

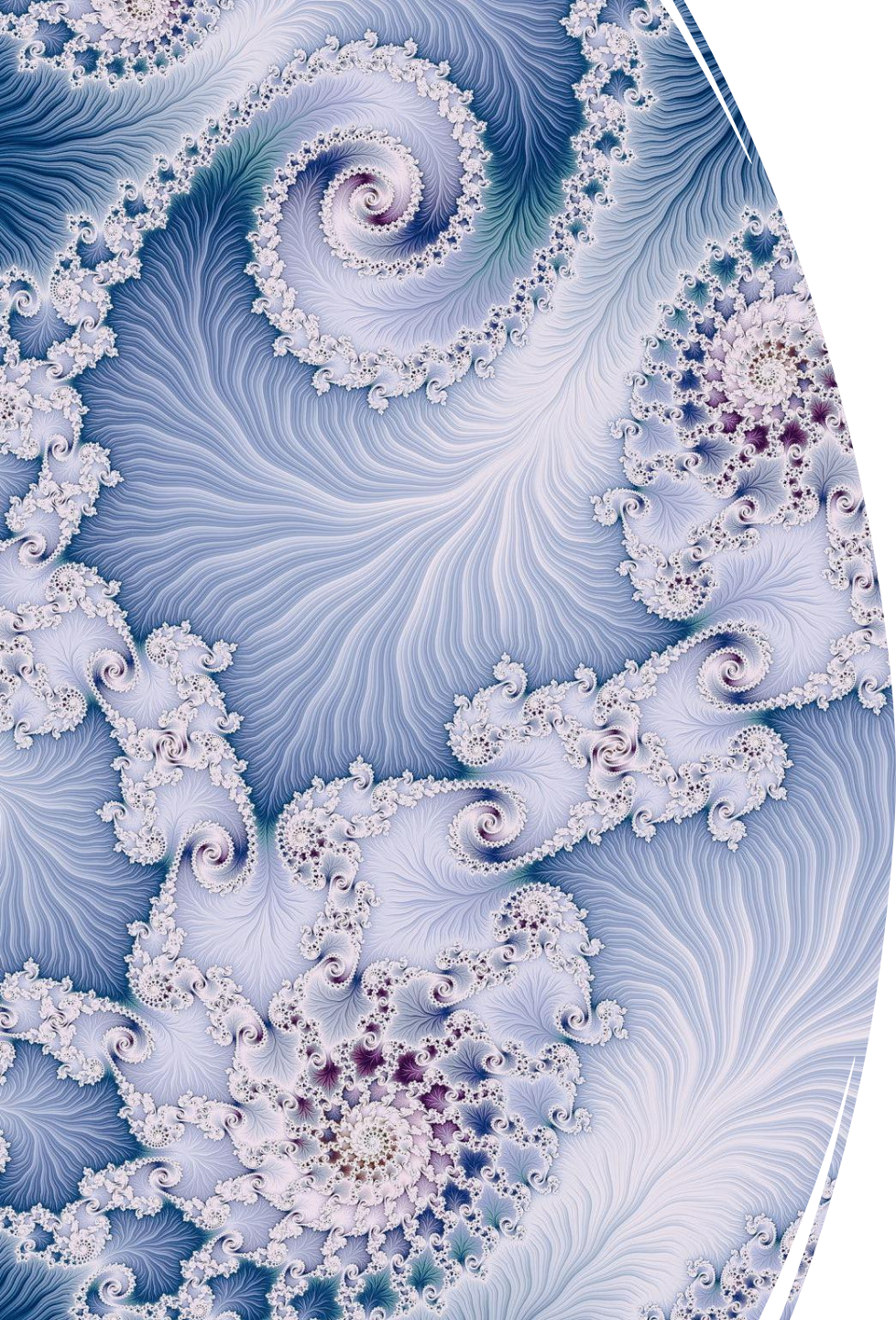
**INVESTIGATING NOVEL APPROACHES TO
HEALTHCARE WORKFORCE
RECRUITMENT: OVERCOMING
OBSTACLES AND SEIZING OPPORTUNITIES**

