



**NOW
HIRING**

Leverage Your Marketing to Attract More Talent

Objective Measures

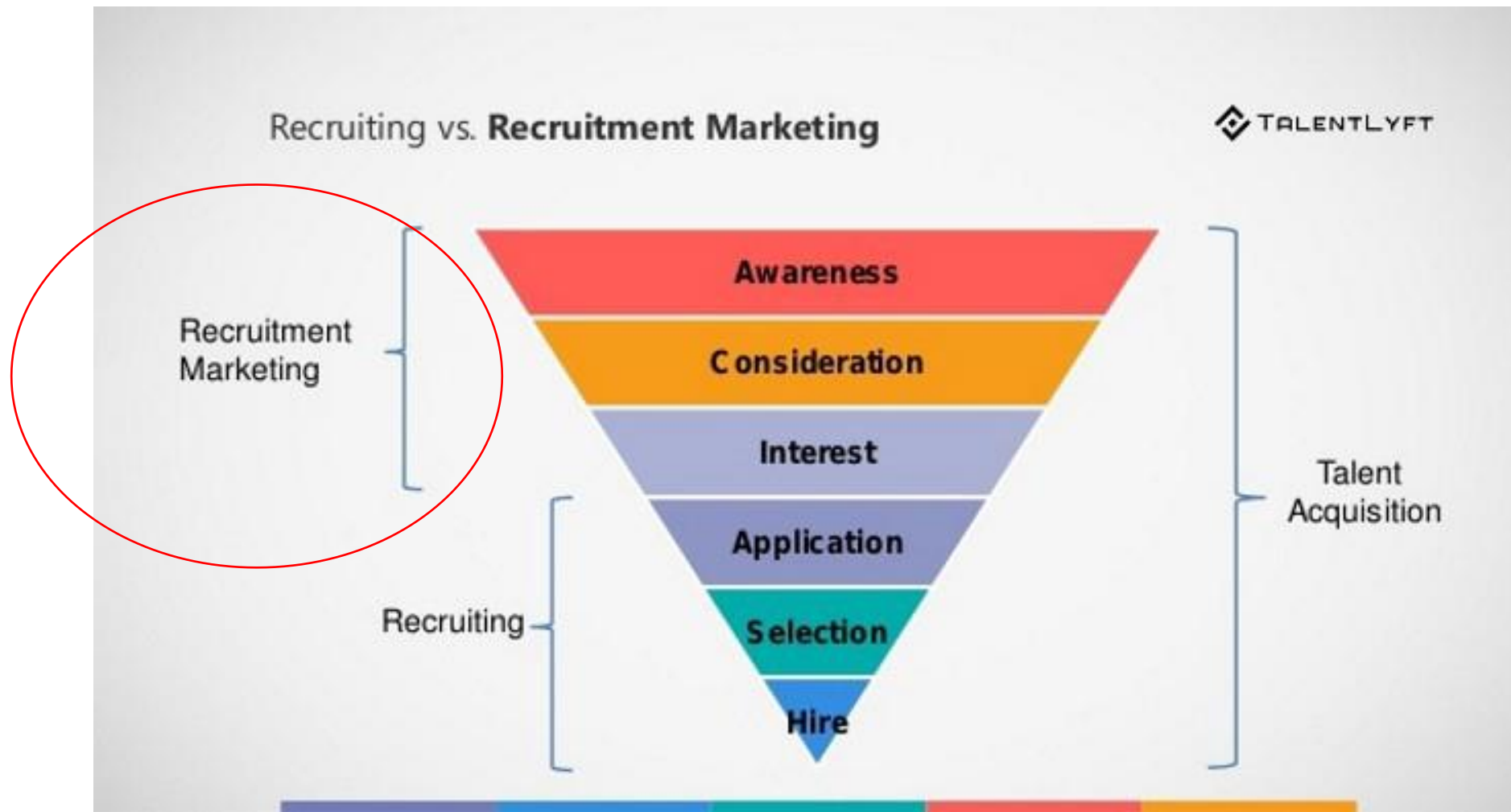
Utilizing marketing principles to build a strong strategic marketing plan to support recruitment efforts.

Build Around Your Brand.

Best Practices and ROI

Focus on core aspects of the recruitment funnel.

Talent Acquisition Hierarchy



Map it Out. **Why Should They Work for You?**

What Sets You **Apart**?

