

Constructing a Compelling Employer Brand



about.me

[About.me/mattjkaiser](https://about.me/mattjkaiser)



[@matthewjkaiser](https://twitter.com/matthewjkaiser)



Children'sSM
Healthcare of Atlanta
Dedicated to All Better

Compelling

D1: “Evoking interest, attention, or admiration in a powerfully irresistible way.”

D2: Attractive, irresistible, or really, really convincing!

Online in 60 Seconds



- How does your audience find your message?
- What does your audience think about when they see your message?
- What does your audience do when they read your message?



**By 2020, customers will
manage 85% of their
relationships without
talking to a human.**

Employer Branding Process

Research

Message

Communication

Measurement



Research

Current State

- Marketing
- Platforms
- Website
- Career site
- Social media
- Recruitment strategy
- Programs
- Partnerships
- Goals
- Recognition

Competitors



Best Practices

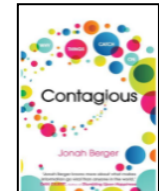


Vendors



Books, Blogs, Articles

- Target audience
- Blogs
- Articles



Top Attractors

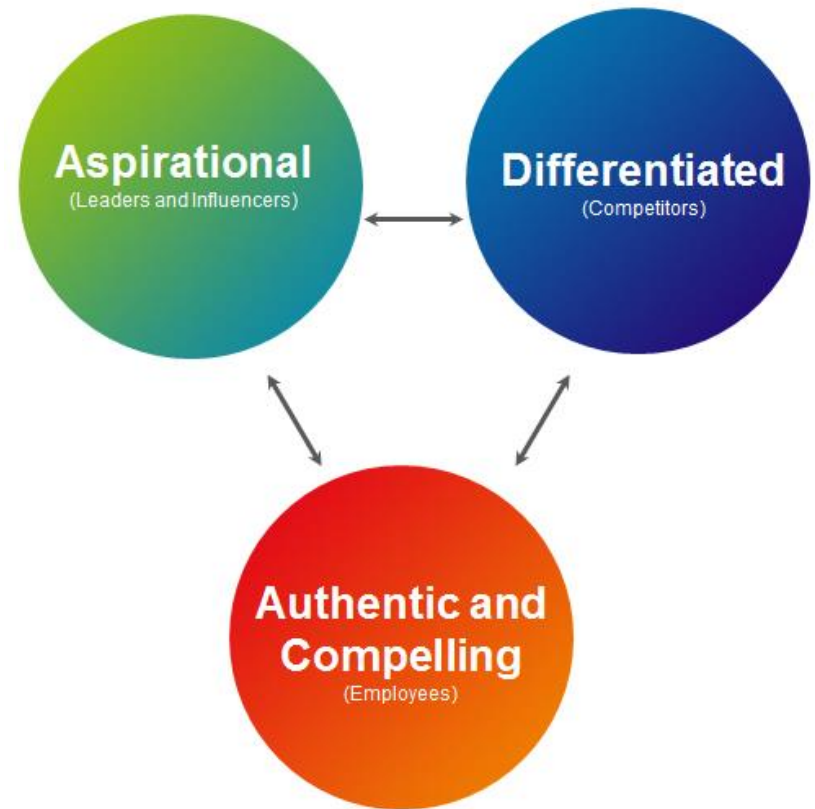
Graduates and Young Professionals

1. Learning & development
2. Innovation
3. Purpose



Message

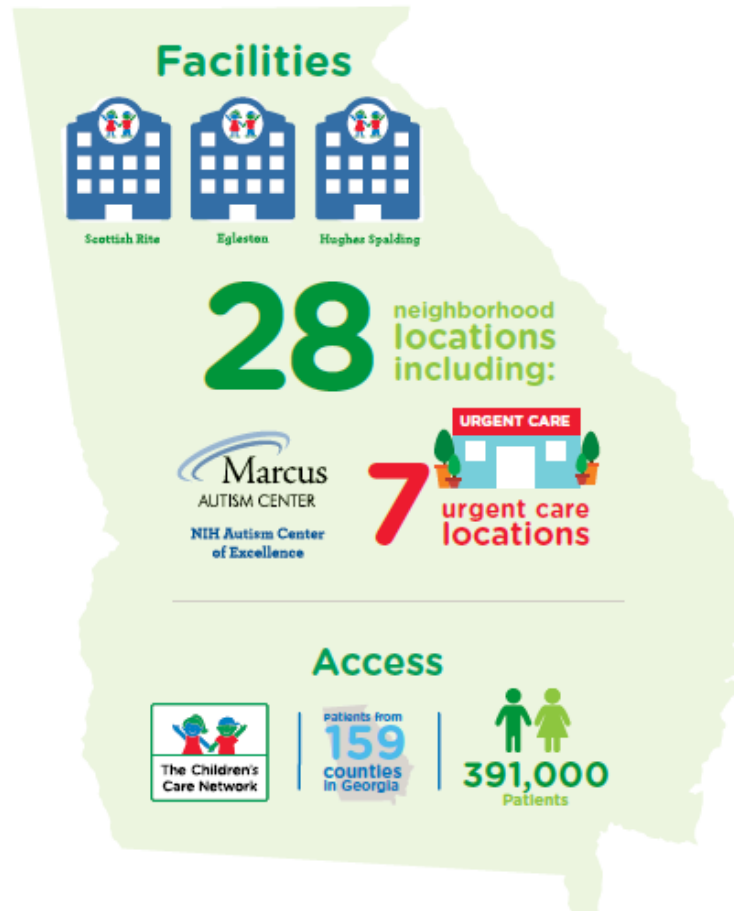
1. **Review internal materials and benchmarks:** existing research, employee surveys, programs, core values
2. **Conduct qualitative and quantitative research:** interviews and surveys with employees and external audience
3. **Analyze competitors:** how to best position your organization



WHY CHOOSE YOU?



Who is Children's Healthcare of Atlanta?



Recognition



U.S. News & World Report Rankings

- Sibley Heart Center—No. 4
- Nephrology program—No. 9
- Aflac Cancer and Blood Disorders Center—No. 10
- Gastroenterology—No. 11
- Orthopaedics—No. 12
- Neonatology—No. 16
- Endocrinology—No. 17

Research



\$165
million
Community
benefit

S4L
STRONG⁴LIFE™

60+
specialties
with access
to more than
2,000
physicians

Our Promise

- **Career I Want** – From a clear career path, to promotion, to the option to try something new, we want to help you succeed.