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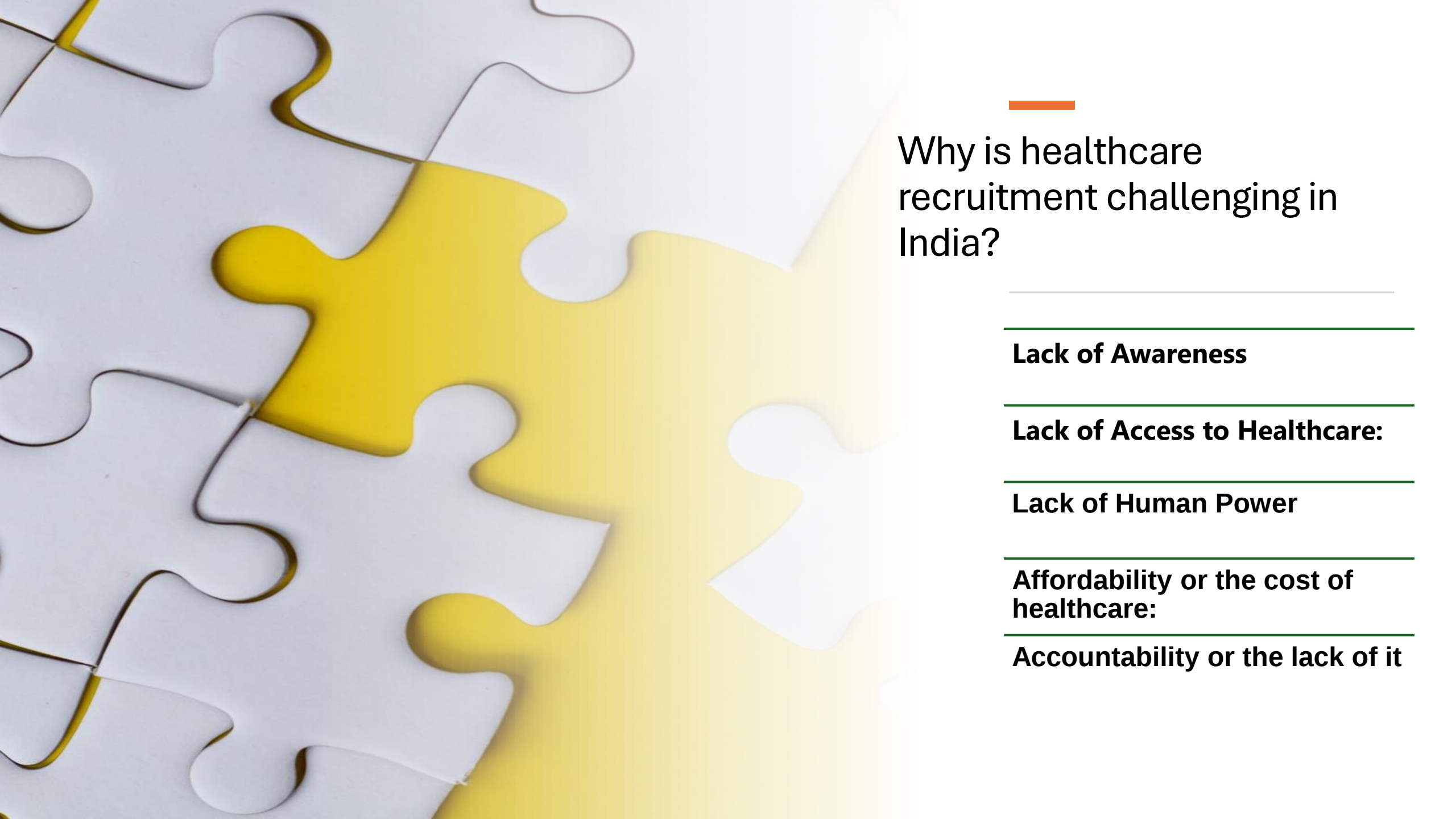


INTRODUCTION

In the rapidly changing healthcare industry, recruiting and retaining a skilled workforce is a major challenge. The demand for qualified professionals and the complexities of modern healthcare services require organizations to overcome numerous obstacles to attract and retain talent while addressing the diverse needs of patients and communities.

While the challenges in healthcare workforce recruitment are substantial, they are not insurmountable. Through strategic foresight, innovative thinking, and collaborative efforts, healthcare organizations can proactively address these challenges and capitalize on opportunities to build a resilient and sustainable workforce for the future.





Why is healthcare recruitment challenging in India?

Lack of Awareness

Lack of Access to Healthcare:

Lack of Human Power

Affordability or the cost of healthcare:

Accountability or the lack of it



Objectives

- To explore how organizational culture and work environment influence the recruitment and retention of healthcare professionals.
- To identify best practices and innovative strategies for recruiting qualified healthcare professionals.

Methodology

Research Question

What are the main challenges
healthcare organizations face in
recruiting qualified
professionals?



Study Design- The study adopts integrating quantitative approaches.

Study Setting-Healthcare Recruitment company.

Study Population-

(a)Healthcare organizations (hospitals, clinics, nursing homes) in a specific region.

(b)Recruitment managers, HR professionals, and healthcare workers in these organizations.

Study tool- Structured survey or questionnaire.

