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Retaining and Recruiting Post COVID-19

✖ As we enter the summer months and inching closer to herd immunity, many organizations are beginning the assiduous task of re-assembling their workforce. Though there is much uncertainty regarding the future, addressing workforce sustainability cannot be delayed. Staffing agencies are maintaining the status quo of high bill rates and conversion fees that work to their advantage but do little to be responsive to the needs of the clinicians or the organizations they work for. This is a tenuous time in the healthcare industry, so how do we retain and recruit talented clinicians in a way that works for everyone?

Here are 2 priorities that Matchwell centers every day to help organizations share their story and expand their flexible workforce.

Core values are more than wall art

At Matchwell, our company started with a blank canvas. Our founder asked himself one question: "How do we build an organization where people WANT to work and work toward a mission that is bigger than themselves?" Everyday our team members help Matchwell live into its mission by making it their mission to live into their own. What is your story? What is your mission? Define your organization's narrative and design internal initiatives that fuel it. A mission is living and should be fed daily. It's more than a few sentences framed on the wall. It is the life-force of the organization.

Your employees are the best PR

Gone are the days where companies talk about themselves. Outbound marketing and messaging are irrelevant. If your employees love working at your organization, they will talk about it. Patients will receive better care, family members will be more engaged, and employees will be more productive because they are working for more than a paycheck; they are working for a purpose. Invest in your workforce and they will not only invest in you, but they will also recruit for you because the mission is contagious in the best way.

The post-pandemic renaissance is coming. As you rebuild and re-engage your workforce, why not start with a blank canvas too? Redefine your story and your mission. Thread your ethos into every nook and cranny within the walls of your organization. Don't go back to the status quo. Instead, initiate a profound change in the workforce of the future by making the change that is needed today.

South Florida Hospital News and Healthcare Report's number one goal is top quality healthcare journalism written and edited for the region's most successful, powerful healthcare business executives and professionals.

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