



Create a Next Generation User Experience for Potential Employees with Digital Marketing

Ben Dillon, Chief Executive Officer, Geonetric



Speaker Biography(s)



Ben Dillon
CEO, Geonetric

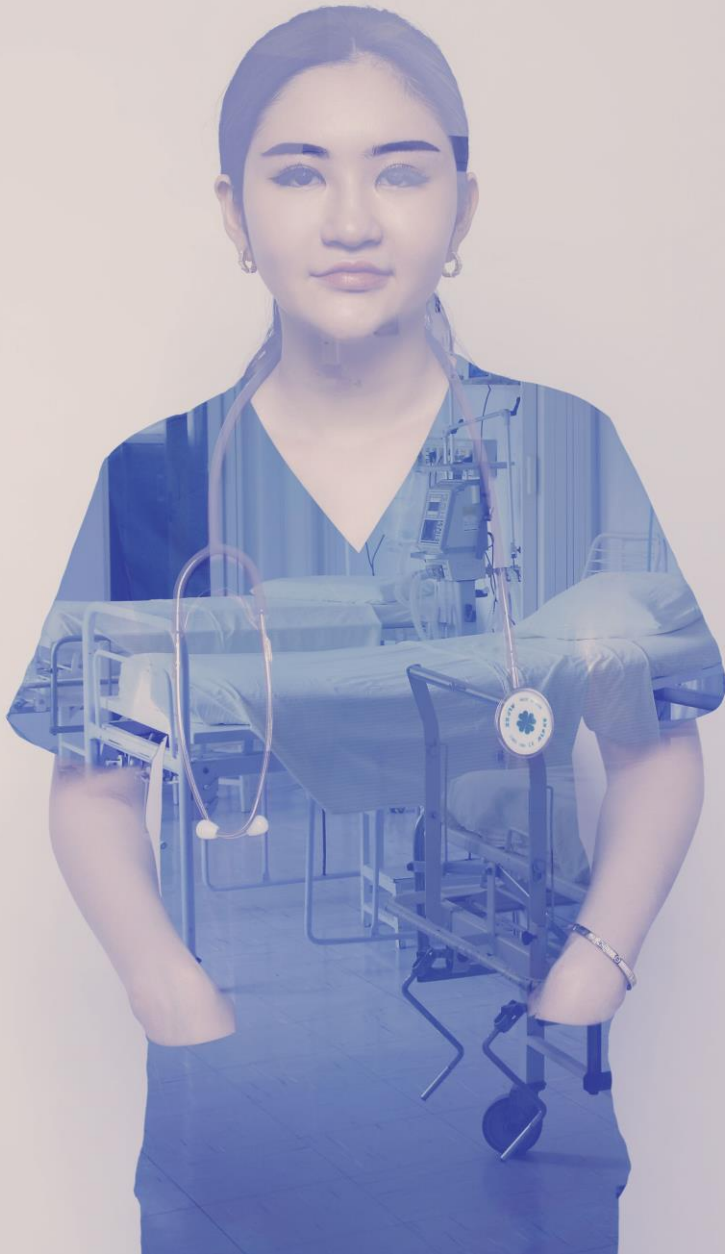
- SHSMD Past President
- Healthcare Internet Hall of Fame 2022 Inductee
- eHealthcare Strategy & Trends
– Editorial Advisory Board



- Overall shortage of nurses in 2022: 1.1 Million
- One in four nursing positions in the US is open
- Half of healthcare workers feel burned out
- 39% feel that the American healthcare system is on the verge of collapse

Source: <https://www.ipsos.com/en-us/news-polls/usa-today-ipsos-healthcare-workers-covid19-poll-022222>

Source: <https://www.usnews.com/news/health-news/articles/2022-07-28/staff-shortages-choking-u-s-health-care-system>