Duration of study- 2 months

Sample size-200

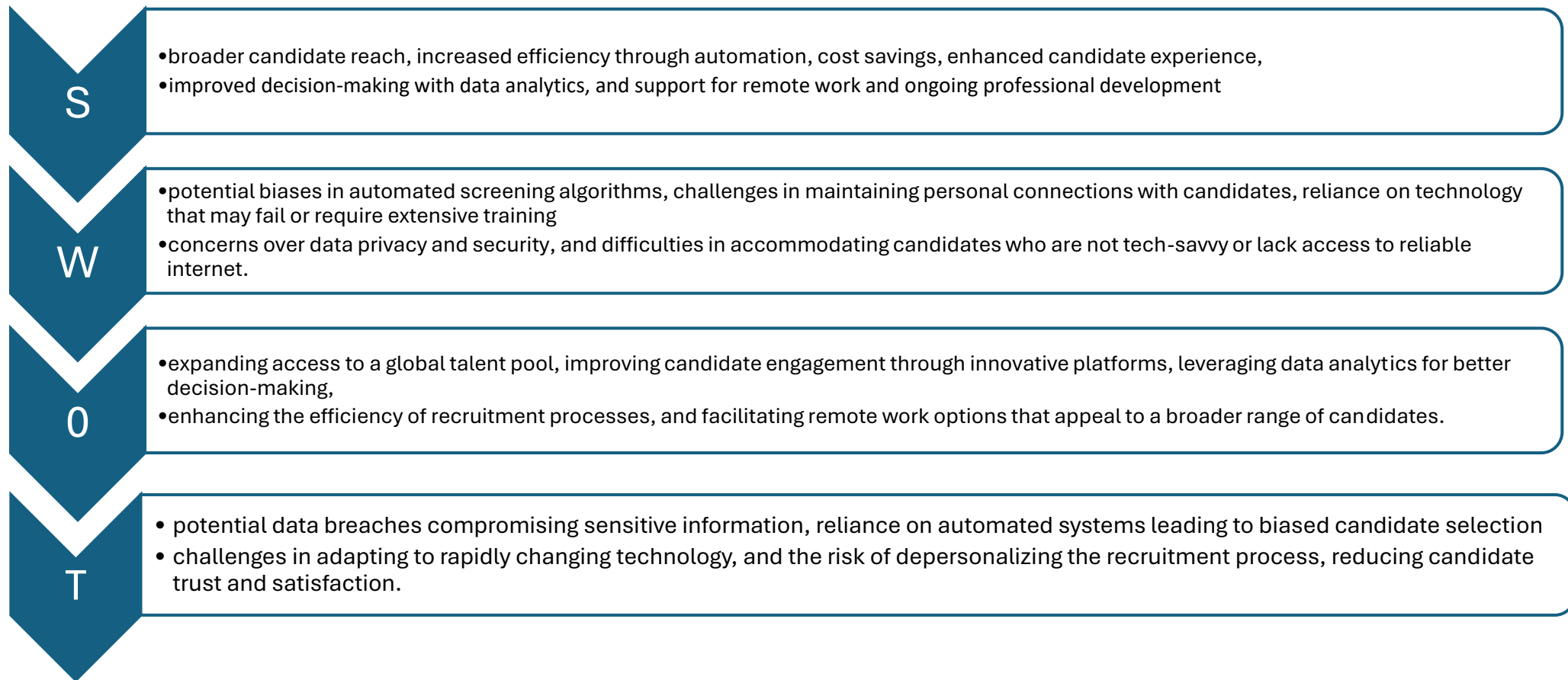
Sampling technique- Random Sampling.

Data collection procedure-Google form

Data Analysis plan-MS Excel, Power BI.

