

Health Care

RECRUITING GUIDE



Nursing Shortage Effects

We've all heard the news: American hospitals and medical facilities are facing a serious nursing shortage.

A 2018 report from Moody's Investors Services said the extreme shortage is adding an expense that will negatively impact the margins of nonprofit hospitals across the U.S. for the next three to four years.

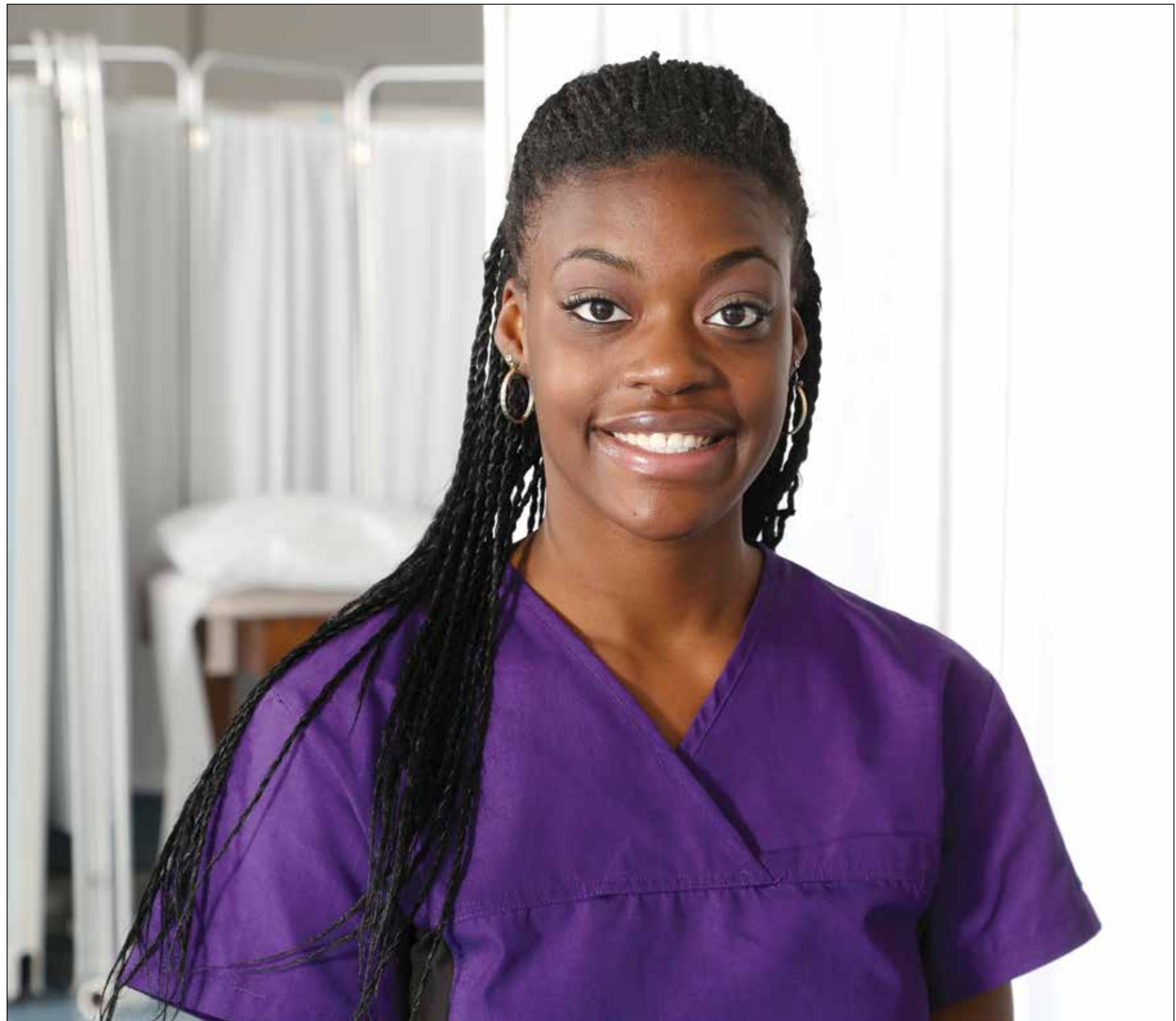
This predicament has driven hospitals nationwide to enhance their nurse recruiting and retention strategies, which could mean big things for nurses both experienced and fresh out of college.

MORE PERKS

Some hospitals across the country are offering lucrative bonuses, increased compensation and fringe benefits to attract the right long-term talent. If you're just entering the field, be sure to ask hiring managers what kind of packages they offer. If you can afford to be selective in your search, take the time to apply to multiple organizations. Odds are, if you're willing to consider various geographical opportunities, you'll be able to find a health care group that is shelling out attractive packages.

MORE JOB GROWTH

Registered nurse jobs are projected to grow 15 percent between 2016 to 2026, much faster than the average for all occupations, according to the Bureau of Labor Statistics. What is fueling this growth? The agency attributes it to a greater emphasis on preventive care, as well as the aging baby boomer population and increasing rates of



© ADOBE STOCK

chronic conditions like diabetes and obesity.