Long-term challenges

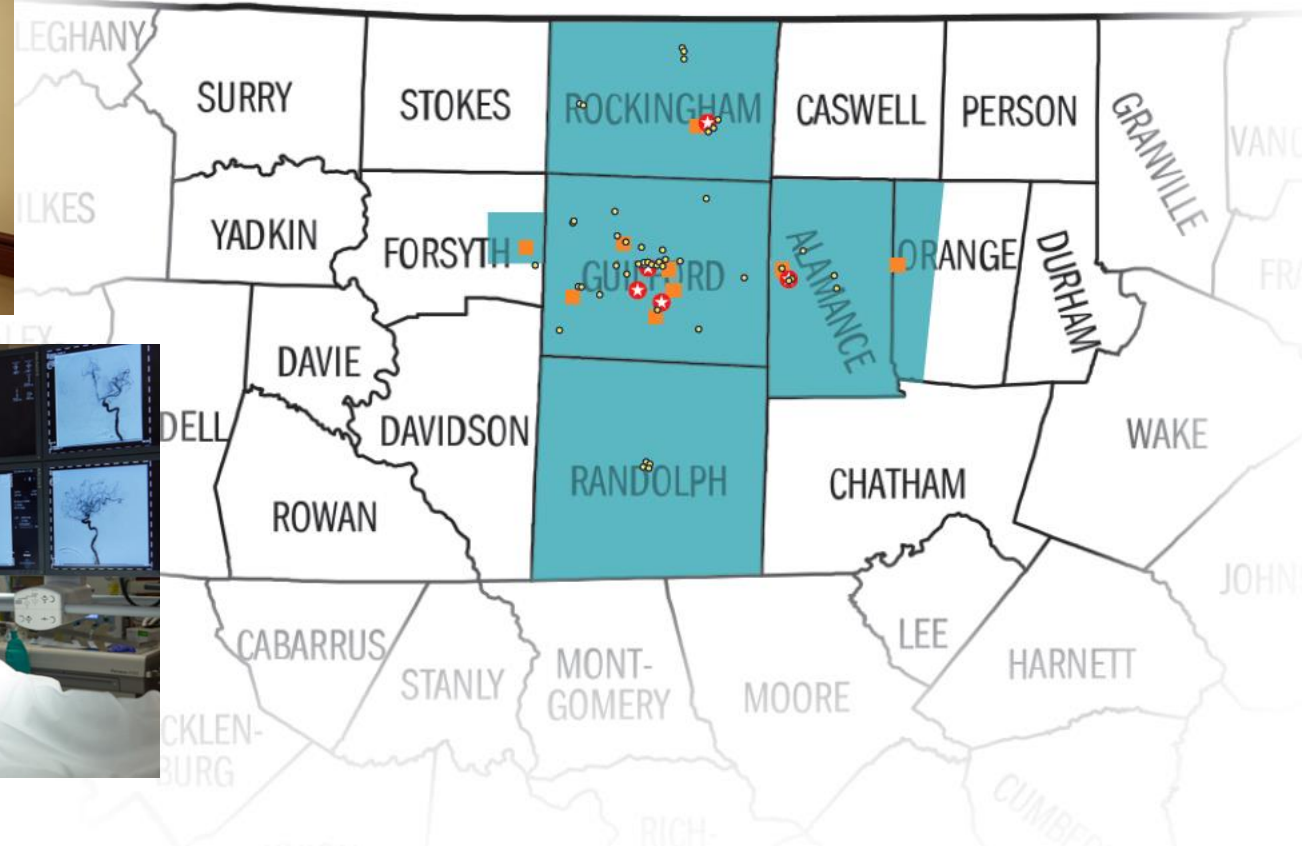
- 92,000 Respiratory therapists will retire by 2030
- 275,000 more nurses will be required by 2030
- Nearly a third of nurses say that they're likely to leave their career in 2023
- 36% of hospital nurses say they will stay in nursing but “not where they are today”

Source: <https://www.ncbi.nlm.nih.gov/books/NBK493175/>

Source: <https://www.npr.org/2023/05/02/1173107527/nursing-staffing-crisis>



Our Integrated Health Network





Our Team

- 13,000 employees
- 1,800 physician partners
- 1,000 volunteers

Our Facilities

- 5 hospitals
- 7 urgent care centers
- 6 ambulatory care centers
- 3 outpatient surgery center
- More than 120 physician practices



The background features a faded image of a group of people in a meeting. A large white puzzle piece is missing from the center of the image. Blue circuit-like patterns are overlaid on the top-left and bottom-right corners. The text is centered in the middle of the image.

