

**ENHANCING DIVERSITY RECRUITMENT IN
HEALTHCARE: STRATEGIES, CHALLENGES, BEST
PRACTICES, AND RECOMMENDATIONS FOR
MATERNITY HOSPITAL LIKE CLOUDNINE HOSPITAL**



Guided By- Dr. Swapnil Gadhave
Presented By- Shreya Dey
Roll No.- 1615
MBA HEM-27

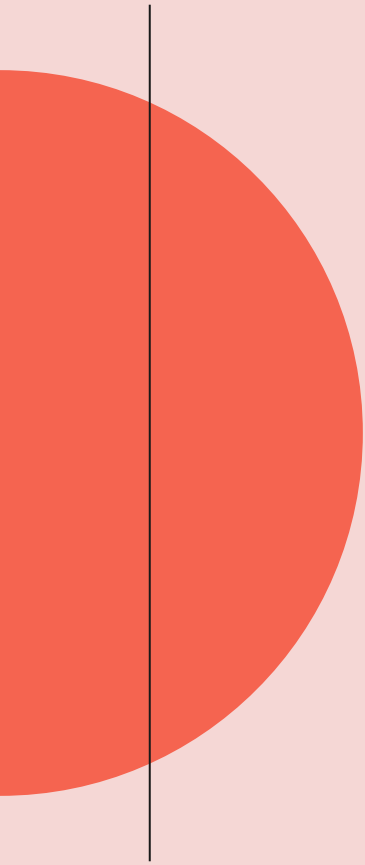


Table of contents

Introduction	01
Review of literature	02
Methodology	03
Analysis and results	04
Discussion	05
Conclusions and Recommendations	06

01

Introduction

INTRODUCTION

Introduction to Diversity Recruitment:

- Diversity recruitment refers to strategies and practices aimed at attracting workforce from a wide range of backgrounds, including different races, ethnicity genders, ages, and abilities.
- In healthcare, a diverse workforce can improve patient care by providing culturally competent services and enhancing the overall effectiveness of healthcare delivery.

Importance in Maternity Hospitals:

- Maternity hospitals, such as Cloudbine Hospital, benefit from diversity as it can improve patient-provider communication, increase patient satisfaction, and address the unique needs of a diverse patient population.
- A diverse team in maternity care can provide better support to expectant mothers from different cultural backgrounds, ensuring they receive respectful and personalized care.

Problem statement



Hospital faces challenges in attracting and retaining a diverse staff. To better support its varied patient base and promote an inclusive workplace, the hospital aims to address these issues to enhance employee satisfaction and retention.

Objectives

Objective 1

To Identify effective strategies for enhancing diversity recruitment in maternity hospitals.

1

2

Objective 2

To Analyze challenges faced by Cloudnine Hospital in implementing these strategies.

Objective 3

To Document best practices from successful diversity recruitment initiatives in similar healthcare settings.

3

4

Objective 4

To Provide tailored recommendations for Cloudnine Hospital to improve its diversity recruitment efforts



02

Review of literature

Literature review

Authors (Year)	Study Location	Sample Size	Sampling Techniques	Salient Features
Zou et al. (2023)	N/A	N/A	Sensitivity training and orientation	Promotes diversity in the healthcare workforce. Enhances awareness and skills for diverse patient populations.
Andrea Baumann et al. (2021)	Ontario, Canada	112 IENs	Mixed methods; interviews and analysis	Matched job-ready IENs with healthcare employers. Majority were female, under 45, from India and the Philippines.
Mallett P., Thompson A., Bourke T. (2022)	UK	16 articles	Scoping review	Issues in recruitment and retention of paediatricians. Strategies include professional advocacy and workforce diversity.

Literature review

Catherine L. Gilliss et al. (2010)	USA	N/A	Literature review	Reviews successful approaches for diversifying the nursing workforce. Recommends best practices for recruitment and retention.
Sara Neiman, Josephine Oamen, Rashida Sanni Abdus-Salaam (2022)	N/A	N/A	Quality improvement methods	Examined the use of quality improvement methods for anti-racism work. Raises questions about the effectiveness of the strategies.
Kumar & Patel (2022)	India	220	Snowball Sampling	draws attention to how important cultural competency is when hiring for healthcare positions. suggests particular tactics for maternity hospitals, such as community involvement, cultural sensitivity training, and making cultural competence a crucial hiring requirement.

