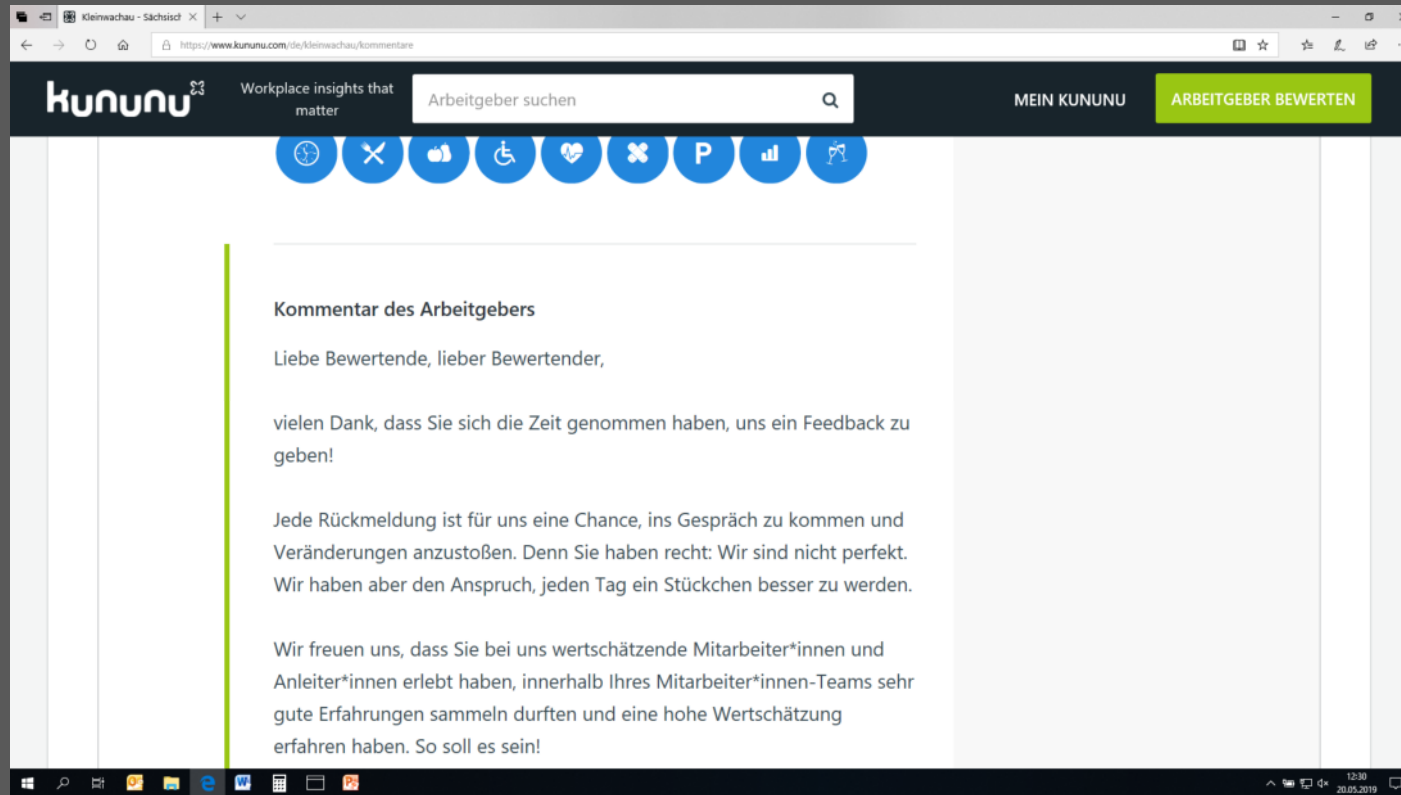
0 Bewerber sagen

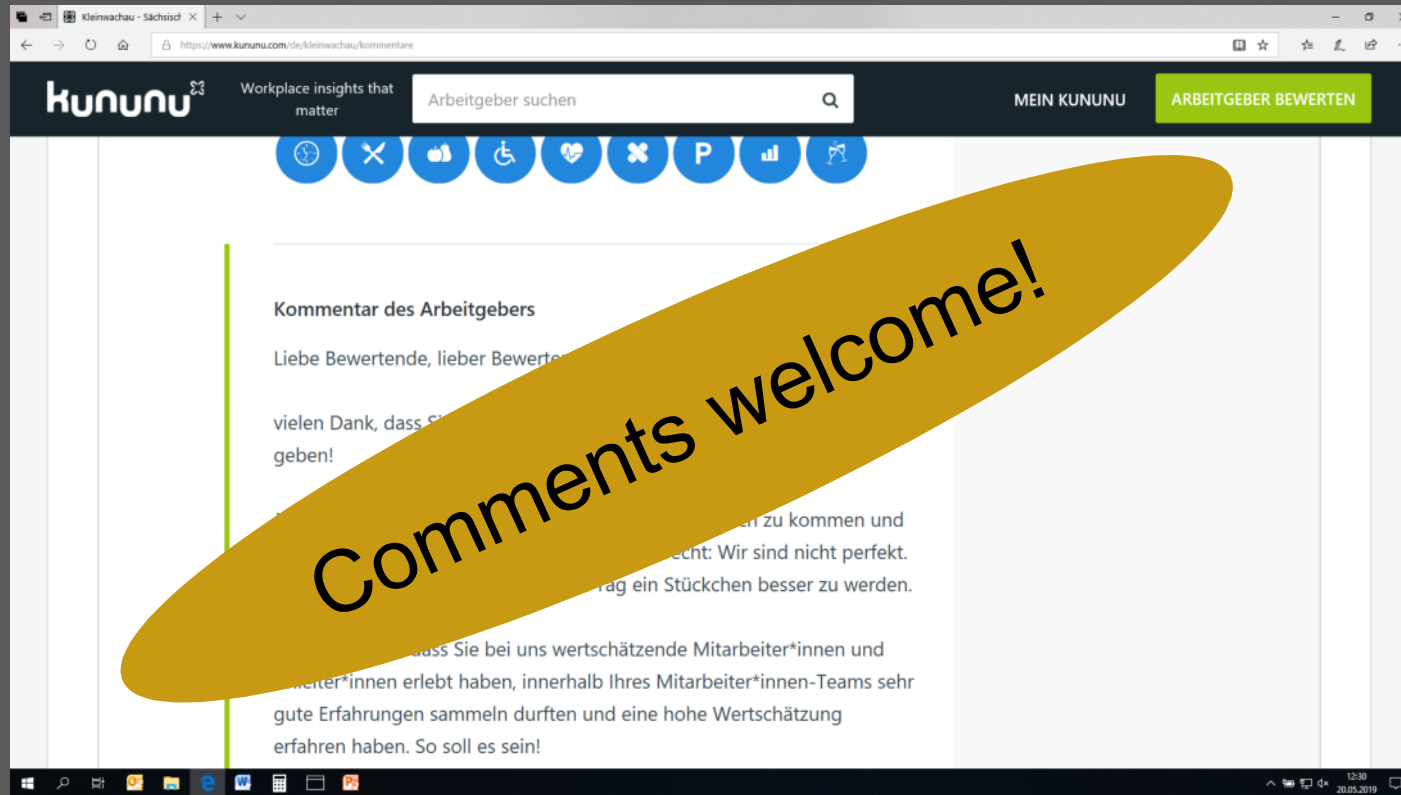
0 Azubis sagen

Windows Taskbar: File Explorer, Edge, Office, Photoshop, Internet Explorer

System Clock: 15:45 26.11.2018

The screenshot shows a web browser window displaying the kununu website. The address bar shows the URL <https://www.kununu.com/de/kleinwachau/kommentare>. The website header includes the kununu logo, a search bar with the text 'Arbeitgeber suchen', and navigation links for 'MEIN KUNUNU' and 'ARBEITGEBER BEWERTEN'. The main content area displays a job listing for 'Kleinwachau - Sächsisch' with a rating of 3,71 and five stars. Below the rating, a section titled 'Folgende Benefits werden geboten' lists various benefits represented by icons: clock, house, crossed tools, apple, family, piggy bank, wheelchair, heart, crossed tools, handshake, 'P' (parking), train, person with shopping bag, car, wallet, bar chart, wine glass, '@' symbol, and dog.