Marketing can't fix the problem...
But we can help

Project Origins

“ Create a consistent and holistic experience for both job seekers and current employees from the day they start their career at Cone until the day they leave. ”

Marketing's Role in Recruiting

- Awareness



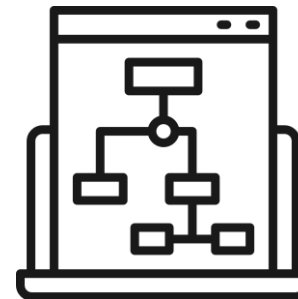
- Tell the story



- Employer Brand



- Fill the funnel



New Strategic Plan

On December 14, 2021, the Cone Health Board of Trustees approved our FY22 Strategic Plan, which supports our brand promise, purpose and vision. The new plan articulates how we can bring forward and execute on a winning aspiration, build on our current strengths, and create a future state where the entire health care system can move from success to significance. ***Our Winning Aspiration: Cone Health improves the daily lives of people in our communities through a set of connected health care, insurance and wellness products.***

The FY22 strategic plan contains four new strategic priorities, key activities for execution over the next 3 years and key metrics. Over the past 12 months, team members throughout the system and members of our Enterprise Leadership Team have led bodies of work and created actionable plans with one goal in mind — we are building the future, not just of Cone Health, but of health care.



Future Ready Workplace

Michelle Adamolekun and Mandy Eaton (Enterprise Leadership Team Champions)

Future Ready Workplace is our strategic priority that defines how Cone Health will win by becoming a future-focused organization as we evolve our culture, develop our people and leverage our capabilities. We began implementing several tactics designed to accomplish the priority for the health care system.



- Our culture assessment tactic is integral to understanding the current state of our culture. Based on the results, we will design a culture from the lens of our desired future. This “culture-by-design” approach better positions us to realize our vision, strategy and intended results, and gives access to extraordinary accomplishment beyond the predictable.
- Our Work w/you tactic leverages key learning from our experiences throughout the pandemic to shape and envision how our workforce will work in the future. By reimagining how and where work gets done, Cone Health will be better positioned to improve work-life integration and operational effectiveness and reduce our real estate footprint.
- Our Engagement Governance tactic creates the infrastructure to enable enterprise-wide collaboration of teams focused on improving engagement as measured by organizational commitment, job satisfaction and resiliency.

As health care transforms, our workplace and workforce must transform with it to meet the needs of the communities we serve.



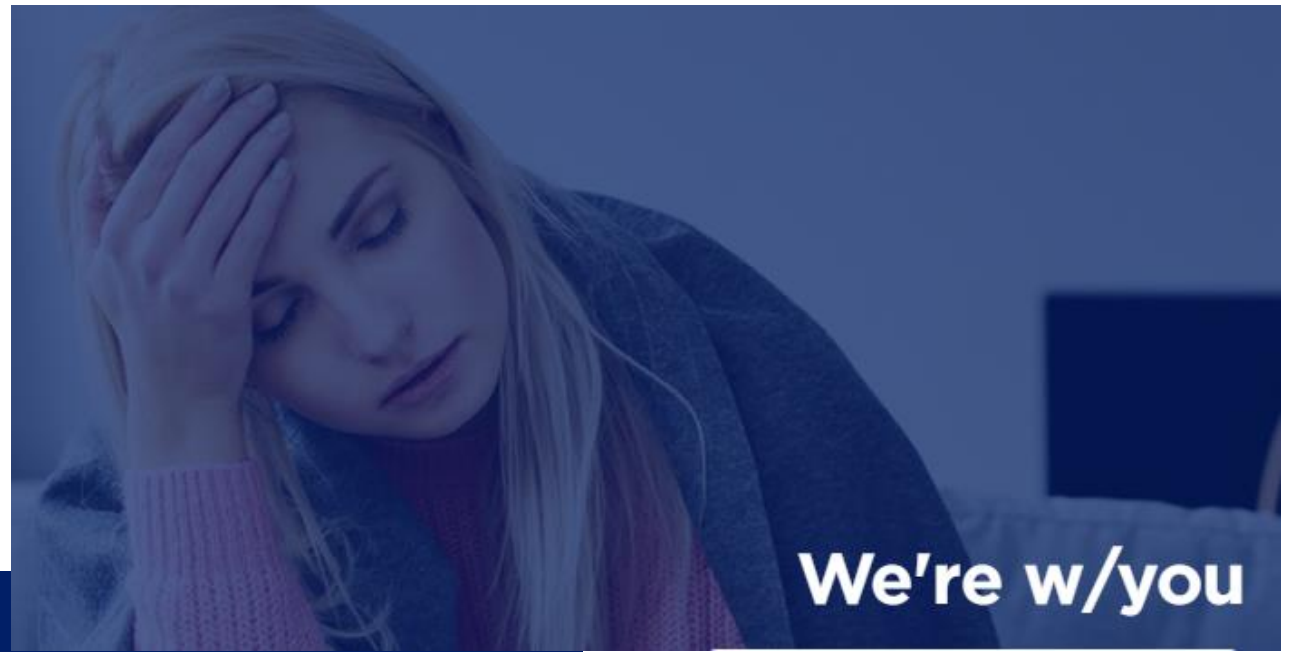
LiveLifeWell

Employee Well-being

Cone Health is committed to a culture of well-being where all employees can live their best lives.