Do the homework on yourself to discover opportunities or barriers on how employees and potential employees might experience you.

- SWOT & Value Proposition
- Comparative Analysis on Competition
- Employee Surveys



CUSTOMER PROFILE

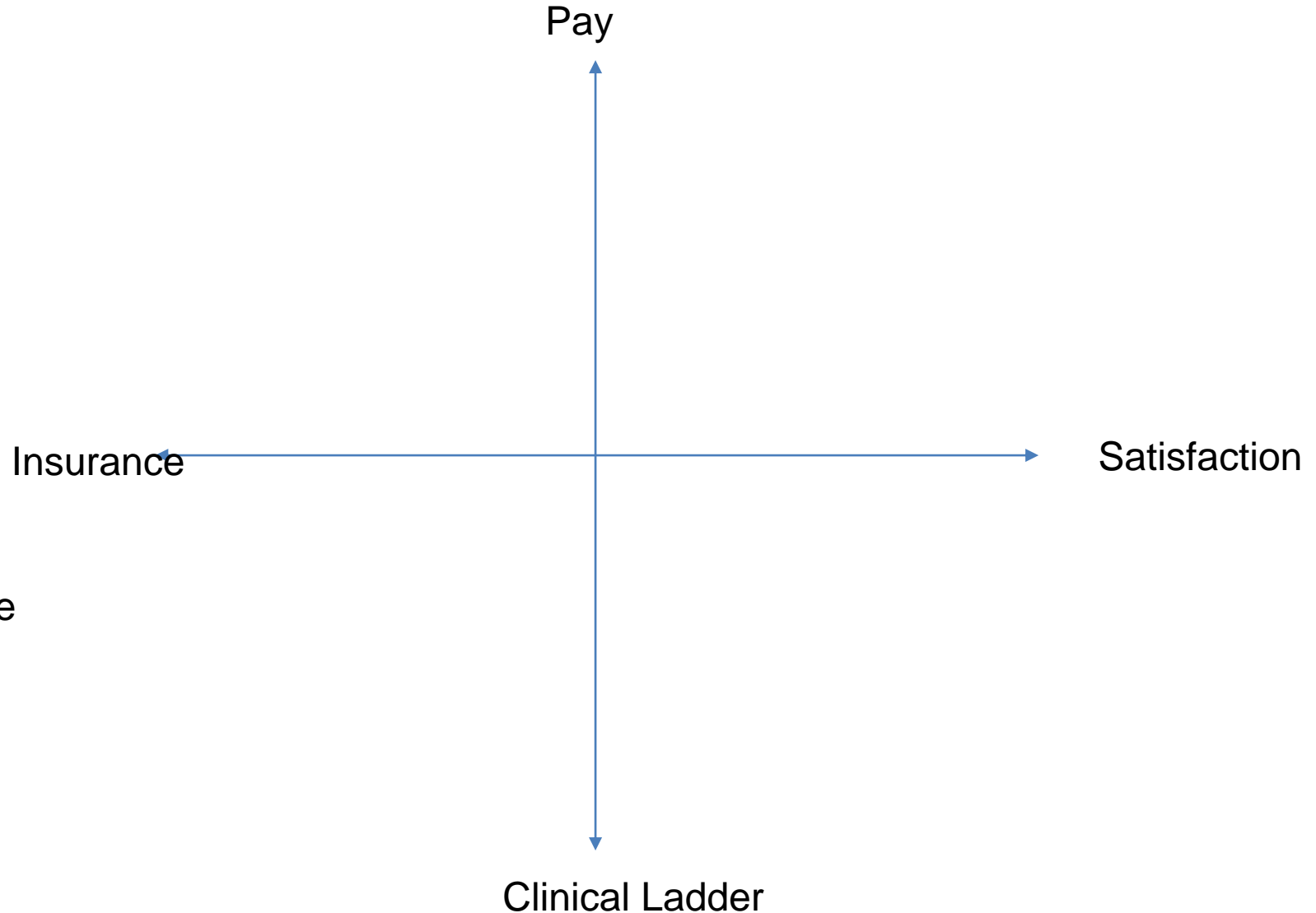
Feedback

Employee Survey Results

1. Culture
 2. Career Ladder/Growth
 3. Purposeful work—Being a part of something great
- Insurance

*50 surveys, pay was mentioned twice

- Pay
- Bonuses
- Support/Clinical Ladder
- Insurance
- Satisfaction
- Employee Perks



The Bluegrass Benefit.