#4 Be visible and tell your stories

LinkedIn

The screenshot shows a web browser window displaying the LinkedIn profile of 'Kleinwachau - Sächsisches Epilepsiezentrum Radeberg gGmbH'. The browser's address bar shows the URL 'https://www.linkedin.com/company/kleinwachau/'. The LinkedIn interface includes a top navigation bar with icons for Home, Network, Jobs, Messages, Notifications, and Profile. The company profile features a header image of a building surrounded by trees, a company logo, and a description: 'Wir sind Spezialisten für Epilepsie!'. A button 'Webseite besuchen' is visible. Below the profile, there is a 'Startseite' sidebar with links to 'Über uns', 'Jobs', and 'Personen'. The main content area shows an 'Update' from the company, dated 1 week ago, mentioning a conference in Basel. On the right, there are sponsored posts from 'Studitemps' and a section for 'Nachrichten'.

LinkedIn

The screenshot shows a web browser window displaying the LinkedIn profile of 'Kleinwachau - Sächsisches Epilepsiezentrum Radeberg gGmbH'. The browser's address bar shows the URL 'https://www.linkedin.com/company/kleinwachau/'. The LinkedIn navigation bar at the top includes options like 'Suche', 'Start', 'Ihr Netzwerk', 'Jobs', 'Nachrichten', 'Mittelungen', 'Sie', 'Apps', 'Premium gratis testen', and 'Hinzufügen'. The company profile features a header image of a building, a profile picture, and the name 'Kleinwachau - Sächsisches Epilepsiezentrum R...'. Below the name, it says 'Soziale Einrichtungen · Radeberg, Sachsen · 11 Follower'. A blue button labeled 'Webseite besuchen' is visible. To the right, it mentions 'Anja Schenkel und 2 weitere Kontakte arbeiten hier' and a link to 'Alle 10 Mitarbeiter auf LinkedIn ansehen'. The main content area is titled 'Updates' and shows a post from the company dated '1 Woche' ago, mentioning a conference in Basel. A red arrow points to the 'Updates' section. The Windows taskbar at the bottom shows the date '19.05.2019' and time '10:56'.

LinkedIn

The screenshot displays the LinkedIn interface for the company 'Kleinwachau - Sächsisches Epilepsiezentrum Radeberg gGmbH'. The browser address bar shows the URL 'https://www.linkedin.com/company/kleinwachau/'. The navigation bar includes links for 'Ansicht', 'Favoriten', and 'Extras'. The main navigation icons are 'Start', 'Ihr Netzwerk', 'Jobs', 'Nachrichten', 'Mitteilungen', and 'Sie'. The left sidebar contains a menu with 'Startseite', 'Über uns', 'Jobs', and 'Personen'. The 'Updates' section features a post from the company, dated '11 Follower' and '1 Woche' ago. The post text reads: 'Gerade sind zehn Kollegen aus unserer Fachklinik zur Dreiländertagung in Basel. Mediziner und Pflegepersonal tauschen sich bei dieser Jahrestagung über neueste Entwicklungen in der Epilepsie-Therapie aus. 4Unsere Vertreter we ... mehr anzeigen'. Below the text is a photograph of a group of people, including a woman in a dark suit and a man in a dark suit, standing behind a table with a white tablecloth.

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LinkedIn

https://www.linkedin.com/company/kleinwachau/ Kleinwachau - Sächsisches ...

Ansicht Favoriten Extras ?

in Suche

Start Ihr Netzwerk Jobs Nachrichten Mitteilungen Sie

Startseite

- Über uns
- Jobs
- Personen

Updates

Kleinwachau - Sächsisches Epilepsiezentrum Radeberg gGmbH 11 Follower 1 Woche

Gerade sind zehn Kollegen aus unserer Fachklinik zur Dreiländertagung in Basel. Mediziner und Pflegepersonal tauschen sich bei dieser Jahrestagung über neueste Entwicklungen in der Epilepsie-Therapie aus. «Unsere Vertreter we ... mehr anzeigen

19th International Conference on Integrated Care
1-3 April 2019
San Sebastian, Basque Country