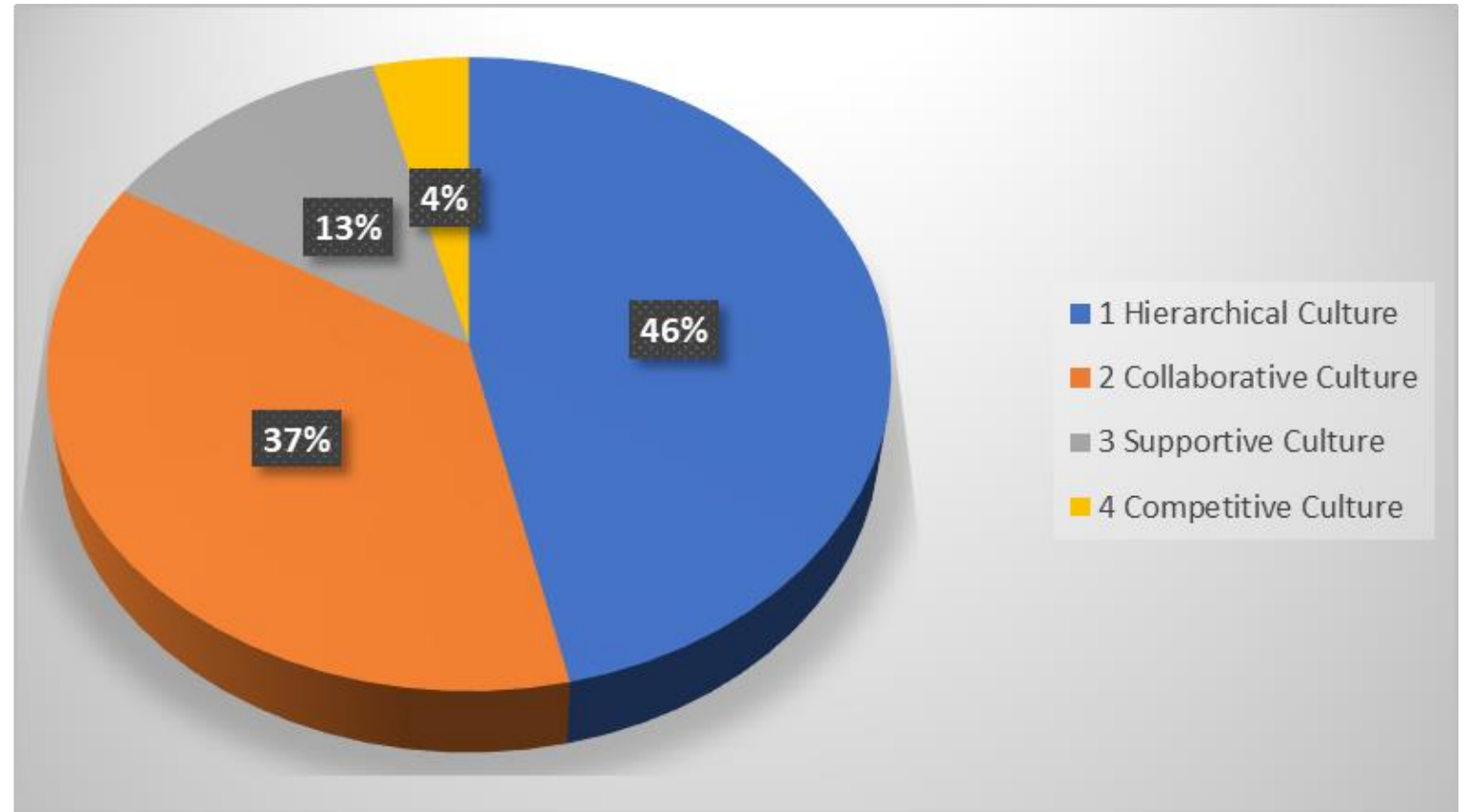


SWOT Analysis of using technology in healthcare recruitment

