

# Recruiting Trends in Small-and Medium-Sized Healthcare Organizations

**Exploring Priorities, Challenges,  
and Investments**



## Complexity within the Healthcare Sector

The U.S. healthcare industry is diverse and made up of a complex network of health systems and hospitals that vary by size, services, location, ownership, and specialization. While large health systems have dominated the healthcare landscape in recent years, small and medium-sized healthcare organizations are an essential resource for local communities and the broader healthcare sector.

Health systems of this size typically are comprised of a minimum of one hospital and one or more groups of physicians. They support anywhere from 0 to 25 patient beds in smaller, rural clinics to upwards of 499 patient beds at medium-sized hospitals. However, these small and medium-sized health systems face significant pressure to compete financially with larger health systems, but earn less net patient revenue on average.

**Definitive Healthcare** indicates “the average net patient revenue for hospitals with 25 beds or fewer was \$32.8 million compared to \$817.1 million for hospitals with more than 250 beds.” Similarly, average increase in net patient revenue for large hospitals was 7.1% versus the 3.8% for smaller hospitals.

This financial pressure threatens the ability to not only provide high-quality patient care, but to attract, hire, and retain top healthcare professionals. Labor shortages, demands for higher salaries, high levels of turnover, and manual processes that slow down the recruitment process directly impact hiring and retention effectiveness.

It is critical for small- and medium-sized health systems to understand and address the unique issues they face in talent acquisition from both a clinical and non-clinical perspective. Employ proprietary data provides insight into these specific challenges.

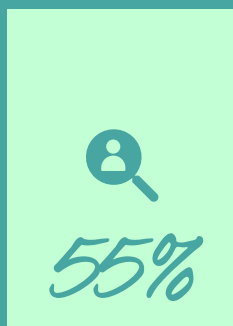


## Recruiting Stressors

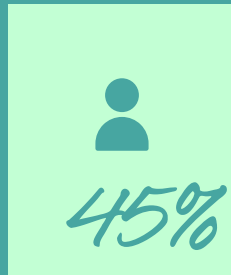
Clinical healthcare workers in small-and medium-sized health systems directly contribute to patient care and outcomes. Acquiring this type of talent requires investment and engagement from recruiters who are pressed for time to source, engage, and nurture skilled healthcare workers.

Recent Employ research reveals that 54% of clinical healthcare recruiters are experiencing increased levels of job-related stress. This rise in stress can be attributed to the dual challenges of grappling with employee retention issues and contending with a scarcity of qualified candidates.

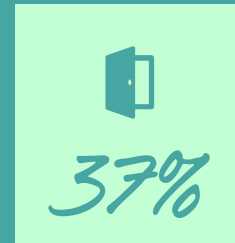
### Top Reasons Recruiters in Clinical Healthcare Believe Their Job Is Stressful



More Open Roles to Fill



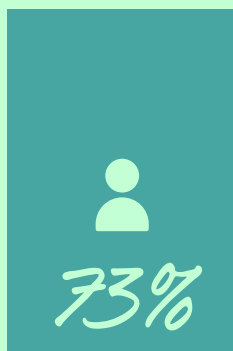
Not Enough Qualified Candidates



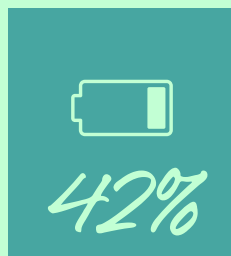
More Employees Leaving the Organization

Administrative and support personnel are equally important in ensuring the smooth functioning of daily operations. Accordingly, non-clinical healthcare talent acquisition professionals face their own challenges, with 73% of recruiters feeling increased levels of job-related stress.

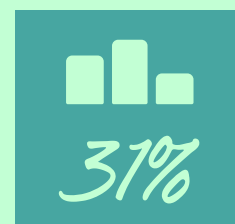
### Top Reasons Recruiters in Non-Clinical Healthcare Believe Their Job Is Stressful



Not Enough Qualified Candidates



Burnout and Concerns Over Mental Health



Competition from Other Employers



# 80% | 77%

A remarkable 80% of clinical healthcare recruiters and 77% of non-clinical healthcare recruiters feel optimistic about the future.

According to the **Bureau of Labor Statistics**, the healthcare and social assistance sector is anticipated to generate 2.1 million new jobs, or around 45% of all new projected job gains from 2022 and 2032. This growth represents an incredible opportunity, but it must be met with strategic investment and prioritization for those healthcare organizations who are competing with larger health systems for talent.



