



# Specialist in Care Recruitment Solutions

ATS Software, Video Interviewing, Interview Management, Onboarding Software, Careers Websites, Learning & Training Management Systems

## Key Statistics

The NHS employs more than 1.3m staff, making it the largest employer in Europe & 11th in the world

66.3% of healthcare recruiters say their recruiting priorities over the next 12 months

There are around 112,000 vacancies at any one time within the care sector.

43% don't have a processor technology to identify employees who qualify for a new role / promotion

The primary focus has shifted to quality-of-hire (53.5%) and retention rate (38.4%)

There are forecasts to be an extra 3.2 million health jobs created between 2021 and the end of the decade.

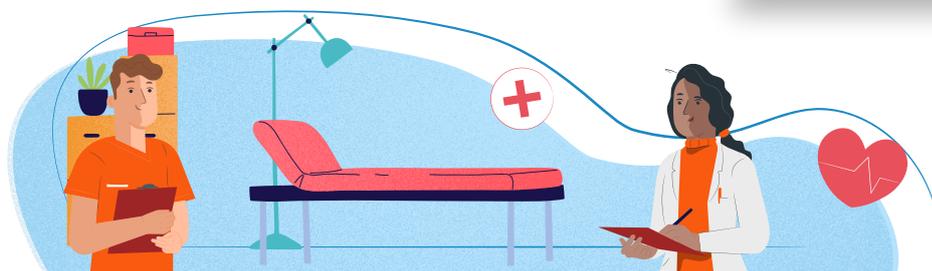
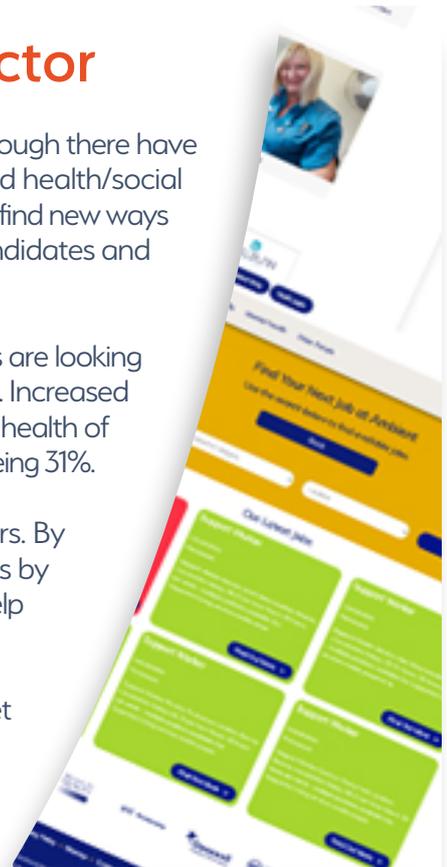
## Challenges faced by the healthcare recruitment sector

Attracting the right candidates can be difficult in any industry and although there have been some positive signs for healthcare recruiters many hospitals and health/social care settings are still overwhelmed and understaffed. Recruiters need to find new ways to attract prospects back into the healthcare industry, start hiring candidates and retain quality talent.

As pressures around the UK's healthcare budgets still remain, recruiters are looking for cost-effective alternatives when sourcing and retaining employees. Increased advertising and agency spending is having an enormous effect on the health of the UK economy with the average staffing agency margin in healthcare being 31%.

Around 80% of the NHS' nursing shortfall is filled by agency workers. By reducing reliance on agencies and reducing permanent staff shortfalls by moving towards in-house contractor management, recruiters could help alleviate the strain on healthcare recruitment budgets.

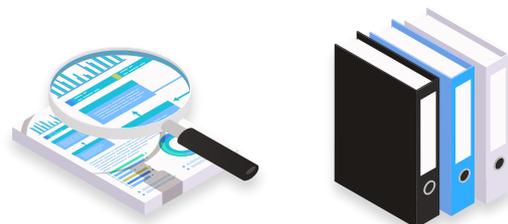
Hiring managers are also under tension to hire faster in order to meet quotas but also to improve time-to-hire and candidate acceptance rates. 56% of recruiters say their biggest challenge is hiring managers moving candidates through hiring stages too slowly and that it impacts their overall hiring process.



