



Minnesota
Hospital
Association

MNHospitaljobs.com

TEAMWORK

Minnesota Hospital Association





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Staffing and Quality of Care

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Healthcare facilities no longer consider employee issues a “Human Resource” problem. The workforce shortage is one of the most important issues facing all healthcare executives today. The risks associated with this problem can have a profound impact on the quality of healthcare services.

With healthcare professionals being in such high demand, hospitals throughout Minnesota feel the pain of not having enough staff to provide the best quality of care for their patients.



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A New Approach

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The Minnesota Hospital Association has been working with an outside Marketing Firm to develop a new method to help our member hospitals reach more high quality healthcare professionals and physicians. We call this new web based strategy **MNHospitalJobs.com**.

MNHospitalJobs.com is designed to directly target ALL healthcare professionals including current graduates and residency physicians from the top universities, colleges, and residency programs throughout Minnesota. The way we are doing this is through the development of an interactive career center website with a profile section and statewide job bank designed specifically for our hospital members. We are then marketing the website directly to career centers, healthcare departments, and residency programs throughout the entire state. This directly promotes our online job bank and each participating hospital to available healthcare graduates and physician residents that are actively seeking employment.

The main goal is to provide each healthcare professional and physician with the ability to research the hospital that best fits their experience, specialty, and interest.



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Traditional Methods

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With advertising and recruiting fees costing tens of thousands of dollars each year, hospitals are looking for other types of marketing outlets to help minimize costs. These days, recruitment firms charge anywhere from 20%-25% of a candidate's first year salary for placement. For physician recruitment, the standard industry fee is around \$18,000 for one physician to be placed at a facility.

For a hospital to advertise in local newspapers or publications, costs can reach over \$1,000 for a single weekend advertisement! By utilizing **MNHospitalJobs.com**, annual costs are drastically reduced and hospitals are guaranteed a much greater return on investment by directly marketing to quality and qualified individuals rather than a general market.



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Program Overview

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- Allows hospital members to market themselves to top universities and residency programs
- Frees up hospital time and money from less effective forms of recruitment
- Provides a direct link to qualified healthcare graduates and physicians seeking employment
- Website is interactive and web based which allows the graduates/physicians to apply for open positions directly into a hospital's application process
- Promotes healthcare employment throughout the state of Minnesota
- Provides a helping hand to hospitals that are impacted by the healthcare shortage



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Program Advantages

The Key Advantages:

- Marketed directly to the target market
- Marketed to Minnesota's premier universities, colleges, and residency programs
- Targets thousands of graduating healthcare professionals and physician residents
- Compared to a recruiting agency, local advertising, meet and greets, or career fairs, **MNHospitalJobs.com** is a more cost effective and less time consuming method to capture your target market
- Tracks the number of applications as an ROI tool for each hospital

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Profile Overview

Each Hospital Profile Includes:

- Overview and demographics of the facility
- Picture or logo of hospital facility
- Awards and recognitions
- Qualifications required for applicants
- HR contact information
- Future Goals
- Links to application process and hospital website
- City and area attractions

A sample hospital profile can be found below:

<http://www.mnhospitaljobs.com/hospitalprofile.php>

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Goal for MNHospitalJobs.com

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Our goal for MNHospitalJobs.com is to make it Minnesota's primary career website and job search engine for ALL healthcare related jobs at Minnesota hospitals. This tool will be available to hospitals for posting open positions and to healthcare professionals for researching various facilities that fit their geographical and professional interests.

Through our marketing efforts, the website will attract applicants on a statewide and national level.

Dates Around Implementation:

- ***Participation begins December 2007***
- ***Launch date scheduled for February 2008***



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Targeted Programs

Below is a list of the colleges, universities, and residency programs we will be targeting. Please click on the links provided to view which programs are located in your area.

Minnesota Colleges & Universities

- (Public) <http://www.mnscu.edu/campuses/alpha.html>
 - University of Minnesota will also be targeted
- (Private) <http://www.mnprivatecolleges.org/>

Minnesota Physician Residency Programs

- (Programs) <http://www.acgme.org/adspublic/>
 - **On left side – click on Accredited Programs**
 - **Chose “Show All Specialties” within Minnesota**

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Marketing Efforts

By marketing this Program successfully, healthcare graduates throughout the state of Minnesota will utilize the website to research hospitals and find employment. This Program will be marketed in a variety of different ways. Some of these include:

Direct Marketing Campaigns

- Postings on university and college career websites
- Email announcements directly to healthcare students
- Handouts at Career Fairs
- Advertisement on Association's Homepage
- Key Word Submissions to Search Engines
- Presentations to university department heads/residency program directors
- Online Video Interviewing Product
- Mailers, Fliers, & Newsletters

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Program Details

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Participation Details

Each facility that participates will be given a user name and password that allows them access to update their profile information and input job openings on a daily, weekly, or monthly basis. You may register at:

<http://www.mnhospitaljobs.com/hospital-emp.php>

Hospital Member Cost

- Display your Individual Hospital Profile and utilize unlimited Job Posting Board - \$1,675 (Annual fee)
- Healthcare/Hospital Systems discount - \$1,507 per facility



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