- **Life I Live** – We care about you as people and professionals and offer programs and resources that can make your life a little easier.
- **Work I Love** – By simplifying tasks, respecting special skills and offering encouragement, we aim to free up your time, so you can focus on the work you love.
- **Difference I Make** – You chose to work here because you believe in our Mission, and every role at Children's contributes to making a difference for the kids.



Message and Segments



Segmented Messaging: Physician

What does it mean to be a physician at Children's Healthcare of Atlanta?



At Children's Healthcare of Atlanta, doctors play an integral role in our mission of making kids better today and healthier tomorrow. Our physicians are 100 percent committed to kids, and we are 100 percent committed to them. As an employer, our goal is to provide the tools and support our physicians need so they may in turn make a difference in the life of a child.



Clinical excellence

Children's stands out among pediatric providers in both size and scope. We handled more than 1 million patient visits through our system in 2016.

By the numbers:

- More than 235,000 Emergency Department visits annually
- More than 154,000 Urgent Care Center visits in 2016
- Nearly 400,000 unique patients annually
- More than 42,500 surgical procedures in 2016
- More than 27,000 hospital admissions annually



More than
5,800
patients participated in
clinical research studies
in 2016

Key collaborators

At Children's, we work in constant collaboration with our neighboring academic and scientific institutions, which are regarded as national leaders. They include:

- Emory University
- Morehouse School of Medicine
- Georgia Institute of Technology
- Centers for Disease Control and Prevention (CDC)

These collaborations allow us to develop cutting-edge treatments and technologies to answer the most perplexing questions in pediatric medicine. Those answers are then translated into clinical applications and bedside care.