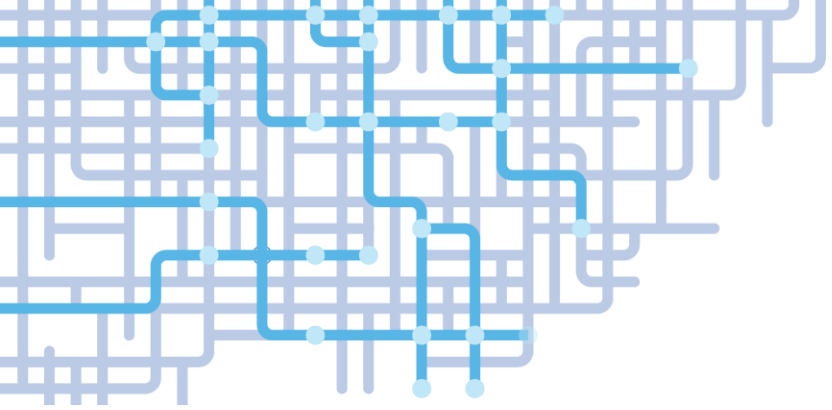
Extending the Brand

A collage of three images: a man in a grey suit standing in a modern building; a woman in blue scrubs posing in front of a colorful geometric mural; and a woman in a white lab coat and green scrubs standing outdoors.

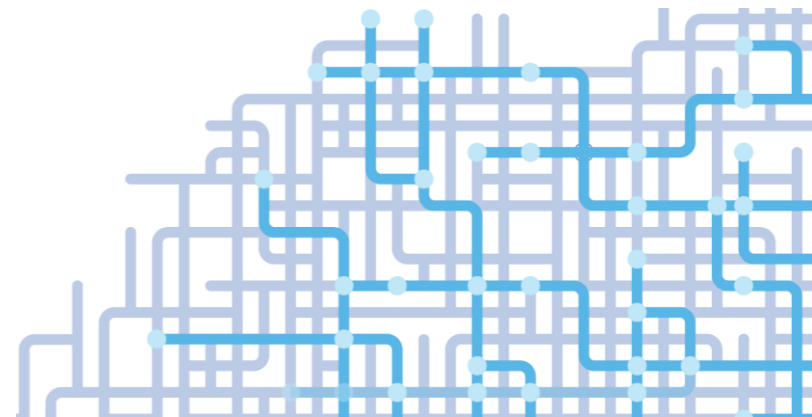
we're
leading the
way

w/you

[Search Jobs](#)



UX ASSESSMENT

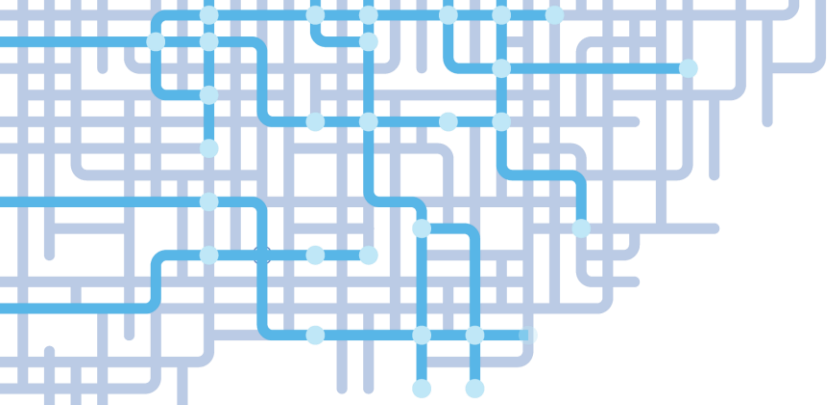


How easily can consumers interact with your website?

