COVID-19 is offering unique opportunities for Maine Businesses and Communities

Topics:

1. Recruiting and retaining employees
2. How to support a remote workforce
3. Growing together through trauma
4. Latest on COVID-19
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Good Health Is Good Business
Legal Disclosure:

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Accordingly, following any guidance Northern Light Health presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.
Ask us questions – give us feedback – this hour is for you

• Please use the chat function to ask your questions at anytime.
Recruiting and retaining employees
Keys to Successful Recruitment

Develop a marketing plan
• What are the ‘selling points’ of your opening?
• What differentiates your opening from others?
• What engages your current staff?
• If you don’t know the answers - start there!

Conduct thorough interviews
• Understand the expectations for each other
• Did you learn enough to make a good hiring decision?
• Did the candidate learn enough to make a good decision?
• Interviews should be a two-way conversation

No such thing as too much communication
• Maintain ongoing communication
• Keep candidates informed

How it ends matters too!
• Is the candidate a perfect fit for another role?
• Always recruit for openings you don’t know you have
• Word of mouth is powerful!

Retention begins at Recruitment – so all recruitment strategies are retention strategies

Good Health Is Good Business
Changing Priorities

Rethink marketing strategies often

- March 2020 rethink interview/hiring process
- NEW highlights
- Rural opportunities,
- Family friendly locations
- Low COVID vulnerability rate
- Northern Light Health’s employee centric response to the pandemic

Don’t be afraid to change your processes

- **Before:** High-touch recruitment process and in-person interviews
- **Now:** Virtual interviews, tours and meet and greets with community members
Virtual Interviews pave the way for cost savings for years to come!

Provider Recruitment Team Successfully Pivots to Virtual Site Visits in Response to Covid-19

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Virtual Innovations and Teamwork Pave the Way for Success
Provider Recruitment – By the Numbers

- **47%** increase in provider interviews
- **22%** increase in offer letters AND acceptances
- **25%** increase of providers who started work in FY20 vs FY19
- **75%** Offer Acceptance Rate remains well-above national average!
- **100+** providers sign letters of intent after virtual visits

Pictured are members from the provider recruitment team
18 Women’s Health Locations

CLICK TO VIEW
How to support a remote workforce
Remote work... becoming common practice

What we learned:
• Better productivity
• Increased job satisfaction
• Attract and retain talent

Create a guidebook:
• Remote work agreement and policy
• Onboarding remote employees
• Safety and ergonomic issues
• Engaging remote workers
• Working remotely effectively
Remote work considerations list

- Needs of business / department
- How to measure and monitor productivity
- Impact operation cost
- Data security concerns
- Employee working in Maine or out of state
- Ergonomics and safety
Employee engagement and development

Leading Remotely:
• Communication
• Rounding
• Setting expectations
• Encourage growth
Growing together through trauma
Collective Trauma

INDIVIDUAL

FAMILIES/FRIENDS
COLLEAGUES/CO-WORKERS

SOCIETY AT LARGE
“The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger--but recognize the opportunity.”
— John F. Kennedy

“Deep within every crisis is an opportunity for something beautiful.”
— Kate McGahan

“A time of crisis is not just a time of anxiety and worry. It gives a chance, an opportunity, to choose well or choose badly.”
— Desmond Tutu
Post-Traumatic *Growth*

**Solidarity**
- Increased bonding & cohesion
- Improved collaboration
- Increased altruism
Post-Traumatic *Growth*

Resilience
- Individual
- Familial
- Cultural
- Workplace
- Societal
Post-Traumatic Growth

Innovation

- Virtual technology
- New business models
- Work-life integration
- Science & medicine

Perfect is no longer needed!
Cultural shifts during COVID

Societal Resilience

- Science Advances
- Purpose, Culture, Brand
- Tech Advances
- Person Centered
- Work-Life Integration
- Whole-Person Perspective
- Real Empathy
Latest on COVID-19
Vaccination Program – who’s eligible now

April 7: All Maine residents age 16 and older

• Pfizer vaccine is authorized for individuals ages 16 and 17
• Consent from a parent or legal guardian is required to vaccinate children

420,000 Maine people received their first dose of the vaccine

• Almost 32 percent of our population
• Nearly 20 percent being fully vaccinated.
• Maine is currently 4th best nationwide for the percentage of its population with at least one dose of vaccine
• Currently ranks 7th best nationwide for the percentage of its population fully vaccinated
Vaccine hesitancy

How to talk to the vaccine – hesitant:
• Aim for the ‘movable middle’
• Truly listen to their concerns
• Provide resources in their language
• Keep it simple
• Talk about proven safety – for all populations
• Don’t shame people
• Use your testimonial
• Be patient and offer to help
COVID-19 trends – cause for concern
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Good Health Is Good Business
Tools you can use:

https://northernlighthealth.org/Resources/Safe-Return-to-Business
For more information or to submit a topic for a future Zoom Conference:

Contact:
Lanie Abbott
Director of Communications
lwabbott@northernlight.org
Join us Thursday, April 22: Embracing Diversity, Equity, and Inclusion

Topics:

• DEI Where to start
• Community engagement and increased collaboration
• Embracing diversity
• Latest on COVID-19
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