


3 Ways to Stand Out as a Healthcare Employer During the Millennial Age

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Apr. 10, 2018



Every organization has its own success factors. Whether it is from its shared goals and vision or its strategic focus, there is no “one size fits all” solution. Today, employees must feel safe and supported by company leadership, and leaders must establish a culture where employees feel like they can thrive and grow. When workers see no room for development or have no understanding on how they can contribute, they will take the first opportunity from a competitor.

Demand for top talent is high among healthcare and unemployment rate is at its record lows, according to a Fortune article. Therefore, 2018 is a prime year to reflect and analyze what strategies are working and what may need some restructuring. Here are three practices you should consider to stand out as an employer during the Millennial age.

1. Shift from Employee Engagement to Employee Experience

Today, employees are expecting a more engaging and enjoyable work experience, and the term “employee engagement” no longer fits that description. According to Forbes contributor

and brand leadership expert [Denise Lee Yohn](#), 2018 will be the year of [employee experience](#) or EX. Employee experience is the sum of various perceptions employees have about their interactions throughout their tenure at the organization—from the first contact as a potential recruit to the last interaction after the end of employment. These perceptions drive how employees feel about their work and how much effort they will put into their job. As an employer, it will help determine how effective the company is at attracting, retaining and engaging the workforce.

2. Incorporate Diversity and Inclusion in Hiring

Leaders who recognize the significance of diversity and inclusion in the workplace develop more successful teams and perform better financially. In the article [“Why Diversity Matters.”](#) McKinsey explains that more diverse companies are more adept to win top talent and improve their customer orientation, employee satisfaction, and decision making, which all leads to a virtuous cycle of increasing returns.

According to Forbes contributor [Maynard Webb](#), establishing a diverse and inclusive culture may include:

- Building a culture where “hiring for fit” means hiring for people who expand who you are not “people like us.”
- Removing subconscious bias from the hiring process by reevaluating how you use words such as “dominant” and “competitive,” as these words are typically positive traits for men and negative for women.
- Reconsidering how you define diversity to include more than gender and ethnic diversity such as economics, family status, disability, sexual preference, gender expression/identity, political inclination, religious affiliation, and age.

3. Reevaluate Sexual Harassment Policy and Procedures

Since the “me too” movement swept across the nation, many organizations across all sectors saw an urgency to reassess and revise their sexual harassment policy and complaint procedures. Thirty-two percent of organizations changed their sexual harassment training within last the year, and an additional 22 percent intend to make changes in 2018, according to [a recent Society for Human Resource Management \(SHRM\) survey](#). Some changes include: adding “workplace civility” training components (49%); tailoring training to the organization’s workforce (47%); and adding training to onboarding activities for all staff (46%). Other areas HR should review are how to handle off-duty misconduct, manage anonymous complaints, and follow up after sexual harassment investigations are completed. Publicizing your new workplace harassment policy can show current and prospective employees that you value their safety and are up-to-date with modern issues.

What initiatives are in the works to attract to talent at your healthcare organization? Please share in the comments section below.