Our physicians' clinical expertise is
nationally recognized

How we rank

We ranked in all 10 specialty areas in U.S. News & World Report's "Best Children's Hospitals" in the nation for 2016-2017, with seven areas in the top 20:

- Cancer—No. 10
- Neonatology—No. 16
- Cardiology and heart surgery—No. 4
- Nephrology—No. 9
- Diabetes and endocrinology—No. 17
- Orthopaedics—No. 12
- Gastroenterology and GI surgery—No. 11



We support the
personal and professional
well-being of our physicians

Physician wellness

The Physician Wellness Advisory Group was formed to advise on wellness programming to support the mental, spiritual, emotional and physical well-being of physicians at Children's. By nurturing all aspects of wellness, physicians can combat the threats of burnout and stress while building resilience and providing the best care for patients. The Physician Wellness Program at Children's provides services such as second victim awareness training, wellness seminars and fitness challenges.



"As an intensive care physician, I can be confident that I have full access to every specialty physician I need for my patient from some of the finest experts in the country."

— Jim Fortenberry, M.D., Pediatrician-in-Chief



About Children's

Our not-for-profit healthcare system includes:

- 622 licensed beds
- 3 hospitals
- 28 neighborhood locations, including 7 urgent care centers and the Marcus Autism Center
- More than 2,000 pediatric physicians representing more than 60 pediatric specialties and programs
- More than 80 telemedicine locations state-wide
- A team of more than 10,000 employees and 7,000 volunteers all committed to making kids better today and healthier tomorrow



Did you know? Children's has been recognized on the following lists:

- "100 Best Companies to Work For" by Fortune magazine
- "100 Best Companies" by Working Mother magazine
- "Top 10 Places to Work" by The Atlanta Journal-Constitution
- "Atlanta's Healthiest Employers" by the Atlanta Business Chronicle
- "Top Doctors of Atlanta" by Atlanta magazine, which named 87 Children's physicians to this list in July 2016



About Atlanta

One of the fastest-growing metropolitan areas in the country, Atlanta offers medical professionals a full spectrum of career and cultural opportunities. The city is home to more than a dozen Fortune 500 companies and more than 15 Fortune 1000 companies. The state's bioscience and health IT industries are responsible for 120,000 jobs and \$30 billion in annual revenue, making Atlanta a perfect place to build a promising career in healthcare.

Within the city limits, one can also find top-ranked arts and cultural organizations, major league sports teams, and a vibrant restaurant scene. The cost of living in Atlanta is lower—with a higher average salary—than in most other major cities.

Turn your passion into a brighter future for kids. A career at Children's is as rewarding as it is challenging. Visit choa.org/physicianjobs if you would like to join our growing, award-winning team.

Segmented Messaging: IS&T

Information Systems and Technology at Children's Healthcare of Atlanta

Recent highlights

Our IT professionals make it possible for us to deliver exceptional pediatric care every day by developing the latest in healthcare technology. Listed below are just a few of the projects that our team has implemented to enhance security, advance employee development and improve the patient family experience.



The Children's mobile app

The launch of the Children's Mobile App in October 2015 has ensured quick and easy access to the services Children's offers for patient families. With more than 6,000 downloads and 5,200 active users as of 2016, our innovative app enhances the patient family experience. The Children's app enables you to:

- Find your way around the Children's hospital campuses.
- Navigate to the closest Emergency Department with the shortest wait time.
- View wait times and save your spot at Urgent Care Centers.
- Visit choa.org, find a doctor, view MyChart information, search the app, call Children's and more.



1.8 million
medications administered
with BCMA in 2015



96% BCMA
compliance in 2015



15,074
spots saved in 2015



7,400
courses completed



5,200
unique users logged on

Bar code medication administration

In 2015, Children's implemented bar code medication administration (BCMA) in all inpatient areas. Our Information Systems and Technology (IS&T) team partners with clinical areas to improve safety, reduce harm, protect our patients and partner with families on our journey to eliminate serious safety events.

BCMA supports the **five rights** of medication administration:

1. Right route
2. Right patient
3. Right time
4. Right medication
5. Right dose

Clockwise M.D.

Using Clockwise M.D., parents can go online to check wait times at our six Urgent Care Centers and reserve their spot in line from the comfort of home.

PeopleIQ talent management and learning portal

We strive to provide tools that make life a little easier for Children's employees and allow them to focus on delivering great patient care. We've upgraded the employee experience by implementing a new talent management system and learning portal called PeopleIQ.



