



# Fill Vacancies With The MedCerts' Train & Hire Solution

Fill Vacancies & Lower Costs

[PARTNERS.MEDCERTS.COM](https://partners.medcerts.com)





## A Brief Overview

With increasing entry-level vacancies, healthcare experts say traditional education systems are not meeting employers' hiring needs. This gap between education and the workplace seems likely to widen over the next several years.

Through this guide, we explore the reasons for the labor shortage in the allied health industry and solutions organizations can use to fill vacancies and lower costs.

- 01 ----- The Healthcare Shortage
- 02 ----- The Train & Hire Model
- 03 ----- Industry Results

# A Breakdown of the Healthcare Shortage

It is becoming increasingly difficult and costly for healthcare organizations to maintain a full staff. The American Hospital Association estimates that there will be a shortage of up to 3.2 million healthcare workers by 2026.

There are two main factors that are responsible for this employment shortage:

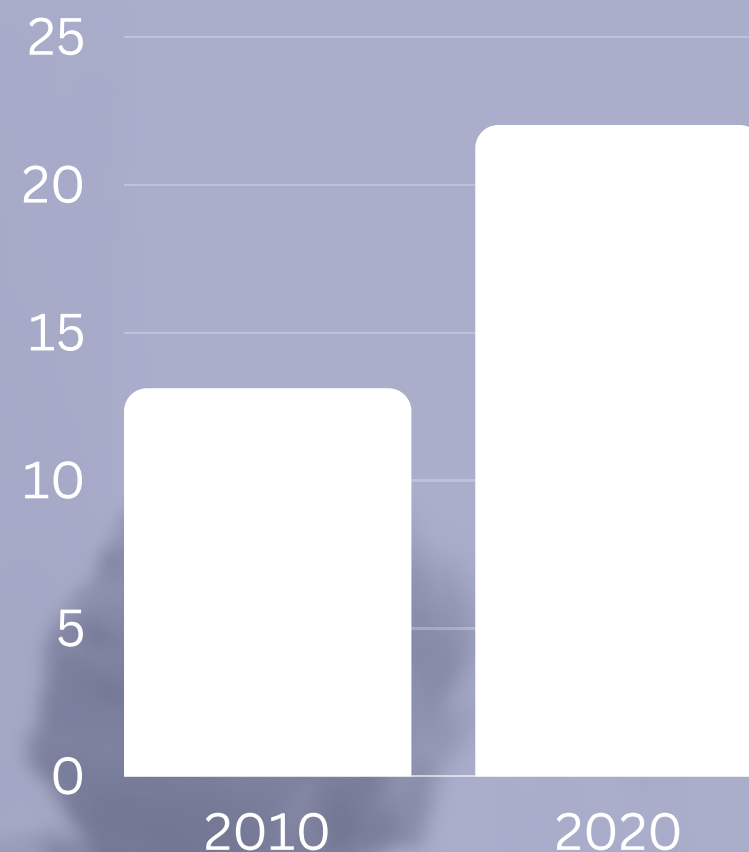
- Growing demand
- Lack of candidates

**3.2**  
**MILLION**

**Estimated size of the healthcare worker shortage by 2026.**



**91.5% of Americans have health insurance, which is up from 81.5% in 2010.**



**The percentage of senior citizens in the US nearly doubled between 2010 and 2020.**

## GROWING DEMAND

An aging population and expanded access to health insurance have caused demand for healthcare to increase drastically.

The US Census Bureau reported that nearly 91.5% of Americans have health insurance, which is up from only 81.5% in 2010. Furthermore, the percentage of senior citizens in the US has nearly doubled, going from 13.1% in 2010 to 22% in 2020.

Having more people with health insurance and more senior citizens means more people seeking treatment. This, in turn, leads to more patients to see, potentially requiring expanded locations, including clinics and community outposts.

# Lack of Candidates

As demand for healthcare grows, organizations face a lack of candidates for the positions they are hiring for because of the low US unemployment rate, high turnover and high educational costs.

Currently, only 3.5% of the workforce is unemployed, one of the lowest percentages in nearly 50 years.

Turnover is also high with the average hospital reporting that 85.2% of its workforce has turned over since 2013.

