



Talent tech you can count on. **For care they can count on.**

A step-by-step guide for health and social care organisations to choose recruitment tech that's a true springboard for success. Both for your organisation and the people you care for.



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It's time for health and social care recruiters to shine.

First Brexit. Then COVID. Now skyrocketing inflation, tightening margins and increasing wage pressure. Plus the aging care workforce, combined with an aging population with ever-growing care needs. And high turnover, especially among the younger workers that organisations increasingly rely on. And growing clinical skills shortages.

The health and social care sector needs to hire more than a million extra workers over the next decade to meet growing demand and recover from COVID, the Health Foundation predicts.¹

Healthcare businesses are desperate for great people. But finding, hiring, and keeping them takes herculean effort.

Better recruitment powers better care outcomes. Great recruiters make a real difference, not only to jobseekers, but to the community of people who rely on your organisation's care and support.

That's why the right recruitment software is critical. The right tech is a springboard for success for your organisation, your teams, and the people you care for.

In this buyer's guide for the healthcare and social care sector, we'll show you:

- The three signs you need new recruitment software – including why only 3% of organisations realise full value from their talent tech.
- The six pillars that matter most when you're weighing-up new recruitment software – and a simple way to spot your most important priorities.
- The essential stages of settling on a provider, and the most important principle for building a business case that gets stakeholders on-side.

Let's go...

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Healthcare delivery has been under intensifying pressure and scrutiny during the COVID-19 pandemic, as health systems around the globe struggle with skyrocketing patient numbers, employee burnout and workforce shortages, supply chain disruptions and equipment scarcities, and insufficient and/or outdated facilities.

Paradoxically, the pandemic's economic recession and health systems' increasing costs provide the perfect storm to force healthcare systems to change their workforce, infrastructure models and care delivery models to continue to meet quality and access targets, but achieve this from a reduced cost base”

Deloitte, 2022 Global Health Care Outlook²



1. The Health Foundation, Over a million more health and care staff needed in the next decade to meet growing demand for care, October 2021.

2. Deloitte, 2022 Global Health Care Outlook, 2021.

Part 1

Is it time for new talent technology?

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Talent acquisition (and human resources as a whole) has suffered from years of fatalistic “good enough” performance expectations – and is limited by long-standing operational, technological, and aptitudinal limitations.

But as labour markets continue to tighten, recruiting gets more and more difficult – and the business case for upgraded capabilities is stronger than ever.”

IDC MarketScape 2019³

3. IDC, IDC MarketScape: Worldwide and U.S. Modern Talent Acquisition Suites for Large Enterprise, 2019.

99% of Fortune500 companies **use an ATS**⁴

49% of large enterprises have **changed TA solution** in the past 18-months⁵

41% of large enterprises **plan to change** solution in the next 18-months⁶

40% of 300 organisations said they were **unsatisfied with their ATS**⁷

Over the last decade, the use of talent tech in health and social care has exploded. From hospitals to care homes, dental practices to supported living providers, recruiters across the care sector use talent software to attract, recruit, and retain talent.

But is that tech still fit for purpose?

A lot's changed over the past few years.
Brexit, of course.

An impact study found that Brexit created additional healthcare recruitment shortfalls, increased turnover, caused a large drop in job applications, and pushed up waiting times.⁸

Then the pandemic.

Deloitte say COVID-19 has been “the catalyst to kickstart and accelerate [...] clinical, financial, and operational transformation”.⁹ But persistent workforce shortages are a major barrier to transformation, as they have been for years.

COVID-19 has massively increased burnout among care workers, and high turnover is a constant issue. And healthcare demand has skyrocketed. Vacancies in the adult social care sector rose by 52% to 165,000 unfilled jobs in 2021/22, for example. That's the largest annual increase since records began.¹⁰

And all this against a backdrop of worsening pre-pandemic challenges.

The aging population has only gotten older. Climate change has accelerated, creating new public health challenges. The aging care sector workforce gets closer to retirement.

In this context, many organisations have realised that a faster, more efficient recruitment process and a great candidate experience are a real competitive advantage.

But yesterday's tools are rarely good enough. The talent tech landscape evolves fast, with providers constantly innovating to make hiring easier, faster, and more cost-effective.

The healthcare landscape is almost unrecognisable from a few years ago.

Is your talent tech helping you rise to today's challenges? Or holding you back?

