

Northern Health addresses the healthcare skill gap with LinkedIn Talent Solutions

Public healthcare provider Northern Health uses LinkedIn Talent Solutions to connect and foster relationships with the rapidly growing specialist healthcare industry across Melbourne.

Northern Health services a population of around 728,000 Victorians each year, and this figure is expected to grow by 64% by 2030. Michelle Fenwick, Executive Director of People & Culture at Northern Health, says the organisation's ever-increasing need for a highly skilled and specialist clinical workforce means the health service needs to continue to introduce new methods of finding talent. Over the next 12 months, Northern Health will see several changes occur, including the opening of new buildings, a change to clinical

ward configuration and an infrastructure expansion. These changes will have a direct impact on the workforce.

For example, Fenwick says the organisation needs to increase its specialised staff numbers or modify the way it delivers services. "Some wards are increasing their need for the clinical workforce, and some are introducing new services. Our recruitment strategies are about investing and redeploying our current workforce and sourcing specialised

Northern Health

Size: 4100 employees

Industry: Public healthcare

Description: Northern Health is the key provider of public healthcare in Melbourne's north.



"LinkedIn assists Northern Health by showing employment opportunities to passive jobseekers. These candidates are introduced to Northern Health by following us on LinkedIn, and this can be well before they think about applying for a role or moving to the area."



Michelle Fenwick, Executive Director of People & Culture, Northern Health

Follower numbers grew to more than

8482

in the last 12 months

Highlights



Rapid growth and increased specialisation in healthcare mean Northern Health needs access to a broader passive talent pool, which it can use to scale its services as demand grows.



Building deeper connections with a passive audience of candidates means Northern Health can attract more highly skilled clinical resources to its organisation as the population in northern Melbourne explodes.

Lessons learned

1 "The flexibility and scalability that LinkedIn affords me is that I can put up as many job listings as I like, with an automatic sweep every night that will pick up internal job ad postings and load them to LinkedIn for me. So I get to see all my roles advertised daily on LinkedIn."

2 "I keep connected to potential candidates to let them know what's going on here so they can keep an eye on Northern Health and see what jobs are available. And you know what? They might jump earlier, come here and take the extra drive because they know this is the perfect job."



Results



Followers numbers grew from 1200 in 2015 to more than 8400 in a year.



Conversion rate at 10% where job ads viewed/opened resulted in an application.



A recent campaign with 40 roles available had 85 applications in two weeks.

Pressure to grow and find talent quickly

Melbourne's northern corridor is experiencing a population boom, with the number of people in the area expected to increase by 64% by 2030. This rapid growth is pushing Northern Health to find highly skilled clinical talent quicker to meet the growing demand for healthcare services in the region.

Northern Health's partnership with LinkedIn Talent Solutions allows the health service to build clinical talent pipelines with passive candidates who might be considering a move to the area. The platform gives the company an opportunity

to raise awareness among doctors, nurses, allied health and speciality growth areas, such as emergency, maternity and surgical department personnel, about vacancies in the organisation. It also encourages potential candidates to apply for a role at Northern Health.

After a year in the partnership, Northern Health grew its followers of just 1200 to 8482. In addition, the company's internal e-recruitment system links automatically to its LinkedIn platform, meaning job postings reach the right audience

at the right time. Accordingly, Northern Health's conversion rate for job ads is at 10%, where 10% of all viewed and opened jobs are converted to applications.

"The platform itself has worked for us," Fenwick says. "There are thousands and thousands of clinical healthcare professionals on LinkedIn, and it is a combination of passively going out there and using recruitment campaigns to let those highly skilled clinical candidates know about the different jobs and opportunities at Northern Health."

Discover LinkedIn Talent Solutions

[LinkedIn Recruiter](#)

[LinkedIn Job Slots](#)

[LinkedIn Career Pages](#)

For more on LinkedIn Talent Solutions:
business.linkedin.com/talent-solutions



Copyright © 2014 LinkedIn Corporation. LinkedIn, the LinkedIn logo, and InMail are registered trademarks of LinkedIn Corporation in the United States and/or other countries. All other brands and names are the property of their respective owners. All rights reserved.
10-LCS-125-G 1112 