As healthcare professionals continue to battle with the huge backlogs and pressures from Covid-19 paired with increasing workloads, it comes as no surprise hiring managers have less and less time to dedicate to sourcing new candidates. Hiring managers and recruiters need to secure new ways to accelerate the recruitment of new staff if they want to reduce the burden.

Another challenge is of course staff attrition and this is often because the right staff aren't always recruited. One of the reasons for this is the care sector focuses more on experience than strength-based attributes. In order to identify these attributes a more authentic conversation/interview needs to take place to identify the work they actually desire to do.

A care worker's role is very demanding, requires a genuine desire to be kind and requires stamina. These can't be identified from a simple list of questions to score them but requires a lot of investment of time in individual conversations/interviews with each candidate.



HR teams also need to create a welcoming and friendly onboarding experience for new starters. Care recruiters have to figure out how best to embrace both new remote and in-person formats, foster strong working relationships and ensure high levels of employee engagement are maintained while onboarding employees through a mix of virtual and in-person inductions.

## Healthcare Expenditure

The coronavirus pandemic led to significant costs for the NHS in 2020/21, with increased spending of at least £34.9bn – almost 24% of the planned health budget last year. While additional spending on PPE, Test & Trace and vaccines were and continue to be vital, this increase does not contribute to the NHS long-term plan aims of transforming and modernising services, while meeting underlying demand and replenishing its workforce.



Concerns about the UK's need for more hospital and care staff do not stop there, there is also a demand to provide further investment for additional education and re-training for employed staff. Education is no longer just an employee benefit. It is a forward-thinking employer strategy to fill specific skills gaps, recruit and retain the best talent, and improve organisational performance.

Health and social care organisations are continuously being asked to evaluate their learning and development strategies and find new ways to promote employee retention. Today's employees want to be able to grow in the workplace, and data have found they're more likely to stay if they can find opportunities for advancement, which is critical if the NHS wants to tackle staffing shortages.

This additional funding to set to provide organisations with the appropriate infrastructure and budget to fill thousands of care placements. For some organisations, increased budgets will allow them to regain confidence in their talent acquisition efforts by simply incorporating the right technology or shifting workflows to meet new hiring objectives. Others may need to conduct a strategic overhaul, adjusting how they search for, acquire, and nurture talent.

What's more, 40% of hiring professionals are using the funding to adopt new ways to communicate with candidates, such as through text and video chat. These changes are representative of a shift within some organisations to make applying for a job more accessible and streamlined for candidates.

Similarly, as hiring managers and the NHS improve candidate attraction and onboarding facilities, it's important that care organisations continue to enhance their end-to-end talent management strategy using powerful technology to cultivate leadership and track/monitor employees as they progress in their careers and acquire new skills.

With a robust talent management platform in place, organisations will have more opportunities to identify employees who would thrive in leadership positions. They'll also be able to improve employee mental wellbeing by providing team members with more opportunities to grow within the company.

# About recruitive.

## About recruitive.

Recruitive has been synonymous with Recruitment Software since 2004. We are a market-leading supplier of innovative End to End Recruitment Solutions. We have experience in the design of careers websites, recruitment agency websites and job boards since 2001.

We provide HR Professionals, Recruiters and Hiring teams with innovative, cloud-based technology aimed at streamlining the recruitment process, making it quicker and easier to recruit, whilst significantly reducing the time to hire and associated costs. As early pioneers of multi-job posting technology, our expertise extended into candidate management, CV parsing and scoring, and search capabilities right through to candidate onboarding.

In April 2019 the business was acquired and Recruitive became a wholly-owned subsidiary of SaaS Holdings Limited. We support continued investment into ongoing Research and Development in order to remain ahead of the technology curve. Our end-to-end solutions also incorporate the front-end candidate attraction capabilities of careers websites, built and designed by our in-house design specialists.

This enables us to not only deliver award-winning back-end candidate management solutions for clients but also provide beautifully designed front-end career and campaign websites to attract the best candidate talent. As a result, we are one of the few providers in the market that can deliver a complete end-to-end solution.

Based in Cannock, Staffordshire, we employ 33 of the friendliest and most competent staff. We remain an incredibly innovative business, always looking for better ways to enhance the recruitment software landscape.

We are a market-leading company.