About Children's

Our not-for-profit healthcare system includes:

- 575 licensed beds
- Three hospitals
- 27 neighborhood locations, including six Urgent Care Centers and Marcus Autism Center
- More than 1,900 pediatric physicians representing more than 60 pediatric specialties and programs
- More than 80 telemedicine locations statewide
- A team of more than 10,000 employees and 7,000 volunteers all committed to making kids better today and healthier tomorrow

Did you know? Children's has been recognized on the following lists:

- 100 Best Places to Work in IT 2016 (Computerworld)
- HealthCare's Most Wired 2016 (Hospitals & Health Networks magazine)
- 100 Best Companies to Work For 2016 (Fortune magazine)

Information Systems and Technology (IS&T) fast facts:

- 350+ IS&T employees
- 10,000+ employees supported
- 700 million real-time messages processed through interface engine in 2015
- 98,000 tickets closed in 2015
- 128,345 calls answered by the Solutions Center in 2015
- 1,182 report requests in 2015

Turn your passion for technology into a brighter future for kids. At Children's, a career in IT is as rewarding as it is challenging. Visit chca.org/itjobs if you would like to join our growing, award-winning team.



Segmented Messaging: Nursing

What does it mean to be a nurse at Children's Healthcare of Atlanta?



At Children's Healthcare of Atlanta, nurses play an integral role in our mission of making kids better today and healthier tomorrow. Children's is home to more than 3,000 nurses who excel both on the frontline and behind the scenes, developing solutions and leading advancements that enable us to be a leader in pediatric healthcare. Becoming a nurse at Children's is more than a smart career choice—it's an opportunity to make a difference in the life of a child, to build special connections with patients and their families and to join a family of nurses who are dedicated to providing excellent care. At Children's, we do everything we can to support our nurses. While you take care of our patients, we'll take care of you.



Our clinical expertise is nationally recognized

How we rank

Our clinical expertise is nationally recognized. We ranked in all 10 specialty areas in U.S. News & World Report's "Best Children's Hospitals in the Nation" for 2016-2017, with seven areas in the top 20, including:

- Cardiology and heart surgery—No. 4
- Nephrology—No. 9
- Cancer—No. 10
- Gastroenterology and GI surgery—No. 11
- Orthopedics—No. 12
- Diabetes and endocrinology—No. 17
- Neonatology—No. 16



We have some of the highest volumes in the country

Clinical excellence

Children's stands out among pediatric providers in both size and scope. We handled more than 1 million patient visits through our System in 2016.

By the numbers:

- More than 42,500 surgical procedures last year
- More than 27,000 hospital admissions annually
- More than 154,000 Urgent Care Center visits last year
- More than 235,000 Emergency Department visits annually
- Nearly 400,000 unique patient visits annually



While you CARE for our patients we'll care for you

Caring for our nurses

Children's offers multiple programs and nursing resources that support our nurses at the bedside and throughout their career.

Highlights of our nursing resources include:

- Peds 101 training programs to assist the adult to pediatric nursing transition
- Onsite simulation labs for ongoing training and education
- Night Owl Committee supporting our night shift nurses with programs, committees and floating preceptors
- Preceptor and Mentor Programs
- Dedicated unit-specific resources including educators, child life specialists, chaplains, social workers and therapy dogs
- Ongoing resiliency and stress reduction training courses and classes
- System committees and programs to encourage support and involvement in our nursing strategic plan



We support the personal and professional well-being of our nurses

Total rewards

We are dedicated to providing a comprehensive total rewards package that delivers resources to make our employees' lives easier, help them excel professionally and recognize them for their many contributions.