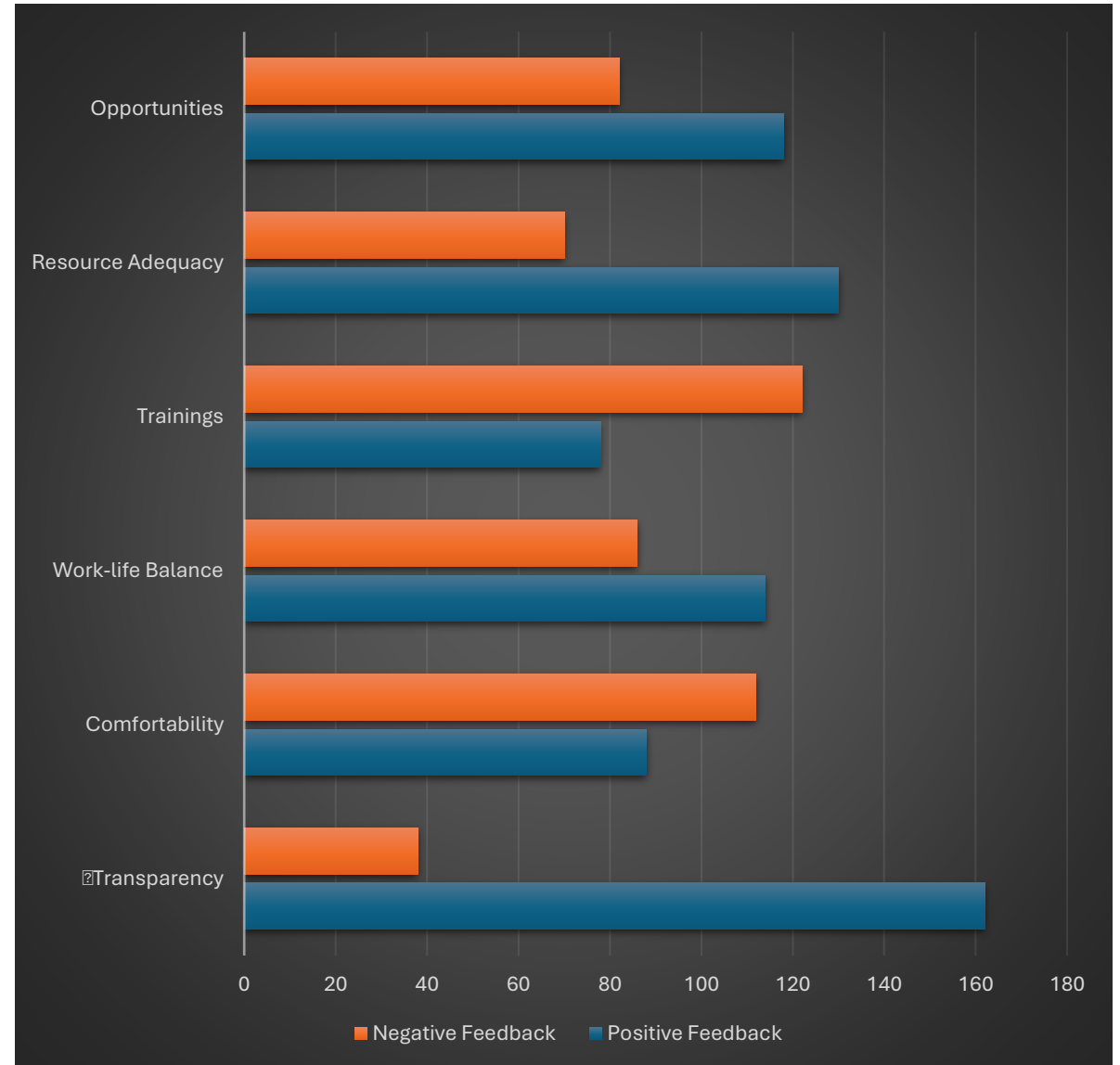




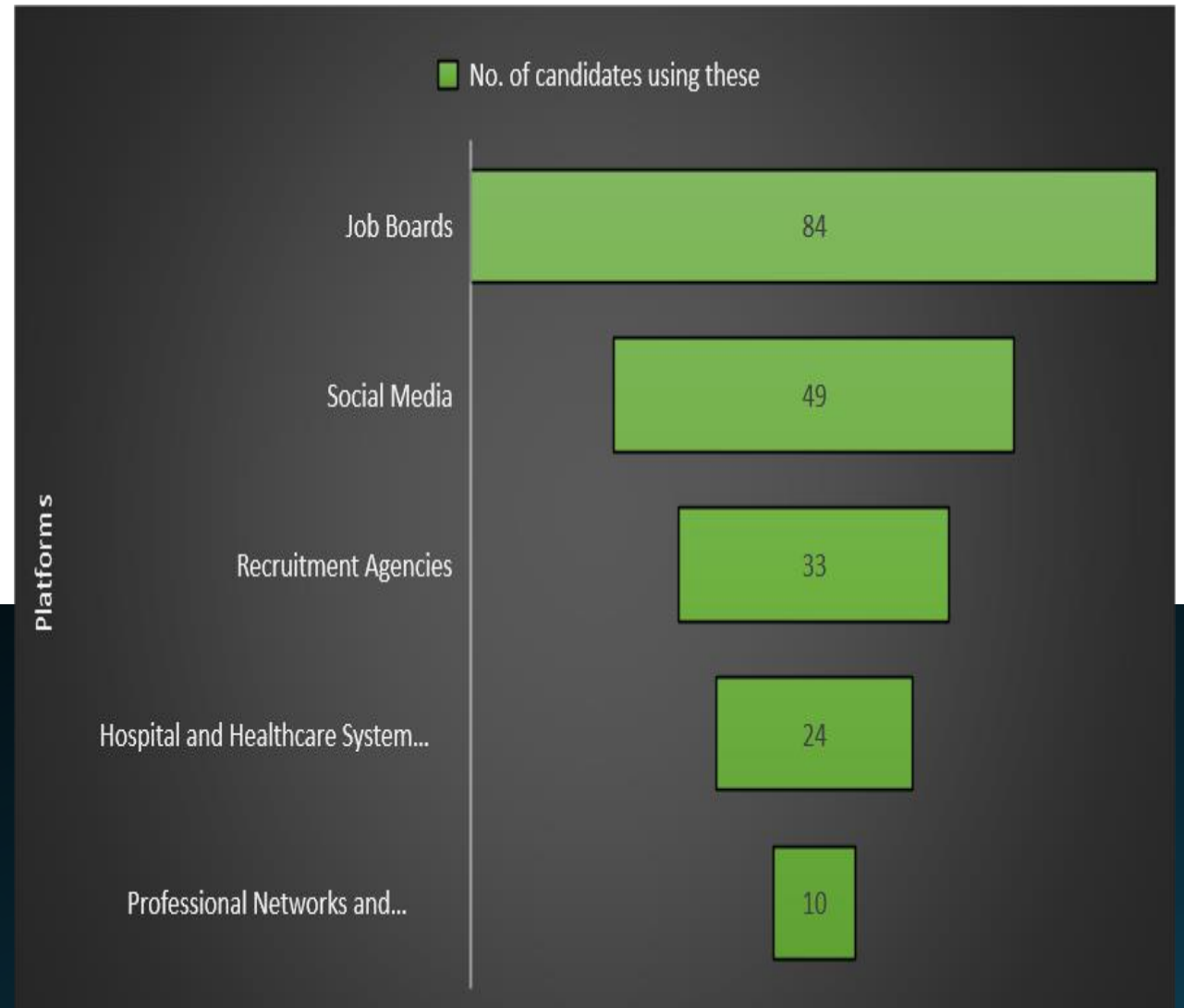
Cultural Landscape of Healthcare Organizations



