



OPTIGY GROUP

**Building a Stronger
Healthcare Workforce
The Advantages of an
Exclusive Recruitment
Partnership**

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Introduction

This white paper explores the challenges faced by healthcare organizations in attracting top talent and proposes a solution: partnering exclusively with a single recruitment agency.

The Problem: Scattered Efforts, Limited Results

Many healthcare organizations, lacking the internal resources to fill critical vacancies quickly, turn to multiple recruitment agencies. While this approach might seem like a way to broaden the candidate pool, it often leads to:

- **Reduced Efficiency:** Managing multiple agencies consumes valuable time spent briefing them, fielding calls, and sifting through duplicate applications.
- **Inconsistent Communication:** Different agencies have varying communication styles and expectations, creating confusion for both the healthcare organization and the candidate.
- **Superficial Candidate Matching:** With multiple agencies competing, the focus shifts to a "spray and pray" approach, resulting in a lower quality of candidates presented.

The Solution: A Focused Partnership

Partnering exclusively with a single, specialized healthcare recruitment agency offers several advantages:

- **Streamlined Efficiency:** A dedicated point of contact simplifies communication and reduces administrative burden. Onboarding your ONE agency becomes faster with a streamlined process. Less time spent managing multiple agency relationships, fielding calls, and sifting through candidates from various sources.
- **Deeper Understanding of Needs:** Building a long-term relationship allows the agency to develop a customized recruitment strategy aligned with your unique culture and goals. This allows the agency to truly become an extension of the organization.
- **Improved Candidate Quality:** The agency has a vested interest in finding the perfect fit. They can leverage their expertise and extensive network to identify top talent, including passive candidates, while maintaining confidentiality (MagicHire).

Benefits Beyond Efficiency

- **Cost Savings:** Negotiating a bulk rate with a single agency can lead to lower recruitment fees (MLK). Additionally, the streamlined process reduces the time and resources needed to fill vacancies (LinkedIn).

- **Enhanced Employer Brand:** Consistent communication with a single agency ensures a unified employer brand message throughout the recruitment process (G2).
- **Improved Candidate Experience:** Candidates have a more streamlined application process and a dedicated point of contact within the agency. Eliminates the possibility of the same candidate applying through multiple agencies for the same role. 40% of applicants won't go on with the hiring process if the first interaction with a recruiter was poor (Glassdoor). This matters as 62% of companies and 86% of recruiting managers say that the current job market is driven entirely by candidates (G2)
- **Stronger Partnership:** Building trust with a single agency fosters a collaborative approach, leading to better long-term results. If an agency is up against other firms, they have to play it safe and reduce their inputs; which may be the only commercially responsible decision for them (Savvi). Agencies tend to spend their time on roles where they have a better chance at filling. Exclusive roles are a priority for an agency, they will spend more time and use more resources to fill the position (MLK).

Choosing the Right Partner

Selecting the right exclusive partner is crucial. Conduct thorough research to ensure they:

- **Specialize in Healthcare Recruitment:** Experience in the healthcare industry guarantees a deep understanding of specific roles and qualifications.
- **Align with Your Values:** Choose an agency that shares your commitment to diversity, equity, and inclusion. 75% of U.S. applicants report that a diverse workforce is essential when evaluating job offers (Glassdoor).
- **Demonstrate Experience:** Look for an agency with cumulative experience with placements in similar healthcare organizations.

Conclusion

By partnering exclusively with a specialized recruitment agency, healthcare organizations can overcome the challenges of a scattered approach. This collaborative partnership leads to a more efficient recruitment process, improved candidate quality, an improved candidate experience, and ultimately, a stronger healthcare workforce.

Appendix

WORKING WITH SEVERAL AGENCIES	WORKING WITH ONE AGENCY
Agency Onboarding Process: Brief multiple agencies on hiring process, company culture, company history and future.	Agency Onboarding Process: Brief ONE agency.
Job Specifics: Brief multiple agencies on the specifics of each of the jobs you want them to submit candidates for, compensation, bonus, benefits, career advancement opportunities.	Job Specifics: Brief ONE agency.
Agency Agreements: Unless the organization uses their own proprietary agency agreement, the organization will sign different agreements with a variety of stipulations, payment schedules, guarantee language, price per hire etc.	Agency Agreements: Sign ONE Agency Agreement.
Continuous Communication on Progress: Multiple agencies will reach out to in-house team to ask for candidate status or to inform in-house team of their sourcing activities, KPIs, and progress.	Continuous Communication on Progress: In-house team has ONE weekly meeting (or 2 if desired) with ONE agency representative to review the status of all candidates. Much easier agency management.
Payment Communication: Multiple agencies have different payment expectations and timelines. Agencies will reach out to in-house team until payments have been received to pay their recruiters' commissions.	Payment Communication: One agency, one payment agreement.
Agency Guarantees Visibility: As agencies have different language around guarantee to replace a candidate when leaving an organization before a certain amount of time, or refunding placement fee, it is difficult for in-house teams to be aware of all the different arrangements per their agreements.	Agency Guarantees Visibility: With ONE agreement, it will be much easier to remember if the agency guaranteed to replace the candidate or reimburse the placement fee when s/he leaves before a certain amount of time.
If you like to juggle: Numerous back and forth with different agencies, which will be time-consuming and require much more project management.	Instead: Focus on building a strong relationship with one dedicated partner, eliminating potential confusion and conflicts.
Agency Focus: The agency will know that a competitor is also recruiting for the role. They will put in the amount of effort commensurate with their chances of success, and then they will move on to the next opportunity (Savvi).	Agency Focus: The ONE agency will take ownership of all success as they are the exclusive agency for the organization and will give all of their focus on these searches.
Recruitment Approach Spray and Pray approach. Race against the clock knowing other agencies are searching for the same candidates.	Recruitment Approach: You are allowing space for the consultancy side of the recruitment service to bring real value.

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