## What Have We Done?

Recruitive partner with many care providers and organisations of differing sizes and models supplying care services to communities, care homes and those on a much larger scale. The key to our successful partnerships has been taking the time to understand our client's needs, requirements, and industry-specific challenges.

At Recruitive, we have engineered our technology, services, and consulting to make it appropriate to the health and social care industry. We can create unique ideas to attract, onboard and retain talent to match our partnership's requirements and ultimately leading to their success.

Here's a testimonial from a leading care provider in the UK:

### Dimensions UK

"In Recruitive the process is a lot more automated which saves the recruiters and administrators a lot of time.

The on-boarding side of things is a million times better than what we had before – the candidate portal with the timeline and key information area is great engagement for the candidates and the on-boarding checklist which links to the on-boarding wheel gives a superior candidate experience and more engagement with the candidate as they can see how far along they are in the process.

The system is easy to use and looks nice. The amount of features we have in it is far superior to our old system and I love that it is so configurable. I am amazed at the talents your engineers have!"



## Our Recruitment Solutions

### *Candidate Attraction*

Candidate attraction often refers to the tools and techniques used to attract potential applicants to fill a vacancy. Selecting the most appropriate candidate-attraction channels will help source the most suitable pool of potential candidates.

Developing an effective candidate-attraction strategy involves a range of activities, for example aligning candidate attraction with workforce plans, establishing a user-friendly career or recruitment website and choosing candidate-attraction channels that will reach the vacancy's target audience.

Our candidate attraction solutions include careers and recruitment websites, job boards, social media support, Google Jobs integration, talent pool building and media/video creation.

### *Careers & Recruitment Websites and Job Boards-*

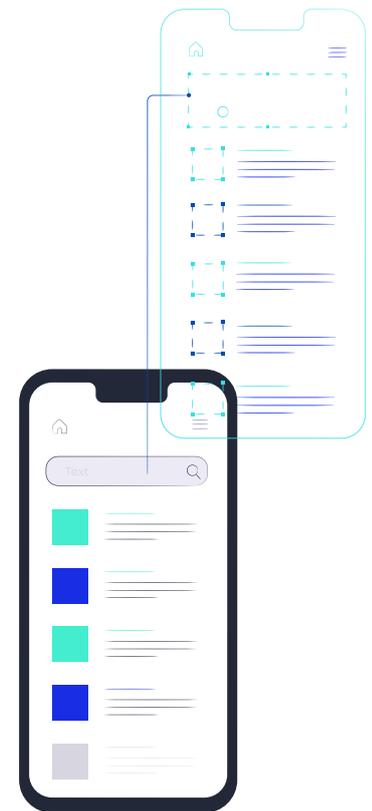
Attracting the right candidate is a balance between having a great-looking and engaging website with good quality content. Whilst also including the very latest, candidate-friendly, efficient recruitment technology including multi-job posting tools and media buying features.

Our career & recruitment websites and job boards can be incorporated into your company's main corporate website or be a stand-alone website, where available jobs and careers information are displayed. Career & recruitment websites and job boards can feature a job area, as well as additional information & media designed to attract potential candidates.

Branded websites and job boards can deliver a multitude of recruitment advantages including cost, efficiency and internal mobility. Our websites are designed to reflect your organisation's branding and to be connected to your ATS system to allow quick job advertising and application management functionality.

All our career & recruitment websites and job boards are secure, mobile compatible and GDPR compatible with complete search engine optimisation tools, marketing activities, job distribution services, social media connection and integration with Google Jobs or other third-party jobs boards.

With easy-to-update content management systems and full training/support provided, you'll be able to boost your talent search in no time!



## Website Design Examples



### Dimensions UK

ATS & Onboarding system



### Ambient

ATS, Careers Website & Onboarding



### Care in Lincs

ATS & Jobs Board System



### Lincolnshire Care Association

ATS & Jobs Board System



### Lincolnshire Care Association

ATS & Jobs Board System



### Walnut Care

ATS & Learning Management System



### Hartford Care

ATS & Jobs Board System



### Fosse Healthcare

ATS, Careers website & Corporate website

# Website Features.

## Website Features

-  Secure
-  Responsive
-  GDPR Compliant
-  Google Jobs Integration
-  Fully Branded to your Corporate Identity
-  10 Third Party Jobs Feeds
-  Social Media Posting for Jobs & News
-  Fully Updateable
-  Blog & Articles
-  Embedded Media
-  Full SEO Capabilities
-  Search Engine Consultation, Optimisation and Submission
-  Landing Page Creation
-  Candidate Registration and Application
-  Secure Candidate Portal Area
-  Job Mate Integration
-  For more information visit [www.recruitive.com](http://www.recruitive.com)



## Social Media Support

Digital transformation is increasing meaning it's essential for your business to have an online presence, especially when trying to attract candidates. Social media is a great way to showcase why candidates should join your team, advertise new vacancies and reduce your time and cost to hire.