Traditional healthcare training programs take 2 years to complete and cost between \$10k and \$15k. Many view these costs as being too high for getting an entry-level position after graduation.



**The average hospital has turned over more than 8 in 10 employees since 2013.**

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**3.5%**

**US Unemployment Rate as of September 2022**

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**\$10k**

**Traditional healthcare programs take 2 years and cost over \$10k.**

# The Train & Hire Solution

After looking at how much healthcare organizations struggle to fill positions, it becomes clear that traditional hiring solutions aren't meeting employers' needs.

Since traditional training methods are falling short of closing the gap between education and employer needs, healthcare providers must turn to new, creative solutions.

MedCerts has created an innovative and affordable Train & Hire Model that helps employers create a sustainable talent pipeline into their organization.



# The Train & Hire Model: How It Works

## We Find

Through online ads, MedCerts finds job-seekers near your facility and that fit your pre-specified qualifications.

## We Train

Once you've approved a candidate, MedCerts trains your new hires to be ready to fill your open positions. Your new hires are supported through their entire journey by MedCerts' student success advisors.

## You Hire

After completing training with MedCerts, new hires are equipped with the skills they need to receive required certifications and start working in your organization.



**We find potential employees**



**We train them the MedCerts way**



**You hire them!**

# We Find Potential Employees

We know that it's increasingly difficult for organizations to find applicants for their open positions.

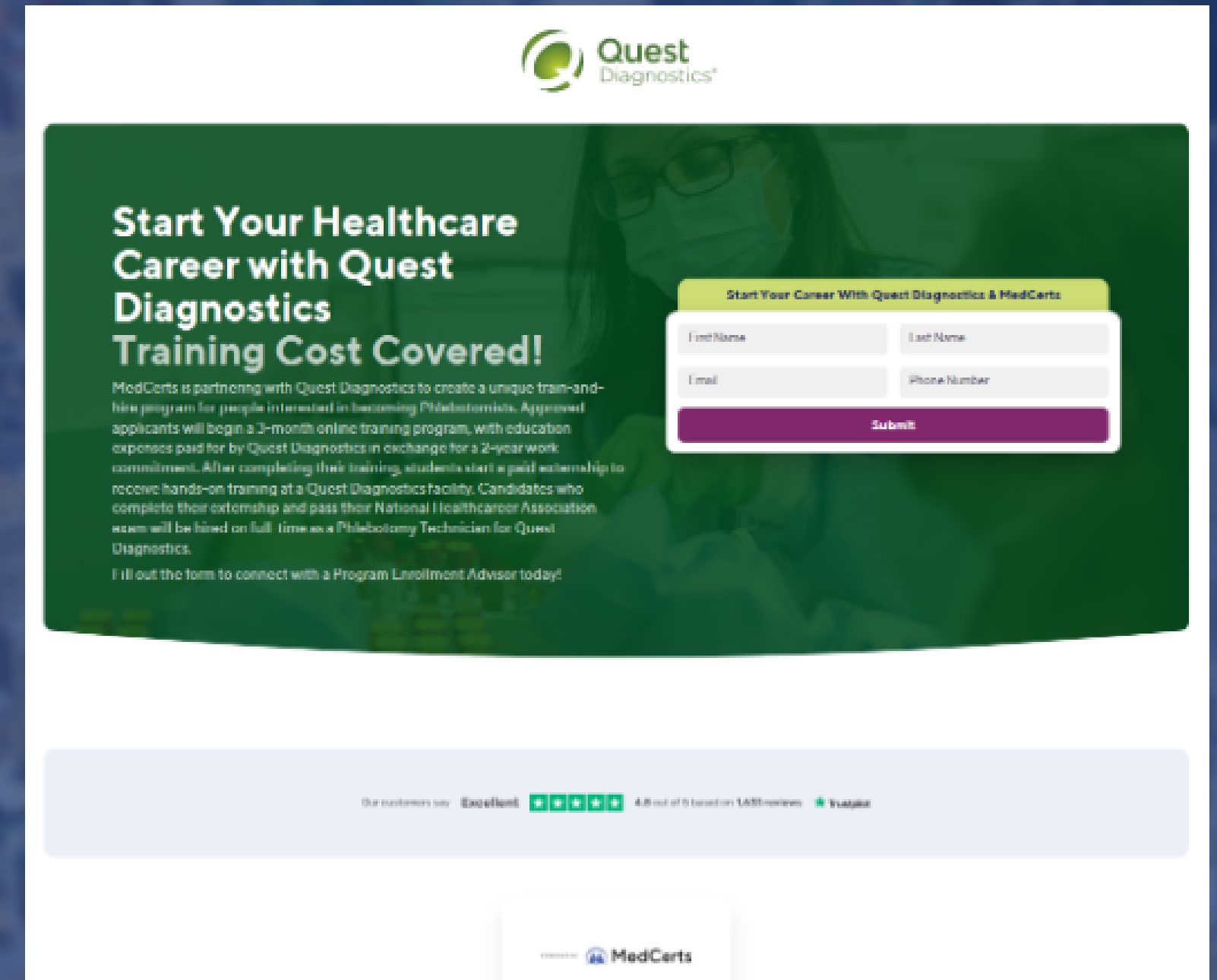
Through a train-and-hire partnership with MedCerts, our digital marketing team will find you candidates through targeted online ads.