INDUSTRY TURNOVER

The bureau also estimates more than 500,000 seasoned nurses are

expected to retire by 2022 with a projected need to produce 1.1 million new registered nurses. This turnover in the industry has led to many hospitals starting their own nurse residency programs or intensive training frameworks

for nurses certified by the American Nurses Credentialing Center. For new nurses, finding a hospital that will invest in your ongoing education and development is definitely worth considering.



© ADOBE STOCK

Top-Paying Healthcare Jobs

From physician assistant to nurse practitioner, there are many opportunities to make a great living while delivering excellent care to patients in need.

Many positions offer health care professionals six figures or more in salary, according to the latest U.S. News & World Report Best Health Care Jobs list.

FACTORS TO CONSIDER

When you're exploring a career in the health care sector, it's important to weigh the factors that come with any job, including schedules, hours, stress

and of course, salary and benefits.

It is also critical to consider the specialty you're entering. Is there growth in that particular market or is technology replacing some of the job functions? Read on for a few off the Best Health Care Jobs list. All median salary and projected jobs numbers are reported from the U.S. News & World Report findings.

Orthodontist

Median salary: \$208,000
Projected jobs: 1,100

Obstetrician and Gynecologist

Median salary: \$208,000
Projected jobs: 1,200

Physician

Median salary: \$196,380
Projected jobs: 8,400

Dentist

Median salary: \$153,900
Projected jobs: 23,200

Physician Assistant

Median salary: \$101,480
Projected jobs: 39,700

Nurse Practitioner

Median salary: \$100,910
Projected jobs: 56,000

Physical Therapist

Median salary: \$85,400
Projected jobs: 60,000

Occupational Therapist

Median salary: \$81,910
Projected jobs: 27,700

Hot Career: Physician Assistant

A physician assistant is a nationally certified and state-licensed medical professional – and it’s becoming one of the hottest career fields in the health care industry. Physician assistants are credentialed to perform many of the same tasks as physicians, including diagnosing and treating patient issues, as well as prescribing medicine.

WHAT IS A PA?

The Affordable Care Act recognized physician assistants for the first time as one of three primary care providers, along with nurse practitioners and physicians. Experts in general medicine, physician assistants undergo demanding medical training and must graduate from an accredited program. They must also complete extensive continuing medical education throughout their careers.

IN DEMAND

Studies show the physician assistant field to be among the fastest-growing in health care. The demand for physician assistants increased more than 300 percent from 2011 to 2014 with even more growth expected for the next 10 years, according to the health care search firm Merritt Hawkins. Additionally, Forbes and USA Today have labeled the physician assistant as the most promising job in America.

TRUSTED PROVIDERS

According to a recent Harris Poll, physician assistants are widely accepted by patients as being experts in their field. The poll found extremely high satisfaction rates among Americans who interact with physician assistants, reporting that 93 percent regarded



© ADOBE STOCK

physician assistants as trusted health care providers.

Other results from the Harris Poll included:

- 92 percent of respondents said that having a physician assistant makes it easier to get

a medical appointment.

- 91 percent believe that physician assistants improve the quality of health care.

BEST STATES FOR PAs

According to research by

Barton Associates, some states have established themselves as providers of excellent practice environments and favorable regulatory environments for physician assistants. They include

Massachusetts, North Carolina, Rhode Island, Vermont, Michigan, Minnesota, North Dakota, Alaska, Arizona and Wyoming. Check into your state’s requirements.

The Roles of Various Nurses

When it comes to finding the right nurse for your health care organization — or for finding out which type of nurse you want to become — there are many levels of nursing to keep in mind.

Read on for the various positions that make up a well-rounding nursing staff.

CHIEF NURSING OFFICER

The executive leader of the nursing department, chief nursing officers provide the vision, management and implementation of programs and services for the health care organization.

This can include inpatient services, surgery, emergency, laboratory, rehab services, diagnostic imaging, pharmacy, performance improvement, behavioral health and educational services. CNOs generally have more than 10 years of nursing leadership experience and are well-versed in collaborating at the executive level with administrators and other chief leadership professionals.

CHARGE NURSE

Hired to lead, mentor and motivate nursing professionals, the charge nurse oversees all departmental functions. This includes ensuring best practice, quality care for patients and compliance across basic nursing services, wound care, dialysis and emergency care. Charge nurses must be equipped with people skills and bedside manner. As the industry turns to a more hospitality-minded approach with the patient experience at the forefront of



© ADOBE STOCK

service, these people skills cannot be understated.

CNAS AND LPNS

Certified nursing assistants assist in daily tasks and patient care functions, such as feeding, bathing and mobility support. They also clean rooms, answer patient calls and report to charge nurses any incidents or

issues.