4. Jobscan, 99% of Fortune300 companies use an ATS, November 2019.
5. ID IDC, IDC MarketScape, 2019
6. IDC, IDC MarketScape, 2019
7. SHRM, 4 critical steps to ensure a successful ATS upgrade, May 2017.
8. National Institute of Economic and Social Research, Brexit and the Health and Social Care Workforce in the UK, November 2019.
9. Deloitte, 2022 Global Health Care Outlook, 2021.
10. ITV, Number of care workers falls by 50,000 as 165,000 roles are left vacant, October 2022.

Three good signs you need a new talent platform

#1

Your ATS is
stalling progress

#2

Your ATS is too
complicated

#3

Your recruitment
has changed



#1 Your ATS is stalling progress

Recruitment tech becomes obsolete faster than you'd think. If you implemented your last ATS a while ago, you're probably missing efficiencies that are hurting a lot right now.

Today's recruitment software typically delivers much better against critical metrics like time-to-hire, cost-per-hire, application completion rate, accepted offer rate and retention rate. Modern tech also offers a way better experience for candidates and managers than legacy software.

If you're struggling to keep up with the challenges you're facing today, it's a good sign you need to upgrade your talent tech. The right platform is a springboard for better – for your organisation and the people you care for.

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Tribepad has revolutionised the way we onboard new starters at Signature. Being able to onboard candidates online and send them their e-contract has streamlined our processes, saving our managers' time. It's also meant we've improved the candidate experience, something which is incredibly important to us.”

Head of Resourcing and Talent,
Signature Senior Lifestyle Limited

#2 Your ATS is too complicated

When your recruitment is handled by hundreds of busy managers, you need talent tech that prioritises usability. But too often, that's not what care organisations have ended up with.

You might have powerful functionality, sure. But often your talent tech doesn't meet your basic needs because your flat-out managers and HR teams can't use it fast or easily. And it's probably not even flexible enough to manage yourself, so as your organisation changes you're endlessly stuck waiting for provider support.

So instead of ROI, all you see are frustrated recruiters, managers and candidates.

And candidates gone quiet. And rejected offers. And empty roles. And declining quality of care. And ultimately, lots of questions about why recruitment isn't delivering.

3%

The number of organisations who're using the full functionality of their ATS¹¹

11. SHRM, 4 critical steps to ensure a successful ATS upgrade, May 2017.

#3 Your recruitment has changed

Maybe you've increased headcount and outgrown your old platform.

Maybe you're struggling to really engage and excite candidates, so you're losing out to competitors who can. Maybe COVID has triggered a for-good shift to remote recruitment, so you need a system designed around anytime, anywhere collaboration.

The point is, if your needs have changed it's a good time to revisit the market and check you're not missing a better way to meet them.

Shopping around is win, win

Even if you don't upgrade software right now, chatting to providers is a chance to check out what the market and other businesses are doing. And it helps you challenge your current providers to do better.



Part 2

Six pillars for choosing new talent acquisition software

We asked recruitment pros what their biggest priorities are for buying talent tech that powers better hiring.¹²

Here's what they said:

1. Functionality
2. User experience
3. Value for money
4. Integrations
5. Support
6. Security

Let's unpick those...

12. Tribepad, Client Voices Survey and Client Voices Interview, November 2020

1. Essential functionality

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Companies get so easily distracted by the complexity and bells and whistles [...] that they forget the basic challenges they are trying to solve.”

Aptitude Research
Partners via SHRM¹³

It's easy to over-complicate your needs and wind up with software that sounds good but doesn't deliver. Especially when you're confronted with mountains of providers making big promises.

When you're deciding your must-haves, come back to fundamentals: what are your biggest recruitment challenges?

For most recruiters in the health and social care space, that's skills shortages.

13. SHRM, 4 critical steps to ensure a successful ATS upgrade, May 2017.



An extra 488,000 healthcare staff will be needed to meet demand and recover from the pandemic by 2030 – a 40% increase in the workforce.¹⁴



An extra 627,000 social care staff will be needed to improve services and meet need by 2030 – a 55% increase in the workforce.¹⁵



At almost 11%, care worker vacancy rates in 2021/22 were twice as high as the national average.¹⁶



Staff turnover rates in adult social care 2021/22 was 29% (the UK average typically hovers around 15%).¹⁷



55% of recruiting employers in the UK healthcare sector report hard-to-fill vacancies – the highest proportion of any sector.¹⁸

14. The Health Foundation, Over a million more health and care staff needed in the next decade to meet growing demand for care, October 2021.

15. The Health Foundation, Over a million more health and care staff needed in the next decade to meet growing demand for care, October 2021.