03

Methodology

Methodology

The study utilizes a mixed-method approach, combining quantitative surveys and qualitative interviews to gather comprehensive data on diversity recruitment practices. Research was conducted across various Cloudnine Hospital locations in India, involving HR staff from multiple regions.



Mixed-Methods

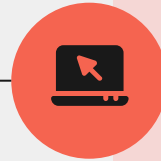
Approach

The integration of qualitative and quantitative data provides a comprehensive understanding of the research problem. This approach allows for the triangulation of data, enhancing the validity of the findings.



Survey Design

The survey included both Likert-scale and open-ended questions, allowing for the collection of both quantitative and qualitative data. This design facilitated a detailed analysis of HR staff perceptions and experiences.



Study Setting

The research was conducted at various Cloudnine Hospital locations across India, providing a broad view of practices and challenges in different regions.



Participants

The study involved HR staff from different regions, ensuring diverse insights and experiences.

Data Collection

Surveys

- **Structured surveys were used to gather quantitative data from 70 HR staff members. The surveys included questions on current practices, challenges, and perceived effectiveness of diversity initiatives.**

Interviews and Focus Groups

- **In-depth interviews and focus groups were conducted to gain qualitative insights. These methods helped to uncover deeper issues and personal experiences related to diversity recruitment.**

Locations



Figure 3. 1. Map of India

The north, west and south regions are pin pointed.

04

Analysis & Results

Analysis and Results

Quantitative Analysis: Statistical Evaluation of Survey Responses

1. Geographic Distribution of Respondents

- **Regions Covered:** North (30%), South (50%), and West (20%) of India.
- **Implications:** Ensures a broad representation of regional perspectives in the data, critical for understanding recruitment practices across diverse settings

2. Primary Sources of Job Candidates

- **Major Channels:** Online job portals (80%) like Naukri and LinkedIn.
- **Minor Channels:** Employee referrals (20%).
- **Opportunities for Diversification:** Minimal use of social media, recruitment agencies, and campus recruitment highlights potential areas for expanding candidate sources.

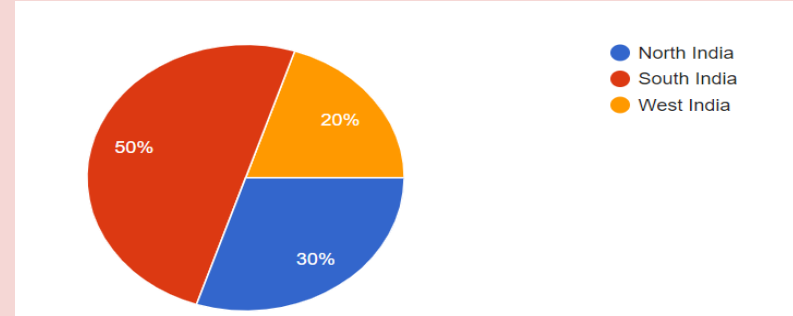


Figure 4. 1. Geographic Distribution of Respondents

Analysis

3. Frequency of Recruitment Policy Reviews

- Review Frequency:** As needed (50%), twice a year (10%), every two years (40%).
- Regular Evaluations:** Systematic and regular policy reviews can better align recruitment practices with organizational diversity goals.

4. Existence of Formal Diversity Recruitment Policies

- Policy Status:** Formal policy (66.7%), under development (22.2%), no policy (11.1%).
- Significance:** Written policies provide a framework for implementing and monitoring diversity initiatives.