As it can be a relatively cheap option it works well for small or large organisations and at a community level. Social Media enables you to build a trusting and loyal relationships with individuals interested in your services as well as increase your brand awareness.

We can offer dedicated social media advice and support to help you get the most out of your social media platforms and find great talent.

## Google Jobs Integration

Our careers websites also include a Google for Jobs integration via compatible XML sitemaps, allowing Google to crawl and index your jobs pages and post them to Google for Jobs. Google prioritises local job searches and can direct traffic directly back to your own website, here's just some of the benefits to integrating with Google Jobs:

- Rank in Google Search – Eligible posts will have the opportunity to be displayed at the top of a jobs search on Google. Google Jobs dominates any job search criteria filling almost half the page before any organic free website listings.
- Increase Candidate Engagement – Google Jobs helps you to gain more exposure to candidates searching for jobs and allows them to click through to your site without the need to go through a third-party site first.
- Reduce HR Costs & Increase Efficiency – Directly linking your site to Google jobs without having to use third-party job sites saves on fees and increases efficiency by sending candidates straight to your careers site.

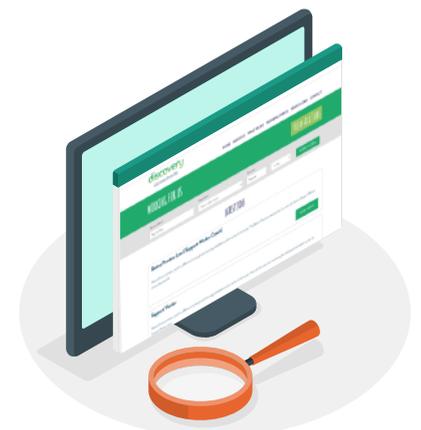


## Talent Pool Building

For every successful application, you may have received several others from great candidates. Although these may not have been suitable to hire at the time for a variety of reasons, a talent pool allows you to keep a record of these potential candidates to utilise in the future. This talent pool can become a database which allows you to keep a record of the best talent, giving you the ability to hire more competitively in the future.

Media and Video Creation -

Our content management system allows the display of embedded media within its pages, meaning all our websites allow for the placement of media throughout. We usually recommend videos to be uploaded via YouTube or Vimeo to maximise exposure of your videos.