We have listened to our Care Team Members' needs and we are delivering! We are transforming the lives of our Care Team members with the Bluegrass Benefit!



Bluegrass Connect

Bluegrass will now provide you with a personal smart phone, along with paid expenses! Get talk, text, and data for free.



Perfect Attendance Incentive

We now offer a perfect attendance incentive of \$5/hour for Direct Care!



Quarterly Pay Increase

A quarterly pay increase will be given to all Care Team members that work full-time.



Free Telehealth Services

Coming 2022, all Care Team members will have access to FREE online health services.



Double Pay on Holidays

You will now earn double your pay for the hours you work on holidays!



Discounts on Perks

We have partnered with Panda Perks to give our Care Team members FREE discounts on the brands and activities you love.



Tuition Forgiveness

We are offering to give tuition forgiveness to your nursing school loans!



Insured for Life

As long as you are employed with Bluegrass, you will have access to FREE life insurance.

Copy



Bluegrass Consulting Group



Join our Award Winning Team!

Providence HealthCare

CALL 812-535-1067, OR APPLY AT PHCWOODS.ORG



TOP STARTING PAY



SUPPORTIVE WORK CULTURE & MENTORSHIP



AFFORDABLE HEALTH INSURANCE
• INDIVIDUAL HEALTH PLAN
\$100 PER MONTH



BONUS ATTENDANCE BONUS



VOTED BEST NURSING HOME IN THE WABASH VALLEY SINCE 2019!



LEARN ABOUT MORE PROVIDENCE PERKS AT PHCWOODS.ORG



"In order to **stand out**, we have to know what we stand for." Simon Sinek

- What story are you telling?
- Use real photos on your employees and community
- Tell stories and feature testimonials that inspire
- Fun events, teamwork, employee anniversaries, spotlights, etc.

Website | Glass Door | Indeed | Social Media



Nurse Grads!



Invest in Your Future

& WE'LL TAKE CARE OF THE REST

#PHC

- On the Job Training
- Individual Insurance, \$100/month
- Great Benefits
- Free Lunch
- Flexible Scheduling
- Positive Work Environment



Learn more at www.phcwoods.org

*Experience the Healing...at the
Wabash Valley's Best Nursing Home!*



Providence HealthCare

Experience the Healing...



**Thanks for
voting PHC
Best Nursing
Home 5 years
in a row!**



Visit phcwoods.org or call 812-535-4001 for more information.

Career Page on Your Website

All roads lead to your careers page

- Easy to Navigate
- Easy to Search & Apply
- Job Links Working & Postings Updated

According to Glassdoor, 5 pieces of information job seekers want included are:

1. Salary & Compensation Info
2. Employee Benefits & Perks
3. Basic Company Information
4. What Attracts Someone to Your Organization?
5. Mission, Vision, Values, Culture



Latest Blog Posts



ATTENTION: We need your help to support this bill!
Legislation has been introduced to



Preventing Osteoporosis
Osteoporosis is the most common type of bone disease in



Taking Care of Your Joints
Joint pain is one of the most common forms of



FY22 SNF PPS Medicare Final Rule
Blog by: Shelly Maffia, MSN, MBA, RN,

Maximize Your Website

Your mission, values and vision should clearly be defined and represented across web and social.

- Engaging videos and pictures to show company culture
- Job Postings
- Employee Testimonials
- Benefits
- Online application process with auto reply feature
- Clear CTAs (Calls to Action)
“Apply Now” & “Connect with Our Team”



Careers
A Career at Lutheran
Life Villages Means
More Than Just a
Paycheck.



Mission Statement

As an expression of Christ's love, we serve individuals and their caregivers with compassion and respect for independence, wellness, and spiritual life.

At Lutheran Life Villages in Fort Wayne and Kendallville, our goal is to offer you a rewarding career. Here you'll enjoy a welcoming environment. Options for training and advancement. And the opportunity to truly make a difference in people's lives—at Northeast Indiana's premier senior residential living and care provider.