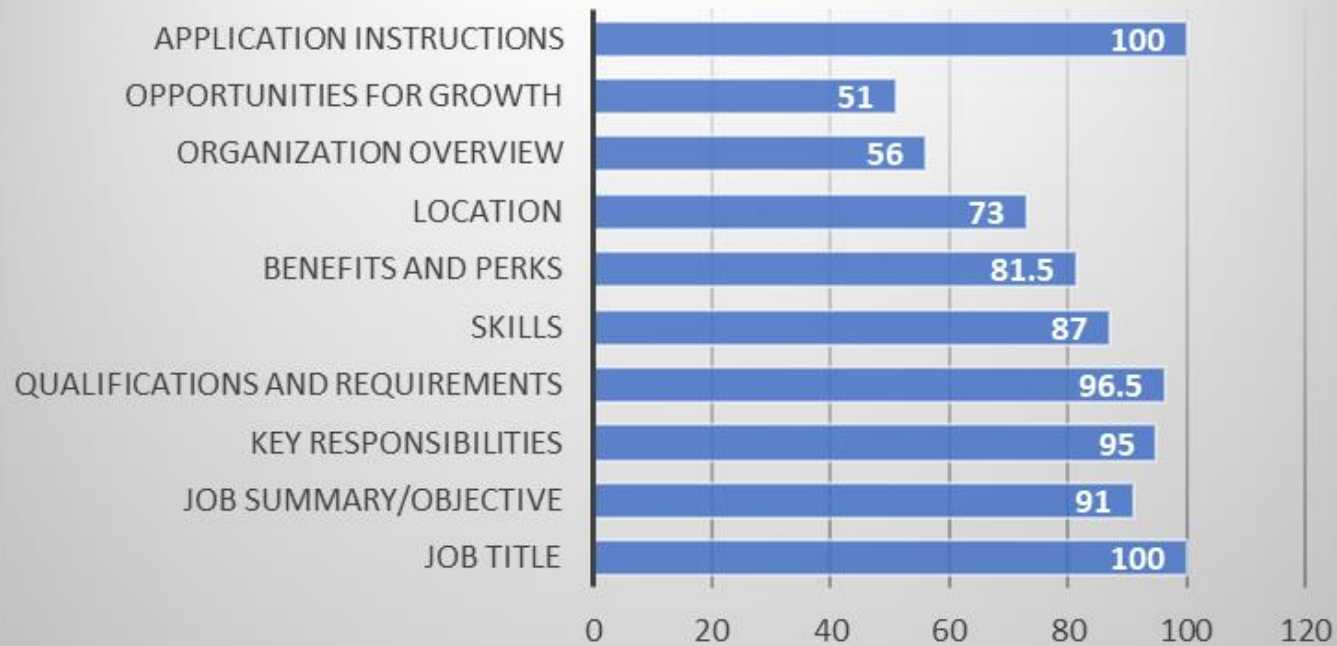
Critical Feedback on Work Environment Factors in Healthcare Professionals