## Applicant Tracking Software

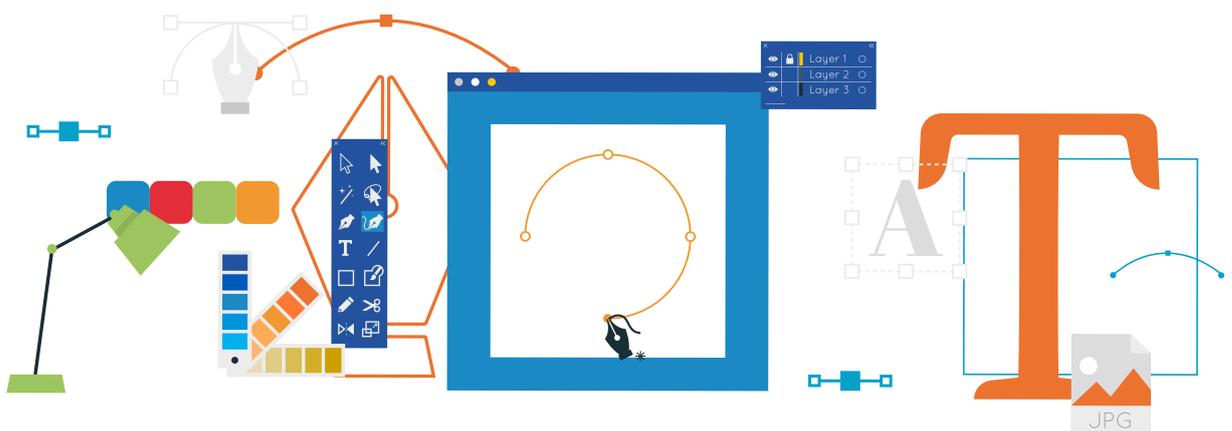
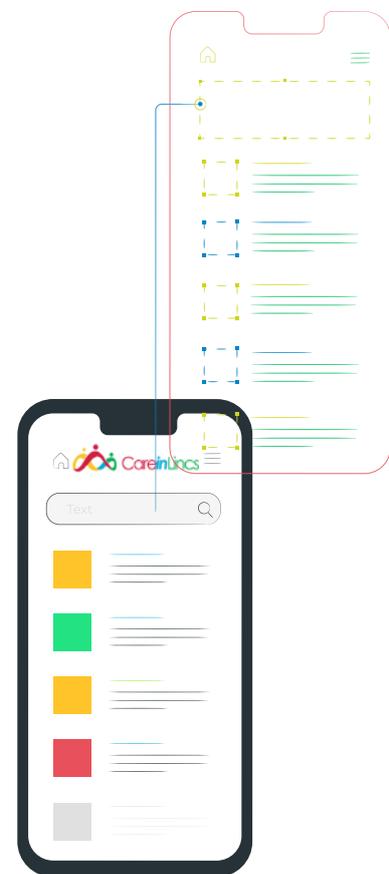
An Applicant Tracking System (ATS) is a software application that enables the electronic handling of recruitment requirements. An ATS can be implemented or accessed online for small, medium or large businesses, depending on the needs of the company.

Our ATS system has been developed and evolved over many years, from the direct experience of employers and recruiters around the world. It covers everything your recruitment team could require from candidate sourcing, talent pooling, shortlisting, vacancy management, video interviewing, onboarding and reporting – a complete end-to-end recruitment solution!

We can uniquely design the solution for you that utilises our specialist modules and only includes exactly what you need. What's more, if you desire a particular service we will work with you to build the technology you need.

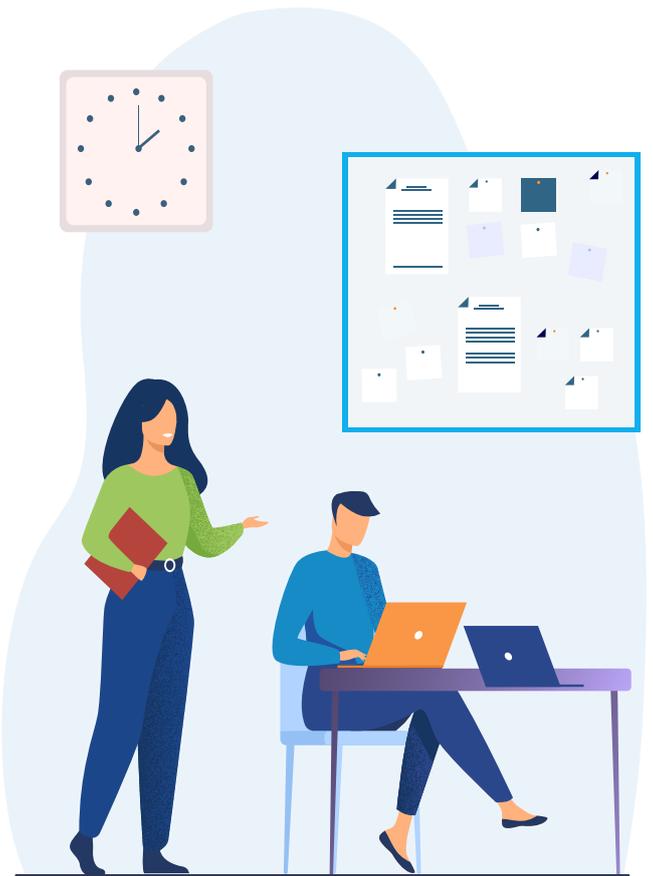
Our core features and functions are as follows:

- Video Interviewing
- Client Branding
- Multi Job Posting
- Task Management
- Email and SMS Text Communication
- Talent Pool Management
- Candidate Search
- Job/Vacancy Management
- Reporting
- Administration Functions
- GDPR Management
- Onboarding
- Reference Checking
- Employment Contracts
- System Database and Settings Management



Our end-to-end recruitment services are scalable to accommodate your own unique requirements and any plans for growth or evolution. Our software can be customised to meet the demands and processes of the health and social care sector. See some of our additional bespoke features below, the following list is non-exhaustive:

- Additional Interview Scheduling Options
- Enhanced Events and Training Scheduling
- Additional Branch/Hiring Manager Communication Options
- Enhanced Onboarding Options
- Enhanced Application Form Updates
- Enhanced Job Template Options
- Diversity & Equality Updates
- Enhanced Communication Options
- Hiring Manager Portal
- Recruitment Agency Portal
- Candidate Portal
- DBS Checks
- Right to Work Checks
- Medical Questionnaires
- Psychometric Testing
- Numeracy & Literacy Tests
- Mailchimp Integration
- E-Sign and DocuSign Integration
- Google Maps Integration
- Video Interviewing
- HMRS Integration



### ***Candidate Onboarding and Retention***

Our Candidate Onboarding system allows you to post jobs, manage applications and schedule interviews, converting your candidates to employees quickly and effectively. The system is designed to provide a positive experience for your future employees and retain staff for the future. In fact, it has been found that an effective onboarding process can increase employee retention by 25%!

The also system allows you to create your own, bespoke onboarding documents, and manage how documents are completed, regulated/tracked during the candidate onboarding process. The documents can take the form of bespoke employment contracts, diversity and equality policies, medical screening forms and welcome packs, etc.

As well as overall document management you can also track the individual documents that you will need to get the employee started, such as driving license details, passport details, Disclosure and Barring Service (DBS) checks and National Insurance numbers.

This exclusive document management technology allows your candidate to be able to comprehensively understand your organisation before they join and have all the documentation needed before they start.

## Care Character

Used by multiple care organisation to assist with the recruitment and retention of hundreds of care and support workers annually. Care Character has proved its value in a range of care settings including in older people services, learning disability, and children's services.

You can compare an applicant's core traits against seven academically researched and validated competencies;

- Communication
- Compassion and Empathy
- Dutifulness
- Teamworking
- Inclusivity and Respect
- Adaptable and Resilient
- Procedural compliance



This enables your managers and team leaders to engage, develop and retain new care employees with a structured tool. The Care Character Tool enhances retention of care workers by identifying the right employees from the outset, and then makes them feel a valued part of your organisation from the moment that they start working with you. Integrating Care Character across the recruitment and retention process will also save money on recruitment and staff turnover, and enhance the quality of care delivered.

## Advantages Of Our Recruitment Solution

### The Solution

- End to End Solution – From Sourcing to On-Boarding.
- Careers Website Design – Helping you attract the best talent
- Cloud Based Technology – Accessible anywhere from any device
- Easy to Use - Clear, straightforward, award winning design.
- Unique Solution – Built around your process
- Consulting – Optimise your end to end recruitment process
- Fully Supported - Immediate and ongoing client service support.
- Unlimited Capacity – No cap on the amount of CV's and supporting documents stored in the solution

### The Benefits

- Protect Your Brand & Ethos
- Save significant time on admin.
- Reduce cost per hire.
- Reduce time to hire.
- Reach your perfect candidate before your competitors.
- Improves candidate journey and your market presence.
- One central solution.
- Automatically search your own data.
- Exact matching of candidate to job specification.



## Service & Support

Our cloud-based recruitment services and websites are all hosted in robust and secure, UK-based data centers. When you join us as a new client, we automatically appoint a range of personnel to your account; an Account Manager who is responsible for your ongoing support requirements and a Training Manager who looks after any ongoing training requirements.

You may also have a Project Manager who oversees that every aspect of your account is running smoothly. What's more, to ensure our clients are making the most of their solutions we offer unlimited online training to all clients, supplying all clients with standard or branded user guides to refer back to whenever they need to.

More recently we have started developing training videos that our clients love, as they can refer back to these videos as and when they need to. The training department offers user manuals to make sure they provide efficient training on the basics and easy how-to guides for our clients to follow.



Want to know more?

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[www.recrutive.com](http://www.recrutive.com)