## Recruiting Priorities

Within SMB healthcare organizations, improving the quality of workers hired remains an essential priority for clinical (45%) and non-clinical (56%) healthcare recruiters. The second highest priority right now for these hiring teams is attracting more qualified candidates for clinical (35%) and non-clinical (43%) roles, according to **Employ data**.



## Hiring Objectives

When it comes to current hiring volume in these healthcare organizations, clinical healthcare (43%) recruiters and non-clinical (50%) recruiters are encountering an increase in their hiring volume when compared to the previous year. This boost in healthcare hiring is not going anywhere.

Within the next year, 40% of clinical healthcare recruiting teams expect to see more in their hiring volume, and 42% of non-clinical healthcare hiring teams expect to see the same if not more as their current hiring volume.

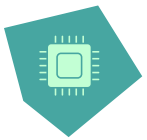
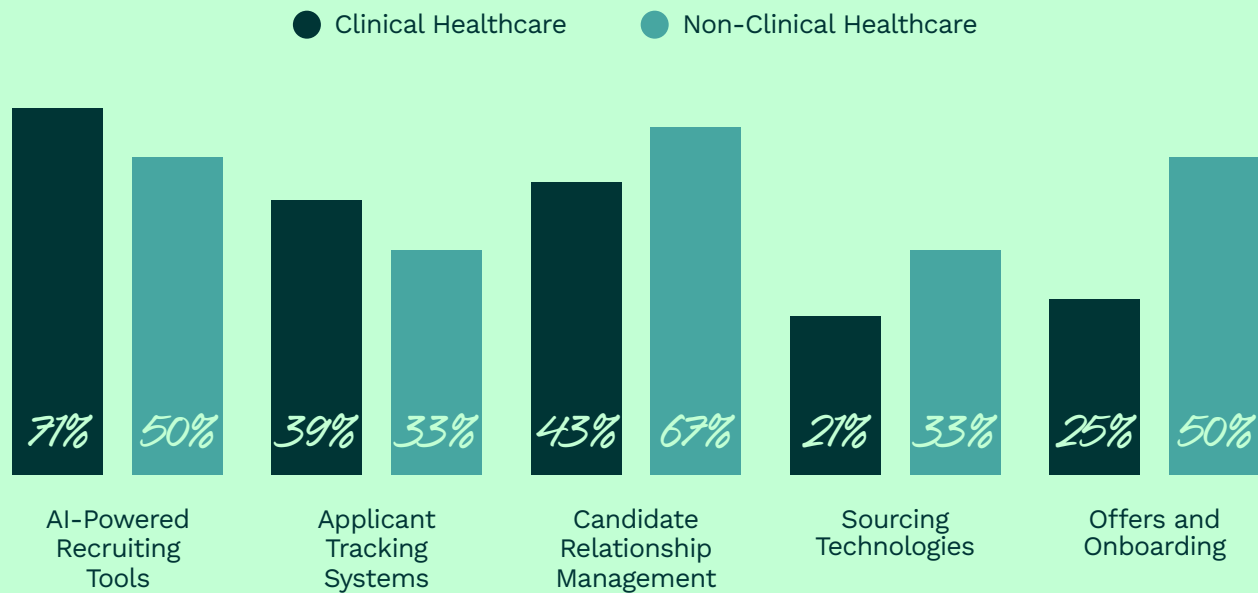


## Technology Outlook

It is important for recruiting professionals in small- and medium-sized health systems to consider their technology investments over the coming years, especially as the industry is projected to grow faster than other sectors at 1% annually over the next 10 years, **according to the BLS**.

The good news is that 53% of clinical healthcare and 50% of non-clinical healthcare talent acquisition teams are planning to increase their budgets in the future.

## Where Health Systems Will Increase Technology Budgets



### Optimize Recruiting with Scalable Hiring Software

To tackle recruiting challenges and compete for talent with larger organizations, smaller healthcare systems require powerful recruiting solutions. This means scalable applicant tracking and candidate relationship management capabilities combined.

As talent demands within SMB healthcare continue to increase, competition for top skilled candidates will only grow. There's never been a better time for healthcare recruiting professionals to optimize their recruitment strategies.



### Find, Nurture, and Hire the Best Talent Easily and Efficiently

Lever by Employ enables healthcare recruiting teams to invest in a lasting talent strategy and grow the organization at scale. By unlocking an authentic, people-first hiring experience — designed to nurture the relationship between top hires and the health system quickly — Lever makes hiring scalable for healthcare organizations.

With Lever, you can build your employer brand, nurture candidates over time, and make diverse, strategic hires with Lever's powerful combination of ATS + CRM technology and automation.



### See Lever in Action

**Request your demo** to learn how your health system can find, nurture, and hire the best healthcare workers fast.