16. ITV, Number of care workers falls by 50,000 as 165,000 roles are left vacant, October 2022.

17. ITV, Number of care workers falls by 50,000 as 165,000 roles are left vacant, October 2022.

18. CIPD, Labour Market Outlook – Autumn 2022, November 2022.

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Sometimes organisations pour more money into marketing and advertising when actually many of their problems stem from internal processes.

Maybe they've actually got enough candidates coming in but they don't get to them fast enough, so they lose out.”

James Pratt – Business Development Manager,
Health and Social Care Specialist, Tribepad



Great recruiters change lives

Nowhere is that truer than health and social care, where it's not just jobseekers who rely on you, but a community of people depending on support.

The recruitment software you choose must help you move the needle here, to attract and hire great people fast.

Reaching younger workers

More than a quarter of England's adult social care workforce is over 55 and may retire in the next decade. At the same time, turnover in the sector is high (29%) and young people are the most at-risk of leaving.¹⁹

Recruiters must look to engage younger workers – like students studying social care in local colleges. The right recruitment software should support outreach and make it simple to pull candidates into your talent pools for the future.

19. ITV, Number of care workers falls by 50,000 as 165,000 roles are left vacant, October 2022.

That's likely to leave you with an essentials list that looks something like this:



CRM. Stop chasing; start attracting. Build and promote an EVP that stands out from the pack with recruitment marketing campaigns.



Pre-screening. Use AI to spot great candidates fast, without the soul-destroying admin. Take the guesswork out of high-quality hiring.



Heaps of automation. Hire faster than anyone else. Fast-track your best people and notify managers, to get support onto the frontline faster.



Talent pooling. Build and nurture talent pipelines filled with great people ready-to-go. Add candidates easily by QR code at careers fairs and events.



Compliance management. Tick the right compliance boxes fast, with automation and good integration with the digital checking providers you use.



ED&I functionality. Build a fair and inclusive hiring process, widen your talent pool, and build a workforce that better represents the people you care for.



Agency portal. Make it easy and fast for your trusted agency partners to submit and process candidates, with full visibility. No more black holes.



Onboarding. Cut delays and keep candidates excited between offer and start date. For fewer drop-outs and better-fit new hires who do a great job, faster.



Great reporting. Track your process end-to-end, with reporting on the stuff that matters like time-to-hire, source quality, drop-outs, and team efficiency.



Self-service. Make changes on the fly as your business changes. So your provider isn't a bottleneck.

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Improving DE&I in the workforce can support quality of care and financial performance goals. Addressing racism and other biases can give organizations a competitive advantage, helping them attract the best talent and elevate their brand and reputation.

A diverse and inclusive healthcare workforce – both in clinical and nonclinical/ corporate settings – can also help improve trust and empathy and strengthen the connection with patients and communities.²⁰”

20. Deloitte, 2022 Global Healthcare Outlook, 2021.



Does your recruitment tech deliver for candidates?

73% of applicants **abandon applications** that take over 15 minutes

90% of applicants expect to **edit and submit their CV** easily

80% of applicants expect to **save job searches**

76% of applicants expect to **receive job alerts**

Get a great candidate experience.

Deliver fair and fast candidate journeys that give the right impression from the get-go.



2. User experience

Usability and functionality shouldn't be a trade-off.

Every layer of complexity makes hiring take longer and hurts your candidate experience, especially if your recruitment process relies on hundreds of spread-out, flat-out managers.

Care sector recruiters – and more to the point, care sector workers – need software that's fast and simple. So they can apply in five minutes on their break from their mobile, or review candidates at-a-glance in between meetings.

What matters for managers:

- Bird's eye visibility over the whole recruitment process
- At-a-glance summaries of candidates and progress
- Automated alerts and nudges when they need to act
- Secure mobile access without needing a computer
- Lots of templates for everything they need to do
- Robust process guardrails so they can't accidentally go off-piste
- Simple always-available training and support

The fact is, if your talent tech doesn't deliver a great user experience, then it can't deliver the talent outcomes you need. And ultimately, the people you care for are the victims.

Using Tribepad, candidates can create a profile, upload a CV, and submit an application from 1 minute 52-seconds.

How's that for speedy?

3. Value for money

Most care businesses operate at low margins anyway, and those margins are being majorly squeezed by record inflation and skyrocketing costs.

As McKinsey ominously put it, the pandemic has triggered a “gathering storm” which “has the potential to reorder the healthcare industry and put nearly half of the profit pools at risk.”²¹

21. The gathering storm: The transformative impact of inflation on the healthcare sector, September 2022.

The upshot is, you're probably under a fair amount of budget pressure: choosing software that offers value for money is critical.