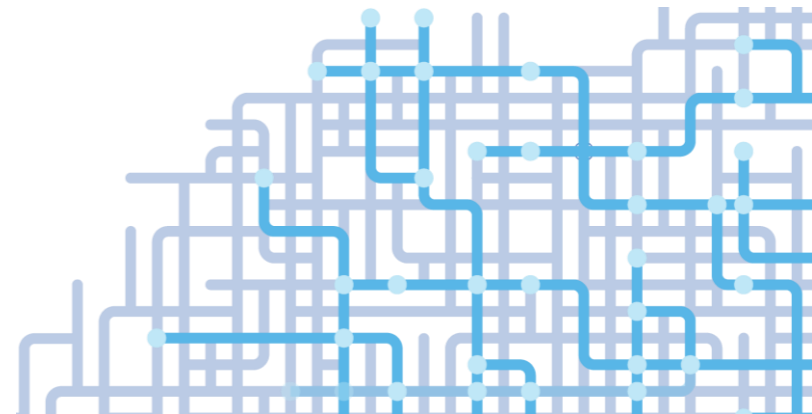
Approach

- User experience experts assess your website based on industry best practices
- Focus on core user experience (UX) factors: Usability, accessibility, findability, and content voice, tone and messaging
- Rank severity of findings

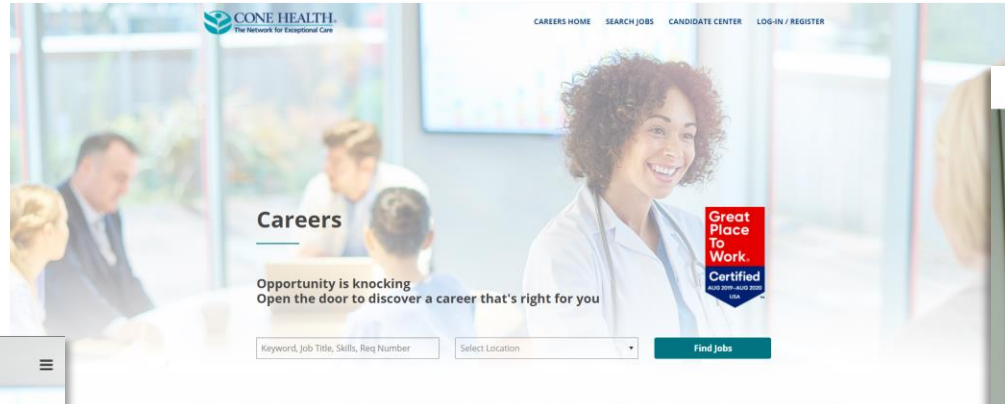




Were there things working well?



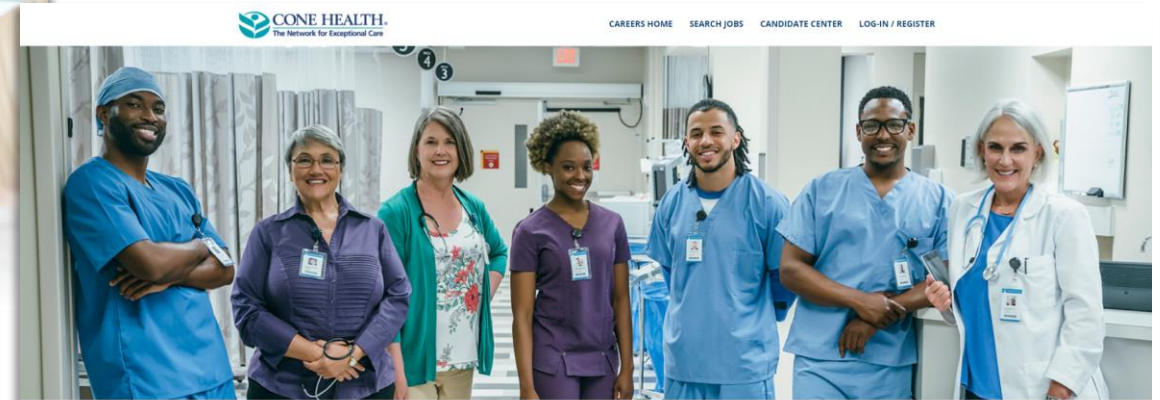
Simple and Engaging Experience



Residency and Fellowship Opportunities

Who is Cone Health?

Cone Health is an integrated not-for-profit network of health care providers serving people in Guilford, Forsyth, Rockingham, Alamance, Randolph, and surrounding counties. Our tagline - "The Network for Exceptional Care" - highlights our commitment to excellence. Our brand promise - We Are Right Here With You - is shared by our more than 12,000 employees, 1,300 physicians and 1,200 volunteers. [Learn More](#)



Candidate Center

We are always looking for passionate people with a commitment to excellence.

Below are some helpful tips about our hiring process.