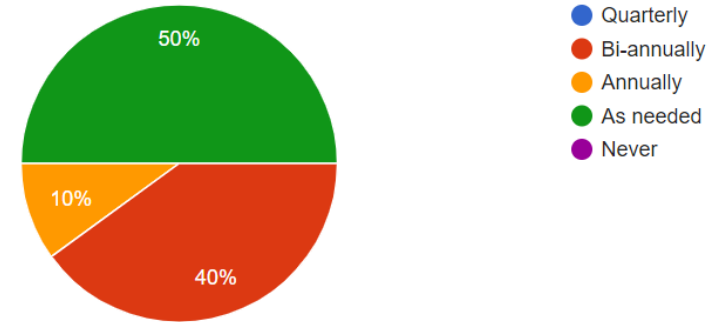


Figure 4. 2. Frequency of Recruitment Policy Reviews

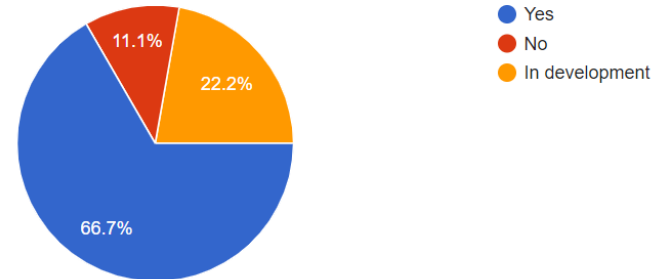


Figure 4. 3. Existence of Formal Diversity Recruitment Policies

Analysis

5.Strategies for Attracting Diverse Candidates

- Key Strategies:** Inclusive job descriptions (30%), outreach to diverse communities (30%), partnerships with diversity organizations (40%).
- Gap Identified:** Lack of bias training for recruiters, which is essential for recognizing and mitigating unconscious biases during the hiring process.

6.Measuring the Effectiveness of Diversity Recruitment Efforts

- Methods Used:** Retention rates of diverse hires (10%), employee feedback (50%), diversity metrics and analytics (30%), recruitment process audits (10%).
- Best Practice:** Combining qualitative and quantitative measures for a comprehensive evaluation.

7.Female Workforce Representation

- Reported Representation:** 61% to 80% of the workforce is female (70% of respondents).
- Relevance:** High female representation aligns with the hospital's focus on maternity care and empathetic patient care.

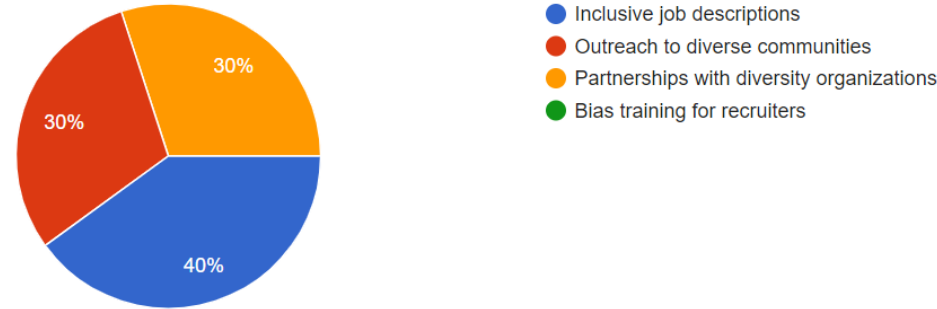


Figure 4. 4. Strategies for Attracting Diverse Candidates

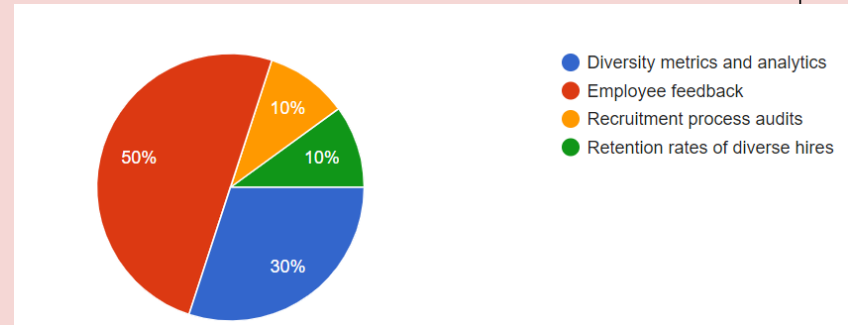


Figure 4. 5. Measuring the Effectiveness of Diversity Recruitment Efforts

Analysis

Qualitative Analysis: Thematic Analysis of Interview and Focus Group Transcripts

1. Current Practices at Cloudnine

Evaluation: Existing recruitment methods focus heavily on online portals and employee referrals.

Strengths: Established online presence, strong referral network.

Weaknesses: Limited engagement with diverse communities and educational institutions.

2. Challenges Faced

Identified Barriers and Obstacles:

Language Barriers: Difficulties in communicating with potential candidates who speak different languages.

Pay Limits: Competitive salaries offered by other organizations can attract diverse talent away from Cloudnine Hospital.

Gaps in Communication: Ineffective communication channels can hinder the recruitment process and deter diverse candidates.