LPNs accrue exceptional skills in clinical management, assessment and patient documentation. The CNA and LPN fields are competitive but accessible for new college grads. They can be great ways to get your feet wet in the nursing field or can provide long-term opportunities for sustainable careers.

REGISTERED NURSE

RNs represent one of the fastest-growing fields in the industry. Their roles change on a daily basis, making the job an attractive one for professionals seeking diversity and the opportunity to make a difference in people's lives. Some general tasks include coordinating patient care, assisting with exams and sur-

geries, administering medication and collaborating with physicians on critical decision-making.

Each hospital or health care organization may have differing job descriptions for its nursing professionals. Always check into specific tasks and assignments before signing on as a full-time contributor.



Break into Health Care

With its recession-proof characteristics, the health care industry is one of the most popular for entry-level professionals.

© ADOBE STOCK

There are a multitude of clinical and non-clinical support roles. The trick is overcoming the competition to land your first job.

Once you do, you can build relationships that will hopefully lead to a steady career progression in one of the fastest-growing fields in America.

EDUCATE YOURSELF

As in the case for entering any new field, the key will be identifying and applying your most transferable skills. Determine what talents you can bring

from your professional or educational experience. Some of the most transferable backgrounds come from hospitality and customer service, as well as any other field that involves a lot of customer interaction.

Don't forget, there are other functions that make up health care organizations besides physicians, nurses and administrators. Every hospital needs great employees across information technology, communications, human resources, marketing and even sales. Keep an eye out for roles

that may be relevant to your background and work on highlighting your most applicable skills on your resume and cover letter.

While most hospitals and physicians offices may advertise that they only accept candidates with health care experience, the fact is you can still convince them of your value by focusing on your key skills.

RESEARCH YOUR MARKET

The biggest challenge to breaking into any industry is kicking your way

in the door. The best way to make sure you understand how to do so is to do your research by studying trends and connecting with people already in the industry.

Combine face-to-face networking and online networking to form solid relationships. Remember to not expect favors when networking, but to approach every connection as someone you may be able to help as well. Paying it forward often leads to great relationships that benefit you as well.

Freelance Health Care Jobs

Technology continues to revolutionize how Americans do business and health care is no different.

You can literally work from anywhere in today's ultra-connected world, making it easier for you to build a solid career from the comfort of your own home. Remote jobs are all the rage in health care.

Here are a few of the top positions:

VIRTUAL PHARMACIST

This work-from-home contract position is one of the fastest-growing in the health care industry. It involves duties that can be performed over by phone and email. With access to company databases, you can perform medication reviews and facilitate medication compliance calls from home. Check with your state's licensure requirements. You may need an up-to-date pharmacist license to hold a remote job in your neck of the woods.

FREELANCE MEDICAL WRITER

Arguably no other industry has been more impacted by technology than writing. If you are organized and can put thoughts into words, you can find a solid freelance writing career contracting with companies large and small.

Medical writers undergo some specialty training to understand terminology and patient privacy rights. As a freelancer, you'll be working with clinical study teams, physicians and others on complex topics that require research and editing to effectively communicate.

SENIOR DRUG SAFETY ASSOCIATE

This role is a popular one for senior



© ADOBE STOCK

health care professionals looking to advance their career in a remote, part-time position. These associates generally have a medical doctor degree or registered nursing credential to collect critical reports from clinical trials. They also prepare narratives and conduct

follow-up interviews with various subjects and health care professionals.

MEDICAL SALES

Many medical sales positions are not only remote, but quite lucrative as well. Top sales performers can easily bring

in six figures with bonuses and incentives. Medical sales can cover medical devices, pharmaceuticals and technology. If you have sales experience and are looking for a new challenge, a remote medical sales position may be right for you.



BY THE NUMBERS

As the population ages and the number of jobs increases, the health care sector is being forced to transform at an incredible rate.

© ADOBE STOCK

Consider the following statistics and facts from the Bureau of Labor Statistics:

- Health care created more jobs than any other sector in 2016, helping to drive total annual job growth to 2.2 million.

- Most of the growth in health care occurred in ambulatory services, which added 29,700 jobs, followed by hos-

pitals, which added 10,700.

- In 2016, the health care industry grew by 35,000 jobs per month on average. That's slightly less than in 2015, when jobs in the sector grew by an average of 39,000 a month.

According to a recent HealtheCareers survey:

- The time to fill health care positions has increased for 49

percent of organizations.

- The physician shortage is worsening every year, with an increasing number of positions to fewer available candidates.

According to a recent Medscape Survey:

- Physician compensation is on the rise for nearly all specialties by up to 12 percent.

- Immigration restrictions can exacerbate the physician shortage because roughly 25 percent of psychiatrists and primary care physicians now coming from foreign medical schools.

According to Harger Howe Advertising, the top shortages in the health care industry are:

- Family medicine physi-

cians.

- Internal medicine physicians.

- Psychiatry physicians.
- Emergency medicine nurses.

- Surgery nurses.
- Nursing assistants.
- Certified nursing assistants.

- Operating room nurses.
- LPN/LVN/RVN.