We will target candidates who live in an area of your choosing that is near your facility. We'll screen these candidates to make sure they match your hiring criteria.



A screenshot of a Facebook advertisement. At the top left is the MedCerts logo with 'Sponsored' and a location pin icon. The text reads: 'ATTN: Sarasota Residents! MedCerts is partnering with Quest Diagnostics to create a unique train-and-hire program for people interested in becoming phlebotomists. Approved applicants will begin a 3-month training program, with education expenses paid for by Quest Diagnostics in exchange for a 2-year work commitment. Students who complete training, start a paid externship to receive hands-on training at a Quest facility, and pass the NHA exam, will be hired full-time as a Patient Services Representative for Quest Diagnostics. Click below to learn more and apply!'. Below the text is a photo of a man in a blue shirt and a woman in a white lab coat in a clinical setting. At the bottom, a green banner contains the text 'Training from MedCerts Employment with Quest Diagnostics' and a 'Learn More' button.

**Facebook Ad Example**



A screenshot of a landing page for Quest Diagnostics. The Quest Diagnostics logo is at the top right. The main heading is 'Start Your Healthcare Career with Quest Diagnostics Training Cost Covered!'. Below this is a form with fields for 'First Name', 'Last Name', 'Email', and 'Phone Number', and a 'Submit' button. A small text block below the form reads: 'MedCerts is partnering with Quest Diagnostics to create a unique train-and-hire program for people interested in becoming Phlebotomists. Approved applicants will begin a 3-month online training program, with education expenses paid for by Quest Diagnostics in exchange for a 2-year work commitment. After completing their training, students start a paid externship to receive hands-on training at a Quest Diagnostics facility. Candidates who complete their externship and pass their National Healthcare Association exam will be hired on full-time as a Phlebotomy Technician for Quest Diagnostics. Fill out the form to connect with a Program Enrollment Advisor today!'. At the bottom, there is a testimonial bar that says 'Our customers say: Excellent' with a 4.8 out of 5 star rating and a 'Verify' link. The MedCerts logo is at the bottom right.

**Landing Page Example**

# 50+

**Number of training programs currently offered by MedCerts**

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# 3-6 months

**Average time it takes candidates to become job-ready through a MedCerts program.**

## We Train

Through our innovative online training, your candidates will be prepared for the exams for the nationally recognized certifications they need to work in your organization.

Our training provides students with a hands-on learning experience through 3D immersive environments, software simulations, game-based learning, and more!

