

COVID-19 Recruitment Marketing Updates

**We're with you
every step of
the way.**

As the situation evolves and changes minute-to-minute, we want to update you with Fusion's response. Our goal is to provide you with guidance – the support and knowledge you've come to rely on. Your account manager will be reaching out to craft the perfect message for your organization.

Research



Fusion is funding a research project designed to provide a snapshot of your audiences and their attitudes toward changing jobs during this crisis.

Analytics



We are analyzing responses to ongoing advertising and email campaigns. We still see responses to email, clicks to advertising and in general and interest from your audiences.

Yes, we should continue to advertise.

The shortage of healthcare workers will continue through this crisis. Balancing **retention** and **recruitment** efforts is more critical than ever. Here are some ideas for your organization to consider that Fusion can craft into sensitive advertisements.



CNO presence.
Create a video that can be shared on the career website or landing pages committing continued support.



Thank your employees with a Facebook post that acknowledges their efforts.



Offer modified shifts to be flexible, less than 12 hours. Promote to PRN staff and eligible alumni.



Use food services to offer pre-packaged meals for employees to take home. Provide food for all shifts and positions.



Implement a fast track to critical care internship program. Move exp. RNs into the ICU and backfill with new grads.



Have a recruiter available for live chat. Fusion can implement a chat platform on your website within hours.



Let us help to implement digital solutions for virtual recruitment events and virtual interview platforms.



Reach out to alumni employees who are eligible for rehire.



Is there a way to offer RNs working in your physician offices the opportunity to pick up shifts in your hospital(s)?



Can you offer short term, flexible employment to food service and environmental workers who are forced out of work?

Here's to your health, peace and security.
~The Fusion Team