Highlights of our total rewards package include:

- Extensive wellness programs including free onsite fitness classes and consults, team and individual challenges, metro-area gym and studio discounts, one-on-one nutrition consults and stress reduction programs
- On-site urgent care services
- Educational assistance
- Adoption/fertility assistance
- Health, vision, dental coverage, along with life insurance plans and three retirement plans
- Generous paid time off for full- and part-time employees, along with seasonal staffing and flexible scheduling options for nurses
- Concierge and errand running services
- Dependent care benefits including childcare credits, discounts and backup care options



"It's rewarding to work alongside nurses who have been with Children's for over 10 years. It shows there's room for growth, learning and development." —Aneeta Ballard, Clinical Nurse, Emergency Department



About Children's

Our not-for-profit healthcare system includes:

- 622 licensed beds
- 3 hospitals
- Marcus Autism Center
- 27 neighborhood locations, including 7 Urgent Care Centers
- The only Level 1 and Level 2 trauma centers in Georgia
- More than 2,000 pediatric physicians representing more than 60 pediatric specialties and programs
- A team of more than 10,000 employees and 7,000 volunteers all committed to making kids better today and healthier tomorrow



Did you know Children's has been recognized on the following lists:

- "100 Best Companies to Work For" by Fortune magazine
- "100 Best Companies" by Working Mother magazine
- "Top 10 Places to Work" by The Atlanta Journal-Constitution
- "Atlanta's Healthiest Employers" by the Atlanta Business Chronicle
- Ranked in the "Top 25 Companies Where Top Millennials Want to Work" by the National Society of High School Scholars
- "30 Best Workplaces in Healthcare" by Fortune magazine



Nursing fast facts

- More than 3,000 nurses call Children's home
- More than 84 percent of Children's nurses have BSN degrees, with 264 master's prepared nurses and 13 with doctoral degrees
- Extensive and rigorous nursing research studies conducted each year and more than 70 publications and poster presentations last year
- Recipient of the Emergency Nurses Association's Lantern Award for our Emergency Department
- Redesigned career advancement ladder to promote professional and career advancement at the bedside
- Recipient of the prestigious Beacon Award for Excellence for our Cardiac Intensive Care Unit and Cardiac Stepdown Unit
- Recipient of the Platinum-Level ECOMO Center of Excellence Award since 2007
- RN retention rates exceed 92 percent each year

Turn your passion into a brighter future for kids. A career at Children's is as rewarding as it is challenging. Visit chc.org/nursingjobs if you would like to join our growing, award-winning team.

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**“People remember
stories, not statistics.”**