A shared culture for change:
Evaluating and implementing models of integrated people-centred services

40 Gefällt mir • 4 Kommentare

Gefällt mir Kommentar Teilen

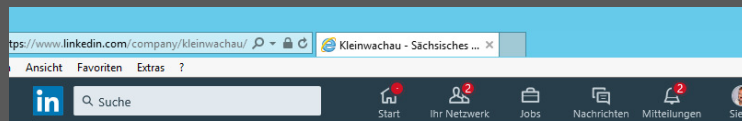
 **Marlène Chatrou** • 3.+
voorzitter raad van bestuur Kempenhaeghe

Ging het goed Laura? succes met de afronding cq promotie van je promotieonderzoek. moo ... mehr anzeigen

LinkedIn



LinkedIn



Startseite
Über uns
Jobs
Personen

Do it yourself!



Gefällt mir Kommentar Teilen

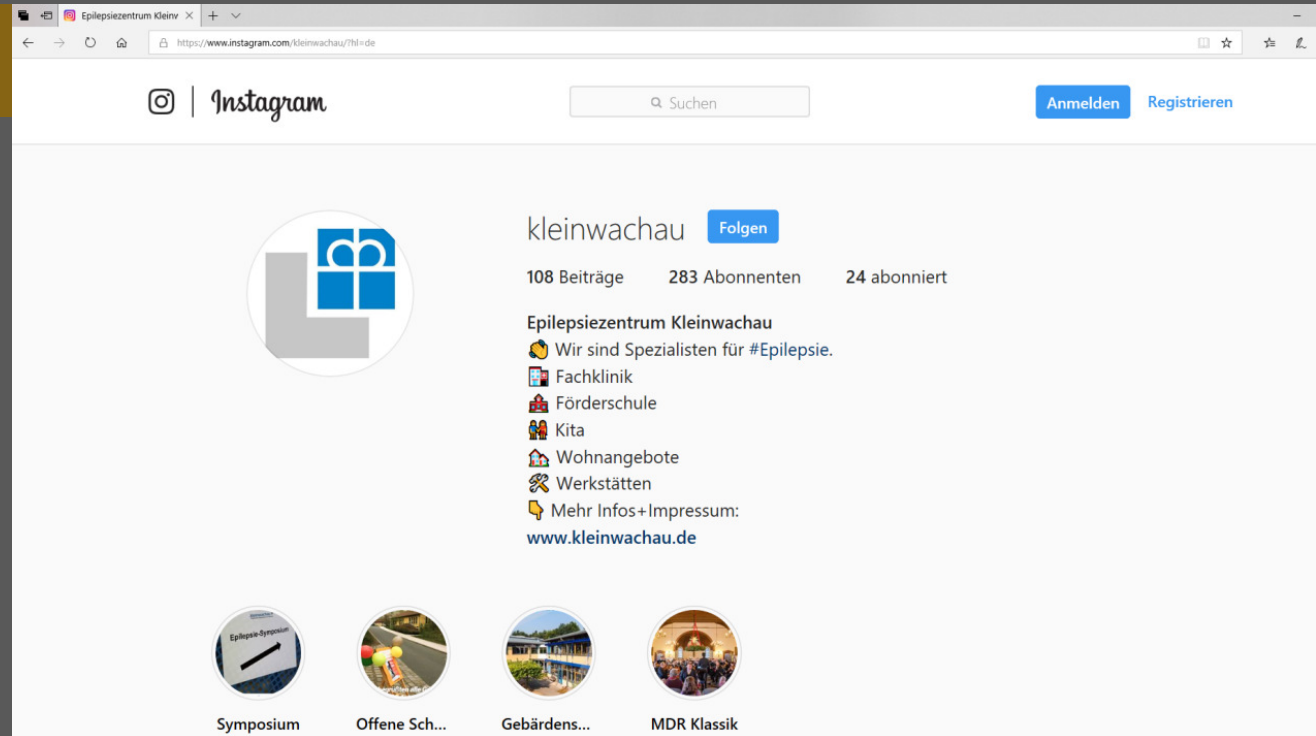


Marlène Chatrou • 3.+

voorzitter raad van bestuur Kempenhaeghe

Ging het goed Laura? succes met de afronding cq promotie van je promotieonderzoek. moo ... mehr anzeigen

