



Using Education to Attract and Hire New Employees

Are you taking advantage of your HTHU Subscription for Hiring and Recruiting?

We know that providing ongoing education, like that provided at HTHU, plays a large part in retaining employees and reducing turnover. But what about ATTRACTING employees?

There are many benefits that potential employees weigh when considering a job at your facility; the potential for growth and advancement being one of them. Ongoing education opportunities to develop skills and widen areas of knowledge is a valuable resource for your staff, and an attractive reason to come work for your facility. Rather than going elsewhere after time, it can help to open up doors into other departments or areas of interest within your facility.

For your organization, it can help employees make internal transitions or move up within the organization, establishing more long-term value and experience within your workforce, and improving the professional image of your hospital in the community.

If you are trying to hire or recruit, the continuing education offered by your facility should be included on that list of benefits and used to set your facility apart.

How does your facility use HTHU as a marketing resource for staffing? What can we provide to help? Our team is happy to provide resources such as course catalogs and program overviews for you to use in your hiring efforts. If you have any needs, or have used HTHU in your facility in a creative way not listed here, please let us know. Or, if you aren't sure what your facility has access to, please reach out to a member of our team.

How can you use HTHU to market to potential employees at your hospital?

- List the ongoing education provided through your hospital on your website, with links to the courses online at hthu.net, particularly on the job posting and employee webpages
- Include it as a benefit on any job posting
- Share course offerings and course catalogs in your job interviews when discussing benefits
- Direct and allow potential employees to review the courses available online as a member of your team
- Some hospitals issue tablets or ipad minis to new employees to gain access to the education and resources available
- Publicize and celebrate the Certifications earned by your staff through the HTHU programs – this strengthens the image of your hospital, and could help to attract employees
- Consider providing a set amount of time during the month to allow your staff to explore an area of personal interest separate from their *required* education. Then, make sure to share this with potential recruits.
For example, if your organization uses HTHU's Annual Education program, this also likely involves access to our [School of Clinical and Staff Compliance](#). If you are subscribing to the Patient Financial Services/ Business Office Certifications, your staff most likely also has access to the wide selection of individual courses in the [School of Revenue Cycle Management](#).
- Finally, once you have attracted and hired a new employee, ask our team about setting up online 'New Hire Orientation' through your subscription!

Visit our
website at:
www.hthu.net

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