[Search Available Openings](#)

I am interested in learning more

Name *

Phone *

Email *

Department

[Submit](#)

"It's just an honor to do this job. Lutheran Life Villages empowers you to be yourself."
- Oji Washington, QMA



Share our values

At Lutheran Life Villages, we've been providing compassionate, spiritually connected care to the people of Northeast Indiana since 1931. Our approach is embodied in our Guiding Values that we call L.I.F.E. And it's what we share among ourselves and with our residents, families and community:

Leadership — We take responsibility to motivate both ourselves and others to reach full potential. That means we walk the walk, show initiative, are trustworthy and communicate openly.

Friendship — We are always building on a foundation of trust by ensuring others feel genuinely seen, heard and valued. We initiate positive relationships, listen effectively, are empathetic and stand together to support each other.



Impact — We make a positive difference in the lives of others. That's why we're authentic, offer hope, help develop others and are unafraid to recognize and celebrate successes great and small.

Excellence — We not only meet, but exceed, financial and non-financial goals through teamwork and continuous improvement. We act responsibly, embrace change, think outside the box and continuously work to develop ourselves.

Sign Up For Job Alerts!

I agree to the [terms of service](#) and [privacy policy](#).

Send Me Jobs

powered by Refer.io

Share This Page





Work with PURPOSE

apply NOW at byronhealth.org

Nurses & Aides

YOU
BELONG
HERE

Know What's in the Pond. Buy a List.

Kentucky Board of Nursing website, you can purchase a data roster.

To obtain addresses for nurses or state registered nurse aides, complete the [Data Roster Download Request Form](#) and pay the \$480 fee. The fee must be paid via credit card or ACH Transaction.

Orders will be sent via email.

APPROXIMATELY 4 to 6 WEEKS MAY BE NEEDED TO PROCESS THEREQUEST.

Assemble a licensure list from the directory provided by the KY Department of Professional Licensing. Then you must go to other sites to get contact information such as mailing addresses, and maybe telephone numbers and emails..

oop.ky.gov/active_lic_dir.aspx

IPLA: Purchase licensure

- Go to [PLA: PLA Online Services: PLA Online Services](#).
- Scroll down to **Download License Files** and click **Get Started>>**
- Click **Continue to Credit Card Search**; Click **Agree**
- Choose which **License Type**, the **Date (mm/dd/yyyy)**, and the **County** of the license.
When you are finished, click **Search**
- Pay for data: Enter your **Name, Address, City, State, ZIP Code, Credit Card Number**, and **Expiration Date**
- Download the license file; It will be an **.xls** (Excel) file



*Join our Award
Winning Team!*

Providence HealthCare



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ATTENDANCE BONUS



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Direct Mail

- Direct Mail Response Rate is **9%**
Compared to **1%** for Email
- Oversized envelopes have the greatest household response rate, followed by postcards and letters.
 - Colored envelope
 - 6 X 11 postcard (largest)
- Personalization is Key
- Consider a QR Code
- Setup a Bulk Rate Account for Cost Savings



Leverage Your Team



I work for Meadows Manor Health & Rehabilitation. Your customer service was outstanding. I'm confident you would make a great addition to our team. If you want a rewarding career that allows you to connect with others and make an impact, we're hiring!

Contact me!

Name: _____

Phone: _____

Email: _____

Recognize outstanding individuals in your community.

Create a personal connection to inspire them to learn more.

Online Hiring Platforms

Indeed Job Postings

How to post a job for free – See this website:

<https://www.indeed.com/hire/post-job>

- Location, job title, and a detailed job description.
- Pre-screen Your Applicants
- You can pay to sponsor your job for improved results, or post for free without optimization.

Get Your Jobs Listed on Indeed

Provide an XML job feed-This is the fastest way to include your jobs on Indeed. It should include the details of all the jobs on your site and be updated each time new jobs are added. Have your IT or website manager help with this area.