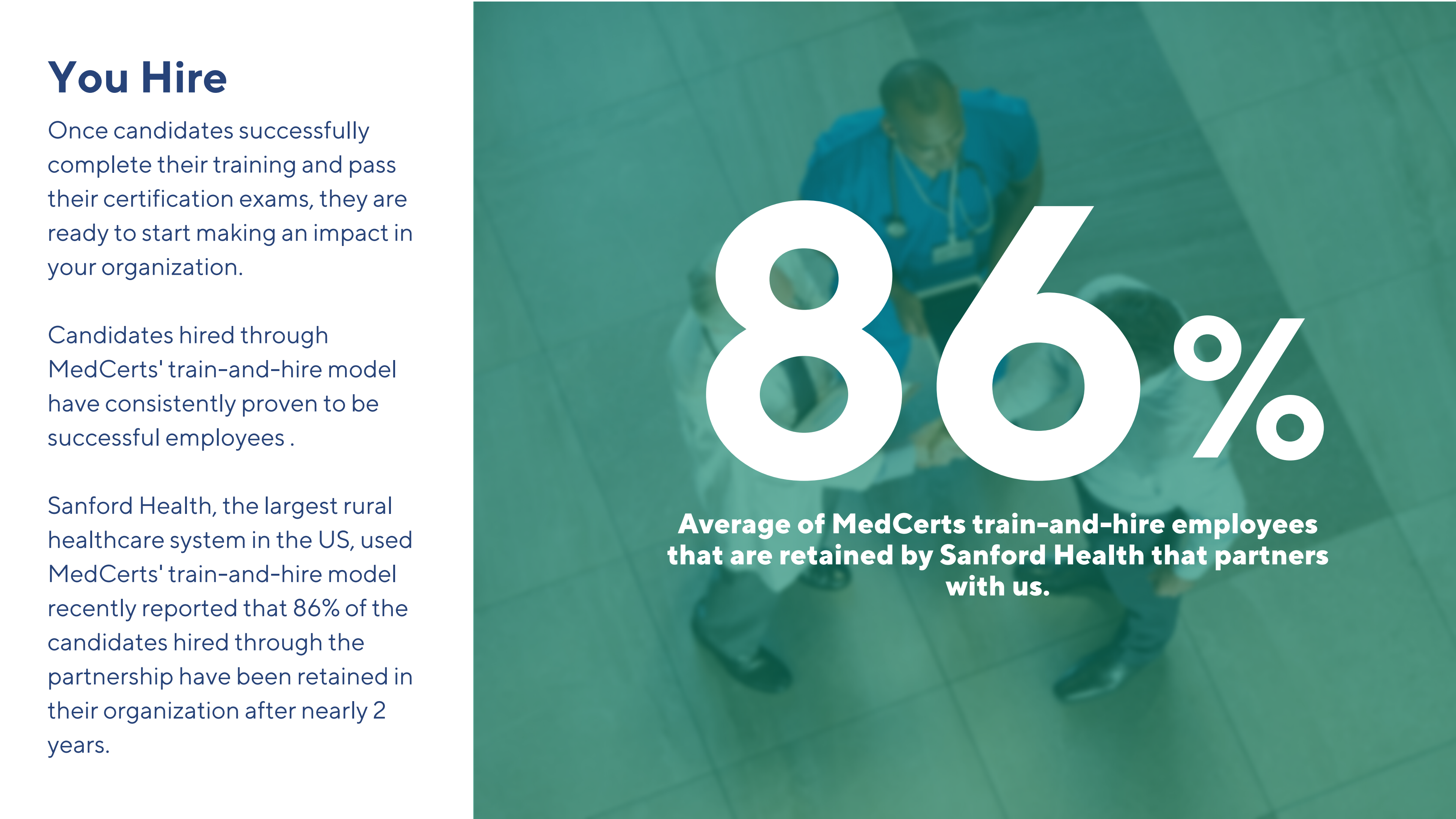
Our student success advisors will support your students along the way to ensure timely completion of the training.

# You Hire

Once candidates successfully complete their training and pass their certification exams, they are ready to start making an impact in your organization.

Candidates hired through MedCerts' train-and-hire model have consistently proven to be successful employees .

Sanford Health, the largest rural healthcare system in the US, used MedCerts' train-and-hire model recently reported that 86% of the candidates hired through the partnership have been retained in their organization after nearly 2 years.



86%

**Average of MedCerts train-and-hire employees that are retained by Sanford Health that partners with us.**

# Let's Work Together!

If you want to fill positions faster and for less money, a train-and-hire partnership with MedCerts is the right solution for your organization.

Schedule a free consultation today!

Visit  
[partners.medcerts.com/employer](https://partners.medcerts.com/employer)