-Ryan Estis



Communication

Employees

- ✓ Education
- ✓ Communication
- ✓ Engagement

Online, Digital, Social and Mobile



- ✓ Career Site
- ✓ Talent Community
- ✓ Social Media
- ✓ Search
- ✓ SMS

Offline and Events

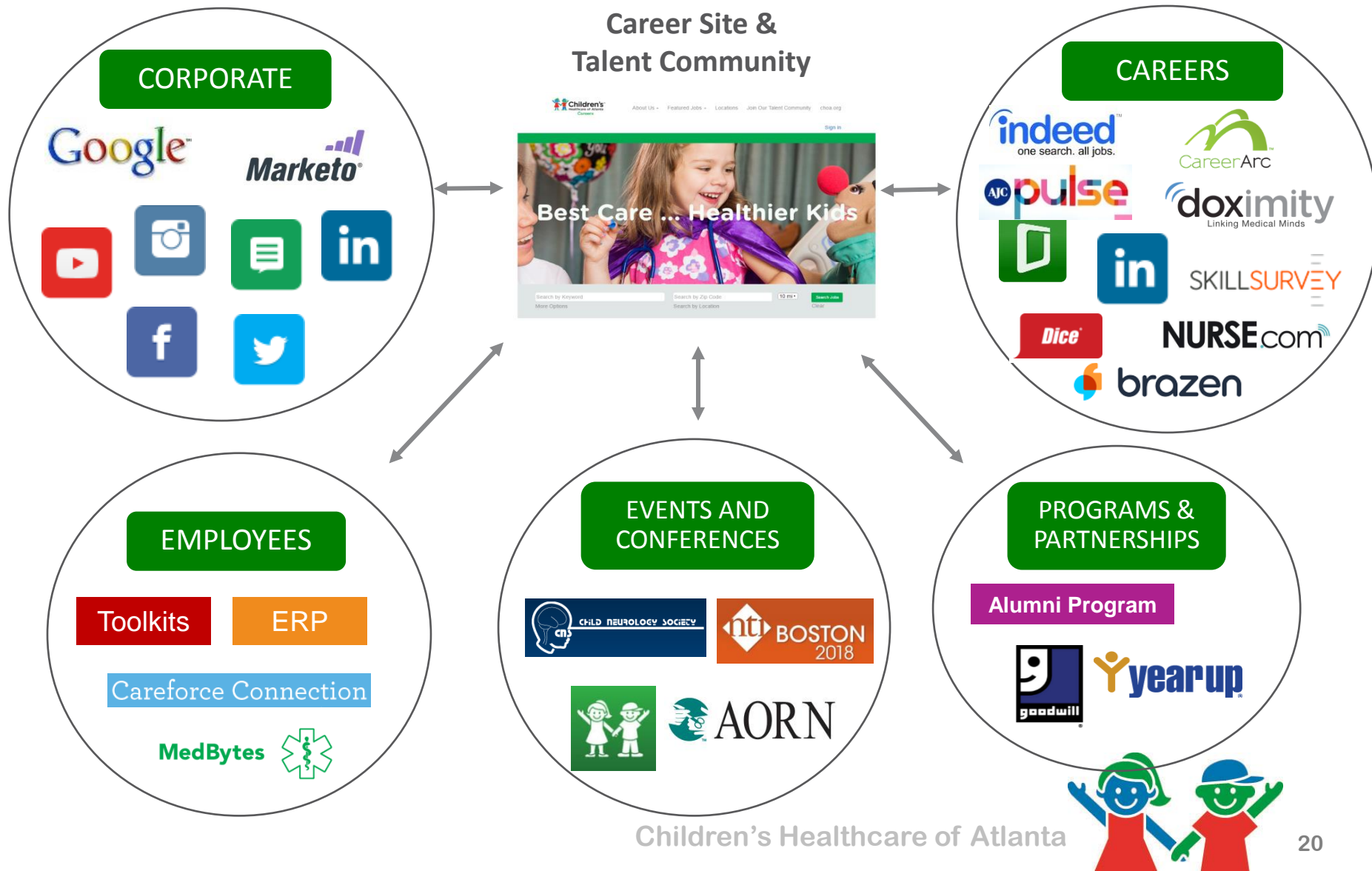
- ✓ Events
- ✓ Conferences
- ✓ University Engagement
- ✓ Partnerships
- ✓ Programs



Plan

-  **1** Host recruitment events to raise awareness of Children's and build talent pipelines.
-  **2** Attend conferences and identify new ways to engage with attendees and associations.
-  **3** Implement ongoing digital, social and mobile campaigns to strengthen employer brand.
-  **4** Focus on programs and partnerships to strengthen pipeline of talent.
-  **5** Empower and engage Children's employees as brand advocates.

Activation



83% of people in 60 different countries trust recommendations of friends and family.

78% of candidates are influenced by employee reviews when deciding where to work.

Make Your Voice Heard

Make a referral

ERP

Write a Review



Attend and
Support Events



Follow and
Share

in



Measurement

OPERATIONS (health check)

- Applicants
- Applicant to hire ratio
- Open requisitions
- Aged requisitions (over 90)
- Hires (internal and external)
- Rehires (boomerangs)
- Time to fill
- Hiring Manager satisfaction
- Internal movement
- Retention

STRATEGY (visibility)

- Sourcing channels
- Career site traffic
- Talent community members
- LinkedIn Talent Brand Index
- Glassdoor reviews
- Social media reach/engagement
- Events
- Agency usage (exec / non-exec)
- Referrals
- Candidate experience



Key Takeaways

- Conduct research to understand your position
- Craft a unique and inspiring message
- Develop a diversified communication plan
- Know your audience, tailor messages, adapt channels
- Measure results and continue to evolve



“You never stay the same. You are either getting better, or getting worse.”

-John Gruden

about.me

Thank You!

About.me/mattjkaiser

Upgrade My Link

⚙ Matt

MATT KAISER

Director in Atlanta, Georgia

📍 Book a consultation

Evolving recruitment at Children's Healthcare of Atlanta.

Speaker. Author. Talent acquisition and employer branding consultant.

Passion for adventure and all things outdoors.

Bookings & consulting: contact Matt at +1 470 423 9069 or matt.kaiser@choa.org.

#travel #causes #innovation #hiking

#photography