Sponsored Job Postings

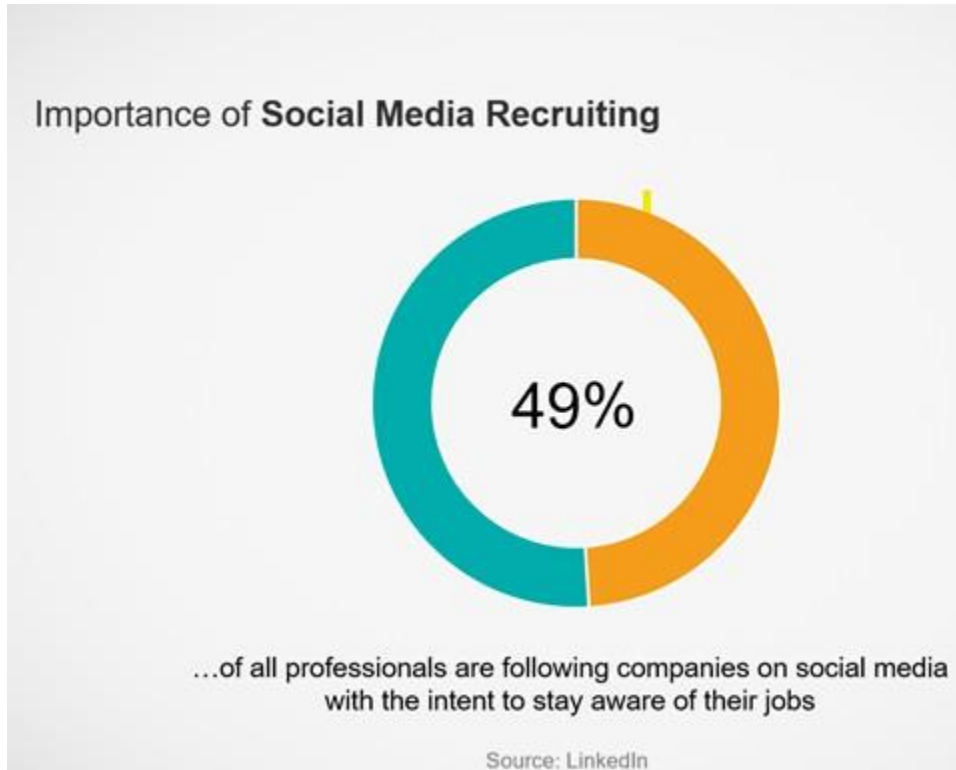
Pay a monthly fee to sponsor your jobs and increase visibility. Sponsored jobs get more visibility.

Officially Claim Your Indeed Page

- Free Company profile with option to pay for customization
- To claim your page if you don't have an employer account:
 - [Indeed.com/hire/company-pages](https://www.indeed.com/hire/company-pages)
 - Search your company name
 - Click the “Why Join Us” tab next to “Snapshot” tab
 - On the right side, click “Claim this company page”. Click “Claim”.
 - Your claim will be sent to Indeed for verification before moving forward.

The screenshot displays the Providence HealthCare company page on Indeed. At the top, the company logo is shown in green and blue. Below the logo, there are navigation tabs: Snapshot, Why Join Us, 4 Jobs, Reviews, 55 Salaries, Q&A, Interviews, and 3 Photos (which is currently selected). On the right side, there are buttons for 'Follow' and 'Write a review'. Below the navigation tabs, the section is titled 'Providence Health Care Photos' and shows 'Photos 1 - 3 of 3'. Three photos are displayed: a group of people in a hallway, a person at a computer, and two people smiling. To the right of the photos is an 'Upload a photo' button. Further right, a box indicates 'Claimed Profile' with a green checkmark. Below that, there is a section for 'Want to know more about' with a 'View jobs' button.

What Does Your Social Media Say About You?



Use Videos to Deliver Authenticity

Avoid Snooze-worthy Ads & Posts. Be creative!

Use Your Own People. No Stock Photos!