But it's become pretty common for vendors to tout low entry-level costs while burying sky-high hidden costs. Hidden costs that you only feel the full consequences of once you've already bought-in, and need support, integrations or custom configuration.

In healthcare, being wasteful with recruitment spend ultimately has a negative impact on the people you care for. Look for transparent (and fair!) pricing that delivers value, with proven ROI from other businesses like yours.

Ask providers:

- What would we expect to pay if our **headcount budget grew 30%**?
- What would we expect to pay if we needed to **add a new location**?
- What would happen if we needed to **freeze hiring**?
- What would we pay for **custom configuration**?
- What **returns** have other health and social care companies seen?

4. Integrations

The healthcare tech stack is usually complex, within HR as much as patient-facing. It's typically more effective for organisations to build a collection of best-of-breed systems over a single HCM platform that tries to do everything (usually badly).

But that approach does mean you need robust integration, so everything plays well together. Efficiency is the name of the game. Pre-built integrations are the gold standard because they're fastest and you know they work.

But don't just evaluate which integrations are available right now.

Think about how your recruitment might develop. You'll probably want to add new tools as your needs change, and what's available changes.

Tribepad has a powerful ecosystem of partners delivering simple out-of-the-box integrations with many of the most-used HR tools out there. [Check it out.](#)

Your ATS should support future growth – not stall it.

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During COVID-19, corporates that were using suppliers with a stronger ecosystem found it easier to cope with the effects of the pandemic.

The ability to activate additional ecosystem components in days, rather than weeks, gives customers an edge... Ultimately, a stronger ecosystem means better resilience for everyone.”

Fosway 9-Grid™ Talent Acquisition Report 2021²²

22. Fosway, 9-Grid™ Talent Acquisition Report 2021, 2021.



5. Support

In healthcare, the stakes are sky-high so don't underestimate the importance of great support.

Roadblocks can derail your quality of care and hurt the people you care about: a support team who understands that is non-negotiable.

Beyond technical support though, a great tech partner should also help you evolve your recruitment function to achieve better results. They'll challenge you to think differently – and they'll think outside the box themselves, to solve your challenges.

At their best, talent tech providers don't just sell you a product. They're subject matter experts and true partners. Don't settle for being sold to. Invest in a partnership that'll help you grow.



Ask providers:

- What's your average **response time**?
- What's your **support structure**?
- What happens if we need **out-of-hours support**?
- Where are your **support centres based**?
- What's your **guaranteed uptime**?
- What **training** do you offer – and what does it cost?
- How do you help us **evolve**?

6. Security

Robust security is table stakes.

Most health and social care providers handle huge swathes of confidential data, often about vulnerable people. Data breaches and non-compliance are unethical, as well as expensive and terrible for your reputation.

Situations like the 2022 Manx Care breach²³ – who face a £170,500 fine for sending an insecure email attachment containing a patient's private data – keep healthcare leaders up at night.

Here are five things to consider:

1. Modern technology. Cloud-based tech is more easily monitored and updated than legacy tech, to stay up-to-date with evolving security practices.
2. Uptime. Modern recruitment software should guarantee at least three nines (99.9%) uptime, so the people you care for are never left in the lurch.
3. Security standards. Your software should be certified to rigorous security standards, to protect your data from ever-evolving threats.
4. Protected APIs and servers. Your recruitment tech should be protected by hardware and software firewalls, to protect against unwanted intruders.
5. User protection. Recruitment involving lots of users and locations shouldn't increase security risk. Look for best-practice protection for user interactions.

During COVID, Tribepad supported one of our clients to process 1 million applications in a week.

When you're working with those sorts of numbers, you can't afford unscheduled downtime.

23. BBC, Manx Care faces £170k fine over patient data breach, August 2022.



Involving stakeholders across the business

When you're outlining what you need from new recruitment software, accommodate perspectives across the business.

A busy head teacher, or trust manager, or operations director has different priorities from your CIO; a recruiter super-user different priorities to the CHRO.

Get purchasing stakeholders involved from the get-go, so you can ensure you're asking the right questions and meeting their must-haves too. It'll pay back dividends when you come to build a business case.

Tribepad and our data centres are ISO 27001 certified.
Your data is in safe hands.

Part 3

Making your decision

Now you've narrowed down your technology needs, you'll probably have a few providers on your long-list. Now's the time to get stuck into your own research.

Here are the four bases to cover...