Current Trends in Healthcare Recruitment Platforms

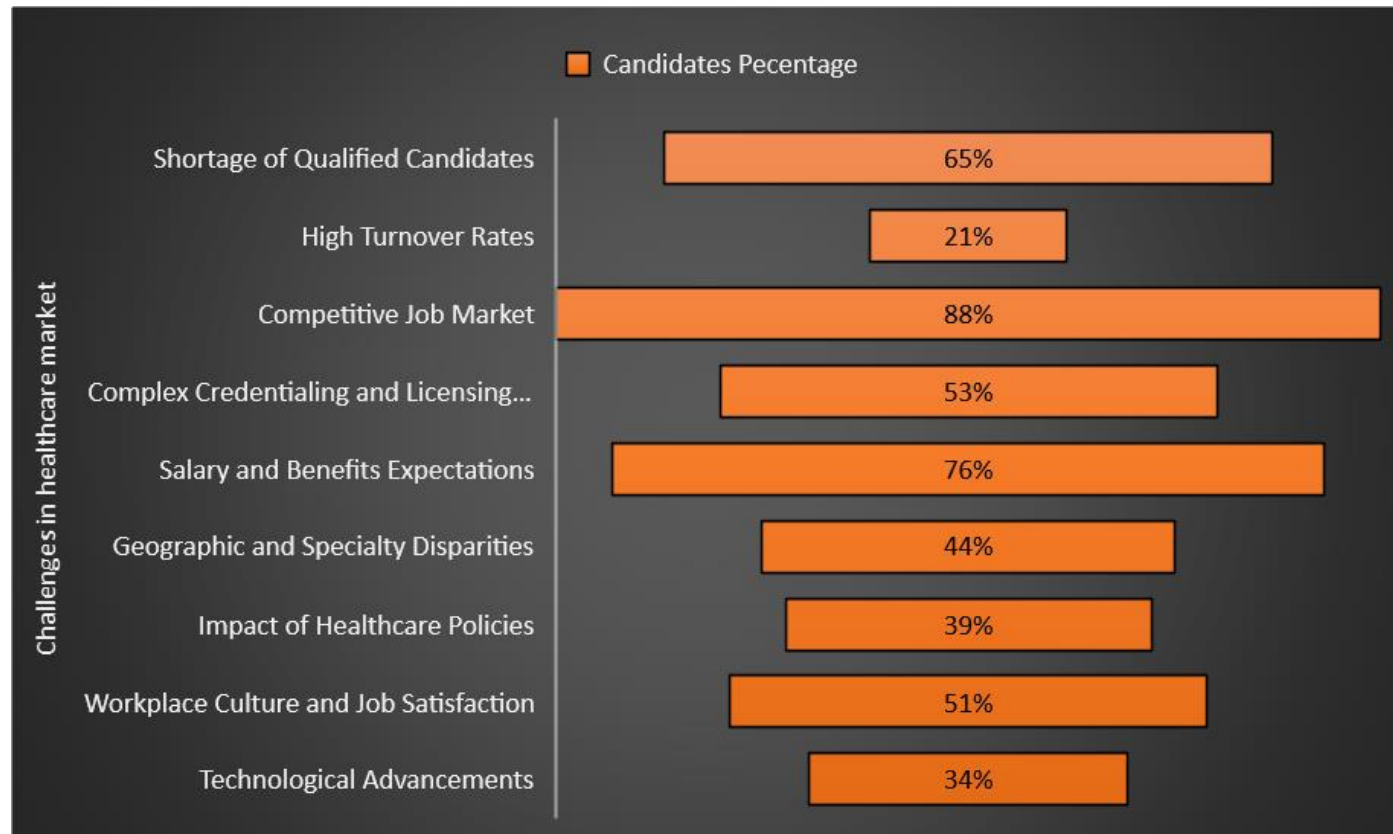


Percentage of professionals(%)