Share Employee Posts from Events/Activities

Highlight Employee Accomplishments

Tell Stories & Feature Things that Inspire

Show Teamwork & Employee Longevity

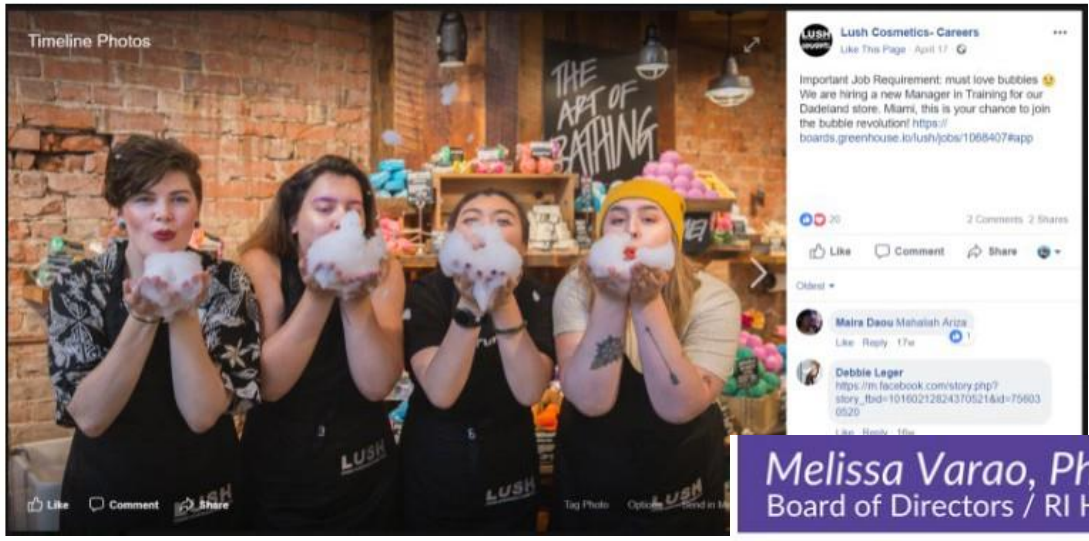
CVS Health Careers
@CVSCareers

As we close out National NP Week, we want to say thank you to our superhero Nurse Practitioners for your endless dedication and exceptional care that you provide our patients & communities--especially this year. Video featuring MinuteClinic NP, Caitlin Bray #NPWeek #HeartAtWork



Caitlin Bray
cnp

3:59 PM · Nov 13, 2020



Melissa Varao, Ph.D.
Board of Directors / RI Hospitality Education Foundation



I am involved in decisions that affect the product direction and evolution; decisions which focuses on bringing more revenue into Dell; decisions which ensure world class customer experience. I love the fact that my organization gives me such decision making power.

SITA, BANGALORE

Sita loves the fact that she is trusted to take important decisions that makes a direct impact on the company. Wish to work in a company like this? We're hiring! Visit <https://www.dell.com> to apply!



Industry of Opportunity

"What Was Your First Job?"

Ice Cream Scooper

"Where are you now?"

Director, Business and Economics
Salve Regina University

Facebook Job Advertising

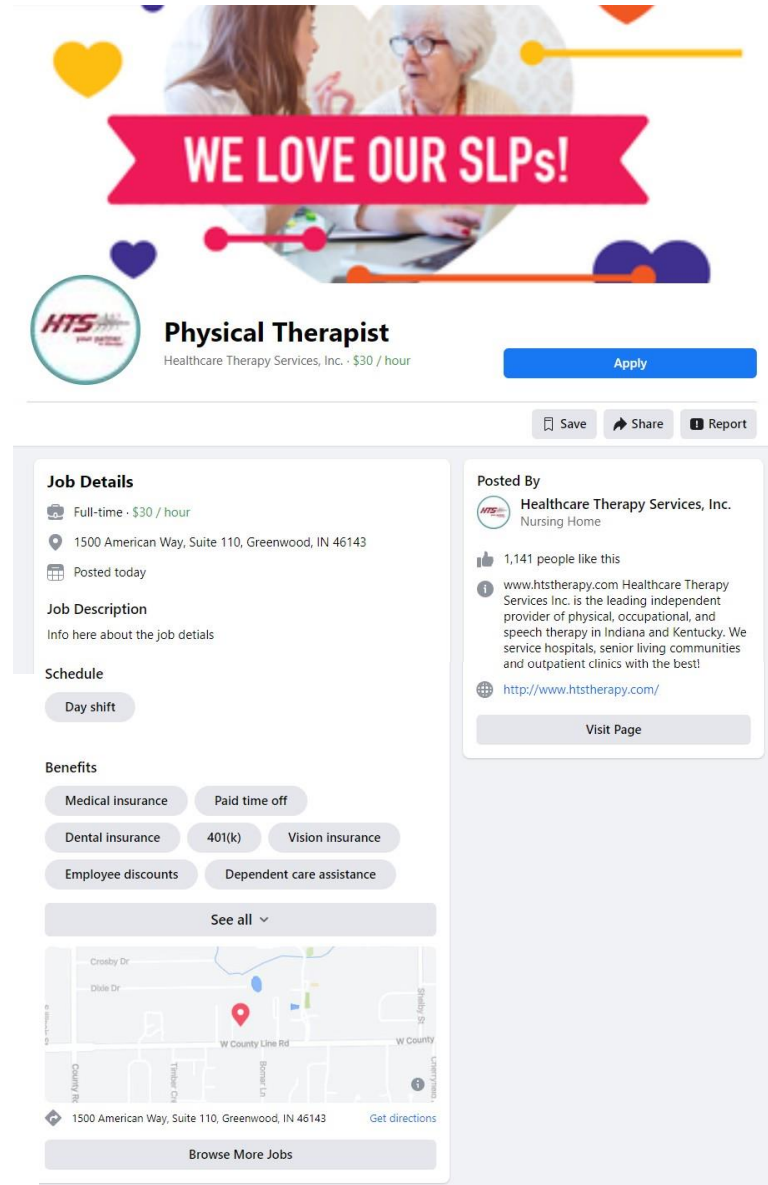
Target Ads:

Location	Target by geographic location but not by zipcode. 15-mile radius
Age	You cannot edit this option. Audiences must include 18-65+
Gender	You cannot edit this option.
Detailed Targeting	Some demographic behavior and interest options are available. Excluding sections is also unavailable.
Audience Expansion	You cannot use targeting expansion if your campaign is a part of a Special Ads Category



How to Post a Facebook Job

- Create Post > Job
- Add details – well thought out job description.
 - You can add salary
 - Benefits
 - Schedule
 - Screening Questions
 - Choose where applications will go
 - Require a resume/work history
 - Add a photo to customize the ad
- Publish it, to show up in News Feed, Your Page and the Jobs Section
- Manage them on your phone by setting up Instant Messenger



The screenshot shows a Facebook job advertisement for a Physical Therapist. At the top, there is a banner with a photo of a young woman and an elderly woman, with a pink ribbon that says "WE LOVE OUR SLPs!". Below the banner is the HTS logo and the job title "Physical Therapist" with a salary of "\$30 / hour" and a blue "Apply" button. To the right of the "Apply" button are "Save", "Share", and "Report" options. The "Job Details" section includes: "Full-time · \$30 / hour", "1500 American Way, Suite 110, Greenwood, IN 46143", and "Posted today". The "Job Description" section has a link to "Info here about the job details". The "Schedule" section shows a "Day shift" button. The "Benefits" section lists: "Medical insurance", "Paid time off", "Dental insurance", "401(k)", "Vision insurance", "Employee discounts", and "Dependent care assistance". A "See all" dropdown is below the benefits. A map shows the location at "1500 American Way, Suite 110, Greenwood, IN 46143" with a "Get directions" link. At the bottom is a "Browse More Jobs" button. The "Posted By" section on the right shows the employer "Healthcare Therapy Services, Inc. Nursing Home" with 1,141 likes and a description of the company's services. A "Visit Page" button is at the bottom of this section.



Admin Tools:

- Post a free job
- Do paid targeted ads to target RNs and leadership roles
- LinkedIn has more geotargeting and metric sorting tools to hone in on specific attributes.

 Healthcare Therapy Services, Inc
1,345 followers
1w • 

WE ARE HIRING! PRN Certified Nursing Assistants to work as restorative aides at senior living communities in Anderson and Elwood, Indiana.

Candidates must have an active Indiana CNA and CPR certification.

Apply Now: <https://lnkd.in/gCa52nPt>

#PRN #CNA #NowHiring

NOW HIRING!
Certified Nursing Assistants
CNA's/Restorative Aides

join our team

WE ARE HIRING

htstherapy.com/careers/

Leverage Your Team

Encourage employees and families to boast and write positive reviews:

- Google Reviews
- Facebook/Instagram Reviews
- Yelp Reviews
- Glassdoor
- Indeed
- Nextdoor



Use your employees as brand ambassadors to share, comment and repost your jobs.

Additional Networking Opportunities

Building Collegiate
Relationships Career Fairs
Career Services
Clinical Fieldwork Site

Local Community
Volunteer Networks

Hire Happy.



Thank you!

Contact me anytime!

Amanda Green, Exec VP Marketing & Strategy
Healthcare Therapy Services, Inc.

amanda@htstherapy.com

C: 317.523.7358

Connect with me on LinkedIn

**Your fabulous evaluation awaits
you below...use the camera on
your phone to access.**