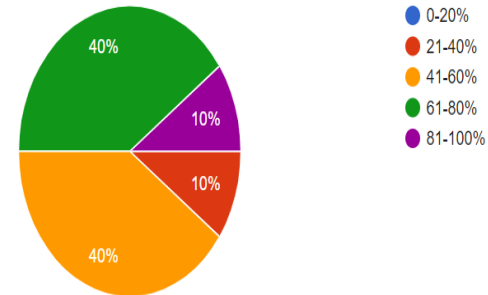


Figure 4. 6 Multilingual Workforce

FINDINGS

Identification of Gaps in Current Recruitment Practices and Successful Strategies from Other Institutions

1. Gaps in Current Practices

1. **Over-Reliance on Traditional Channels:** Heavy dependence on online job portals and employee referrals limits the diversity of the candidate pool.
2. **Infrequent Policy Reviews:** Irregular policy updates can lead to outdated practices that do not reflect current diversity goals.
3. **Lack of Bias Training:** Absence of bias training for recruiters can perpetuate unconscious biases, affecting the inclusivity of the hiring process.

2. Successful Strategies from Other Institutions

1. **Inclusive Job Descriptions:** Clearly articulated job descriptions that highlight the organization's commitment to diversity.
2. **Community Outreach:** Active engagement with diverse communities and minority-serving institutions to attract a wider range of candidates.
3. **Formal Mentorship Programs:** Structured mentorship programs to support the professional growth of underrepresented groups.
4. **Regular Assessments:** Continuous evaluation of diversity initiatives using a combination of quantitative metrics and qualitative feedback

05

Discussions

Discussion

The discussion section provides an in-depth analysis of the current diversity recruitment practices at Cloudnine Hospital, the challenges encountered, and best practices from other healthcare institutions that can be adopted to improve diversity recruitment efforts.

1

Current Practices at Cloudnine Hospital

- **Existing Methods-** Heavy reliance on online job portals (Naukri, LinkedIn) and employee referrals
- **Strengths:** Established online presence.
- Strong referral network.
- **Weaknesses:** Limited engagement with diverse communities.
- Minimal use of recruitment agencies and campus recruitment.

2

Challenges in Diversity Recruitment

Unconscious Biases: Definition: Implicit attitudes or stereotypes that affect understanding, actions, and decisions.

Impact: Can lead to unfair hiring practices and a lack of diversity.

Minimal Community Outreach: Missed opportunities to attract a broader range of candidates.

Lack of Bias Training for Recruiters:

BEST PRACTISE



Effective Strategies for Diversity Recruitment:

Inclusive Hiring Practices: Ensuring job postings are accessible and appealing to a diverse audience.

Mentorship and Support Programs: Providing support and career development opportunities for diverse employees.

Continuous Diversity Training: Offering ongoing education to staff on diversity and inclusion.

Examples from Successful Organizations:

Inclusive Policies: Organizations with strong inclusive policies and practices.

Diversity Training: Companies that have implemented comprehensive diversity training programs.

Mentorship Programs: Examples of successful mentorship programs that support diversity in the workplace. P&G has implemented a comprehensive diversity and inclusion strategy that includes diverse talent pipelines, mentorship programs.



06

Recommendations & Conclusion

Recommendations

1. Adopt Bias Training:

- Implement bias training programs to ensure fair and inclusive hiring processes.
- Educate staff on recognizing and mitigating unconscious biases that may affect recruitment decisions.

2. Conduct Regular Policy Assessments:

- Incorporate diversity metrics and gather feedback from employees and candidates for continuous improvement.
- Regularly assess and update recruitment policies to align with diversity goals and best practices.

3. Strengthen Multilingual Capabilities:

- Conduct language proficiency assessments for current staff and potential recruits.
- Offer language training programs to enhance communication skills and improve the recruitment process.

4. Handle Recruiting Challenges:

- Enhance communication channels and strategies to effectively reach diverse candidates.
- Allocate resources and support for diversity recruitment efforts, including competitive salaries and benefits.

5. Promote an Inclusive Environment:

- Invest in diversity training for all staff to foster an inclusive work culture.
- Implement inclusive policies and practices that support diversity and inclusion.
- Establish mentorship programs to support the professional development of diverse employees

Conclusions



Summary of Key Points:

- Diversity recruitment is essential for improving patient care and organizational performance in healthcare.
- Effective strategies, addressing challenges, and implementing best practices are crucial for successful diversity recruitment.



Significance of the Research:

- The research contributes to the field of healthcare management by providing insights into diversity recruitment practices and challenges.
- Practical implications for Cloudnine Hospital and similar organizations to improve their diversity recruitment efforts.



Future Research Directions:

- Further research on diversity recruitment in different healthcare settings and regions.
- Exploration of the long-term impact of diversity recruitment on organizational performance and patient outcomes.



**A picture is worth a
thousand words**

Thanks!