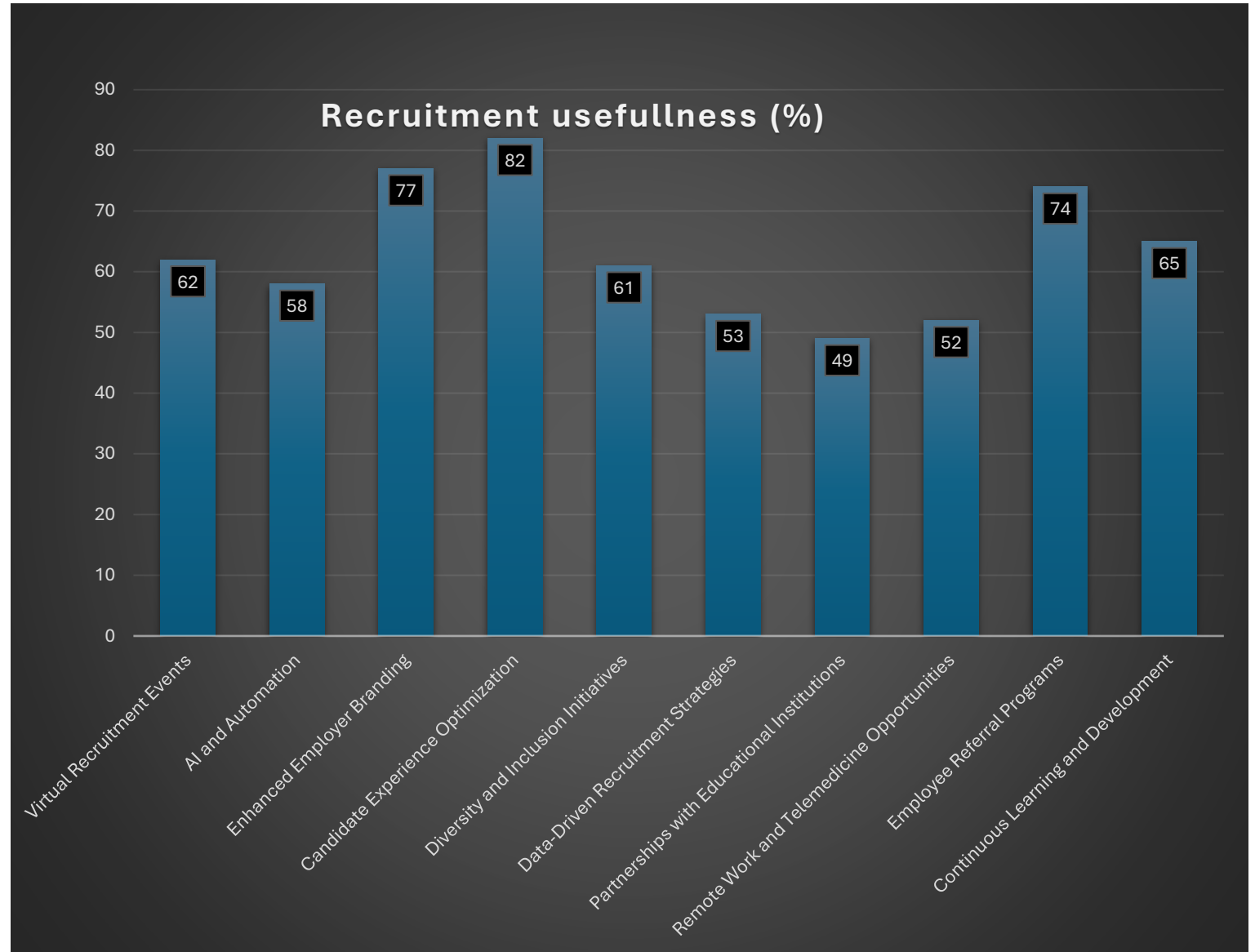


Prioritized
Elements in
Healthcare Job
Advertisements

Navigating the Complex Landscape of Talent Acquisition



Current Trends in Innovative Recruitment Practices



Conclusion





The healthcare sector exhibits a predominant hierarchical culture, yet there is a notable presence of collaborative environments.



Despite positive feedback on resource adequacy and growth opportunities, significant challenges persist in transparency, comfortability, and training.



Job boards and social media are primary recruitment channels, with a growing emphasis on employer branding and candidate experience.



To address recruitment challenges such as candidate shortages and competitive markets, adopting innovative practices like virtual events, AI, and diverse hiring initiatives is crucial.



Improving organizational culture and addressing work environment concerns will be pivotal in enhancing employee satisfaction and retention in the healthcare industry.



RECOMMENDATIONS



Enhance	Enhance Transparency: Improve decision-making transparency and communication channels.
Prioritize	Prioritize Comfort and Training: Implement comprehensive training programs tailored to healthcare professionals' needs.
Foster	Foster Collaboration: Promote teamwork and interdisciplinary cooperation.
Boost	Boost Employer Branding: Highlight growth opportunities and supportive culture in recruitment efforts.
Enhance	Enhance Candidate Experience: Streamline recruitment processes and provide positive interactions.
Innovate	Innovate Recruitment: Use virtual events, AI, and diverse hiring to attract a wider talent pool.
Improve	Improve Employee Satisfaction: Foster inclusivity, recognize achievements, and address workplace concerns promptly.
Optimize	Optimize Resource Use: Efficiently manage staffing, infrastructure, and technology for better service delivery.

An aerial photograph of a multi-lane highway bridge spanning a body of green water. The bridge has several lanes in each direction, with white lane markings. Several vehicles, including cars and trucks, are visible traveling across the bridge. The water is a deep green color with visible ripples. The text "THANK YOU!" is overlaid in the center of the image in a large, white, sans-serif font.

THANK YOU!