

## The 4 Tips You Need To Improve Your Hiring

Finding the right Nurse Practitioner or Physician Assistant who can match the job description, your company goals, and function amazingly in your team can be challenging if you don't practice a few simple techniques. A high employee turnover rate for your clinic or department can result in financial losses and a bad reputation with patients.

Clinics, hospitals, and private practices that experience the most successful hiring focus on three key areas: attracting qualified candidates, evaluating skill set as well as personality, and connecting with candidates.

### i. Master the Job Description

The foundation of your recruitment efforts, the job description is key in identifying the most qualified employees for your company.

A study tested the success of two types of job ads – the “Needs-Supplies” approach and the “Demands-Abilities” approach. The former focuses on what the company can do for a candidate, while the latter focuses on what the company expects from the candidate.

Researchers found that the more successful approach for identifying qualified candidates was the “Needs-Supplies” approach. This means candidates are seeking companies that emphasize the benefits

### II. Screen for Personality and Compatibility

A candidate's personality is an important factor that often goes overlooked. An individual's personality should be a good fit for the organization's culture and the position.

Emotional intelligence and communication skills are just as important as professional experience and should be evaluated during the hiring process.

Take advantage of social media when assessing personality traits in a potential employee, particularly if the candidate has a professional blog or online portfolio available. But tread lightly, it can also reveal more than you're looking for.

### III. Stay Ahead of Digital Trends

A Pew Research survey from 2015 revealed that nearly 30 percent of American adults used their smartphones in some way for their job hunt. At the very least, this means your website should be mobile-friendly.

You should also be aware that modern job seekers rely on online reviews for insider information, such as company reviews from current or former employees, salary ranges, and interview tips.

According to data from Glassdoor, job seekers look for companies that are active on review websites and companies that post accurate information. 94% of respondents to a Glassdoor survey stated they were likely to apply for a job in which the employer maintained the company profile. This means fre-

### IV. Perfect the Interview Process

The purpose of interviews is to gather pertinent data regarding a potential employee's qualifications and work experience. Unfortunately, the interview process is often flawed as interviewers feel pressed for time or are distracted by other work-related issues.

Make sure your hiring managers are focused and asking the right questions to get the most valuable information from a candidate. Finding out about the candidate's skill set, personality, drive, and intent are all important. Open-ended questions are great for delving deeper.

Allowing potential employees to ask questions regarding the job position and the company is another way to find out what is important to them. Transparency and honesty on behalf of your hiring managers are essen-

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