1. Ask your network

Talk to other businesses in the care sector about the providers you're considering. If you have agency contacts, they might have some good recommendations too.

Just be careful to look for apples-to-apples comparisons. Jack might've loved one provider but maybe he's only hiring a small handful of senior consultants each year, while you're hiring 200+ temporary carers.

2. Online research

Check out common software comparison sites and social media, to get an overview of your shortlist's strengths and weaknesses. You're looking for trends more than stand-out reviews: what does this provider do well? What are the most common complaints?

Where possible, look for reviews specifically from care organisations of a similar size to yours, to show the software can handle the complexity you'll need.

Common software comparison sites:

- Capterra
- G2
- Software Advice
- TrustRadius
- GetApp
- BetterBuys

Bear in mind – software review sites can be a goldmine, but providers do have to pay for inclusion and will rarely be featured everywhere. Don't let any particular channel sway your decision-making.

Tribepad's thriving client community meet annually for Client Forums to share ideas and shape our development roadmap.

We consistently hear it's one of the things clients love most about being part of the Tribepad family.

3. Client referrals

Real-world examples from other health and social care organisations are an absolute must. Case studies and testimonials are great but person-to-person conversations with actual clients are even better. Ask providers if they'll connect you to past clients.

4. Get a demo

There's no better way to get to grips with new software than a demo. You should get an instant feel for whether it's easy-to-use and can do what you need.

Ask providers to walk you through specific use cases that matter for your organisation – like, how would we manage recruitment with national oversight but local ownership? How would the software support our different recruitment processes?

And now's your chance to ask all those pricing and support questions we outlined earlier.

10 questions to ask other organisations:

1. How long did migration and implementation take?
2. What might stop us from seeing value with this product?
3. What do you like most about the platform?
4. What have your biggest challenges been?
5. What's been surprising or unexpected about the product?
6. What results have you seen?
7. What feedback have you had from your team, managers, and candidates?
8. Have there been any unexpected costs?
9. What do you wish you'd known before buying?
10. Would you choose this software again?

Building a business case

Frontline tech that directly impacts the people you care for is often embraced quickly, but securing investment for back-end systems can be much harder. Especially if some stakeholders already believe your talent acquisition software is 'good enough'.

Making a compelling case means articulating why 'good enough' isn't good enough.

Show stakeholders explicitly how recruitment software impacts care outcomes – and business outcomes.

For example, research shows high turnover negatively impacts continuity and quality of care²⁵ – which in turn impacts metrics like NPS, market share and annual revenue.

When you're pitching new recruitment software, focus on how your current tech holds the organisation back – and how new software moves the organisation forwards. If that's not obvious, now mightn't be the time for an upgrade.

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Technology that lives out front – where patients, members, and customers can see it – can help a healthcare organization shine. But the technology at the core – which most people never see – makes an organization work.”

Deloitte, Global Health Care Outlook 2019.²⁴

24. Deloitte, Global Health Care Outlook 2019, 2018.

25. PSSRU, The impact of workforce composition and characteristics on English care home quality, September 2017.

And you're done!

Work through this guide and you'll be well on your way to ensuring your recruitment software is a true springboard for success — for your organisation, your people, and the people you care for.

Now the only thing left is to get started!

Here's a quick action checklist with next steps:

- Grab your team and brainstorm must-haves and nice-to-haves
- Talk to stakeholders to clarify internal constraints like budget and timeframe
- Talk to IT and confirm technical must-haves
- Create an evaluation scoresheet to assess providers
- Start desk research to build your longlist
- Brainstorm all the questions you need providers to answer
- Set up initial calls and start narrowing down a shortlist of providers

Now start booking those demos!





About Tribepad

Tribepad is the trusted tech ally to smart(er) recruiters everywhere, designed to help you fall back in love with recruiting.

Our simple, flexible talent acquisition platform takes your recruitment headaches away so you can get back to what you love – helping people find careers they love.

Combining ATS, CRM, Video Interviewing, and Onboarding plus a strong integration ecosystem and a switched-on, passionate team cheering you on, our tech is a springboard for faster, fairer, better hiring.

Trusted by health and social care organisations like Bupa, Signature, Accomplish, Turning Point, Proud to Care, and Shaw Healthcare, 25 million people in 16 languages use Tribepad.

Meet your biggest recruitment allies

Book an intro call or demo to see how Tribepad can become your biggest recruitment allies.

Making a difference starts [here](#).

“

We've taken the time candidates spent in compliance from 45 days to 17 days using Tribepad's Onboarding platform.”

Paul Lundbeck
People Services Director - HCRG