Instagram



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facebook

The screenshot shows a web browser window displaying the Facebook profile of 'Kleinwachau - Sächsisches Epilepsiezentrum'. The browser's address bar shows the URL 'https://www.facebook.com/kleinwachau/'. The Facebook interface includes a top navigation bar with the user's name 'Anne' and options like 'Startseite', 'Freunde finden', and 'Erstellen'. The profile page features a circular profile picture with a blue and white logo, the page name 'Kleinwachau - Sächsisches Epilepsiezentrum', and the handle '@kleinwachau'. A large cover photo shows a building with a red roof and white walls, partially obscured by pink flowers in the foreground. Below the cover photo are interaction buttons: 'Gefällt dir', 'Abonniert', 'Teilen', and 'Nachricht'. A 'Beitrag erstellen' (Create Post) section is visible, along with a rating of '4,8 von 5' based on 41 reviews. The left sidebar contains navigation links: 'Startseite', 'Info', 'Beiträge', 'Fotos', 'Videos', 'Veranstaltungen', and 'Bewertungen'. The bottom right corner shows a 'Chat' button and a small thumbnail of the building.

PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

Facebook – spreading the newsPAPER! 😊



PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

XING

The screenshot displays the XING professional network interface. On the left, a navigation menu lists options like Startseite, Kontakte, Nachrichten, and Stellenmarkt. The main content area features the profile of Anne Kuhnert, a Premium member, and the company page for Kleinwachau - Sächsisches Epilepsiezentrum Radeberg gGmbH, which includes a 3.67 star rating and 7 employer reviews. The right sidebar shows 29 followers and 23 members on XING, along with a button to write a message. The browser's address bar and taskbar are also visible.

PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

AUTHENTIC is the new
COOL!

#5 Use these „red carpets“ for social recruiting

„Marketing is about values!“
(Steve Jobs)

#6 Discover and show *your* employer brand

11 values. 1 attitude. Kleinwachau.



PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

#7 Reach them in their pockets

Use in-app advertising!

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Native ads through content

Kanal	DD
Ad Impressions	1.272.942
Klickzahlen	13.217
Durchschnittliche Besucherzeit der Anzeige	02:00 Minuten
Absprungrate	0,04 %
Social Media Interaktionen	23.416

- 15 applications
- 7 job interviews
- 5 happy new employees

#7 Reach them in their pockets – or their hoods!

Use mega lights with your logo!

Put your brand on traffic boards!

#8 Mind the candidate journey

Candidate journey in KLEINWACHAU: Recruitment software d.vinci

#9 Built up a talent pool

#10 Stay in contact with your 2nd or 3rd best candidates

#11 Keep your employees happy

Referral management in KLEINWACHAU

80 % of our employees
are recommending KLEINWACHAU
as a great employer
and
forward our job ads
to their friends, family & business network

#11 Keep your employees
happy –
and set up an **employee
referral program**

#12 Have new ideas - every day!

#13 Music: Host a „Medical/Nursing festival“!



PERSONAL GEWINNEN | ARBEIT ERLEICHTERN | TEILHABE FÖRDERN | ZUKUNFT SICHERN.

#14 Go wild: Be a bounty hunter!



#15: Do collaborative hiring:

We all are recruiters!

...and always remember:

recruiting ≠ hiring

≠ onboarding

≠ keeping the best

Thanks for your attention!

Please follow us:



@kleinwachau

Thanks for your attention!

What answers do you need?



Follow us:



@kleinwachau

Das Projekt „trafo⁴ – Transformation hoch vier“ wird im Rahmen des „Programms rückenwind+“ durch das Bundesministerium für Arbeit und Soziales und den Europäischen Sozialfonds gefördert.



Zusammen. Zukunft. Gestalten.



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[xing.com/profile/Anne_Kuhnert/cv](https://www.xing.com/profile/Anne_Kuhnert/cv)

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Follow us:



@kleinwachau

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trafo4 #Recruiting until 2021

Talente

Führung

Botschafter

Marke /
Kampagne

Empfehlung

Recruiting