Getting Started

- Search for jobs that match your skillset
- Complete a candidate profile
- Attach an updated resume
- After applying, some jobs will prompt you to take an assessment to finish the application

What's Next

- If selected, you will have an initial phone interview. (Note: some interviews are conducted via phone or using interview technology)
- If recruiter decides to move forward, your information will be routed to the hiring manager who will decide on scheduling the interview

Final Stages

- If the interview team decides to extend an offer, your recruiter will be in touch via phone call and email
- The offer letter (sent via email) will contain important information about next steps
- Get prepared for your first day by visiting our [New Employee Resources](#) page

Having Trouble Applying?



You can also contact our Talent Acquisition Team at (866) 266-3767

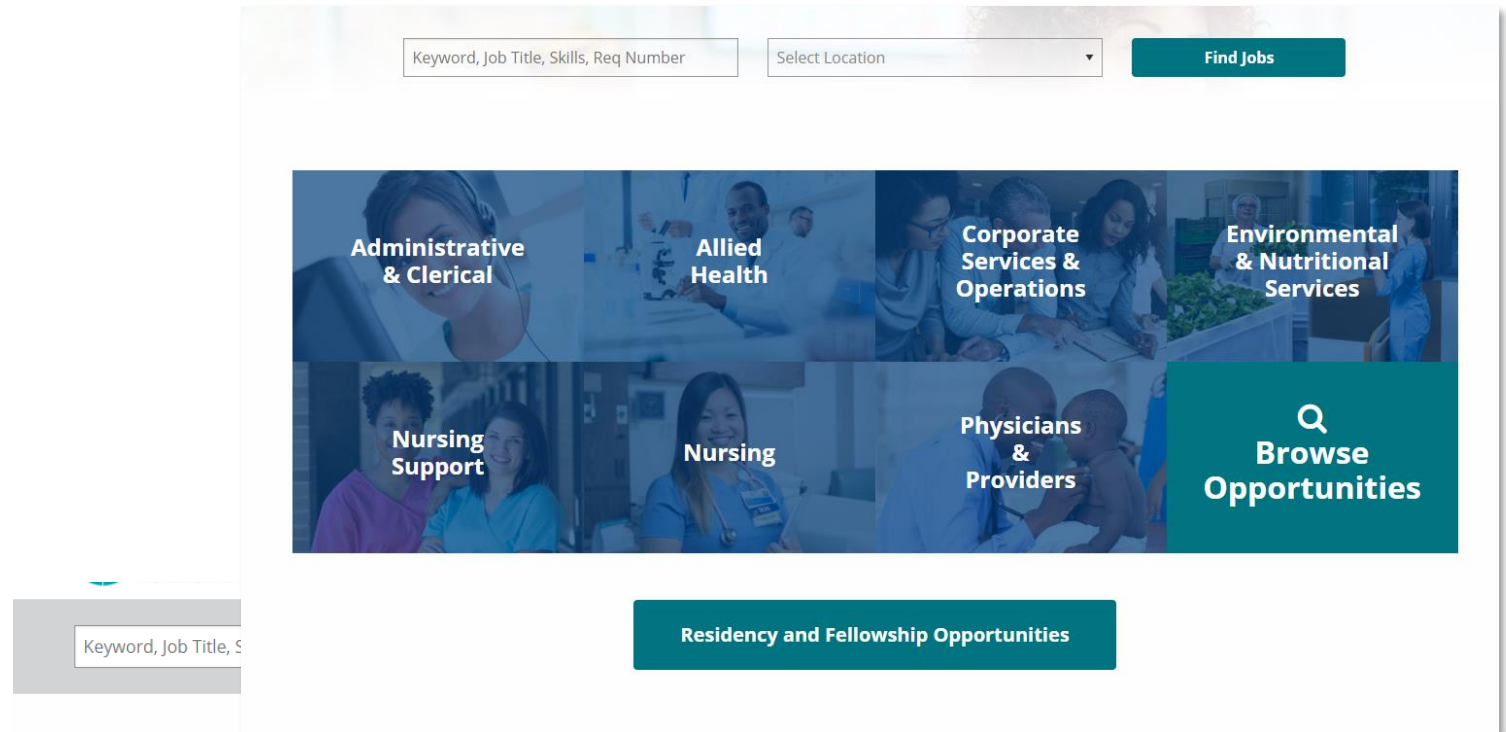


UI Interactions are Consistent and Conventional

Buttons – regular vs large

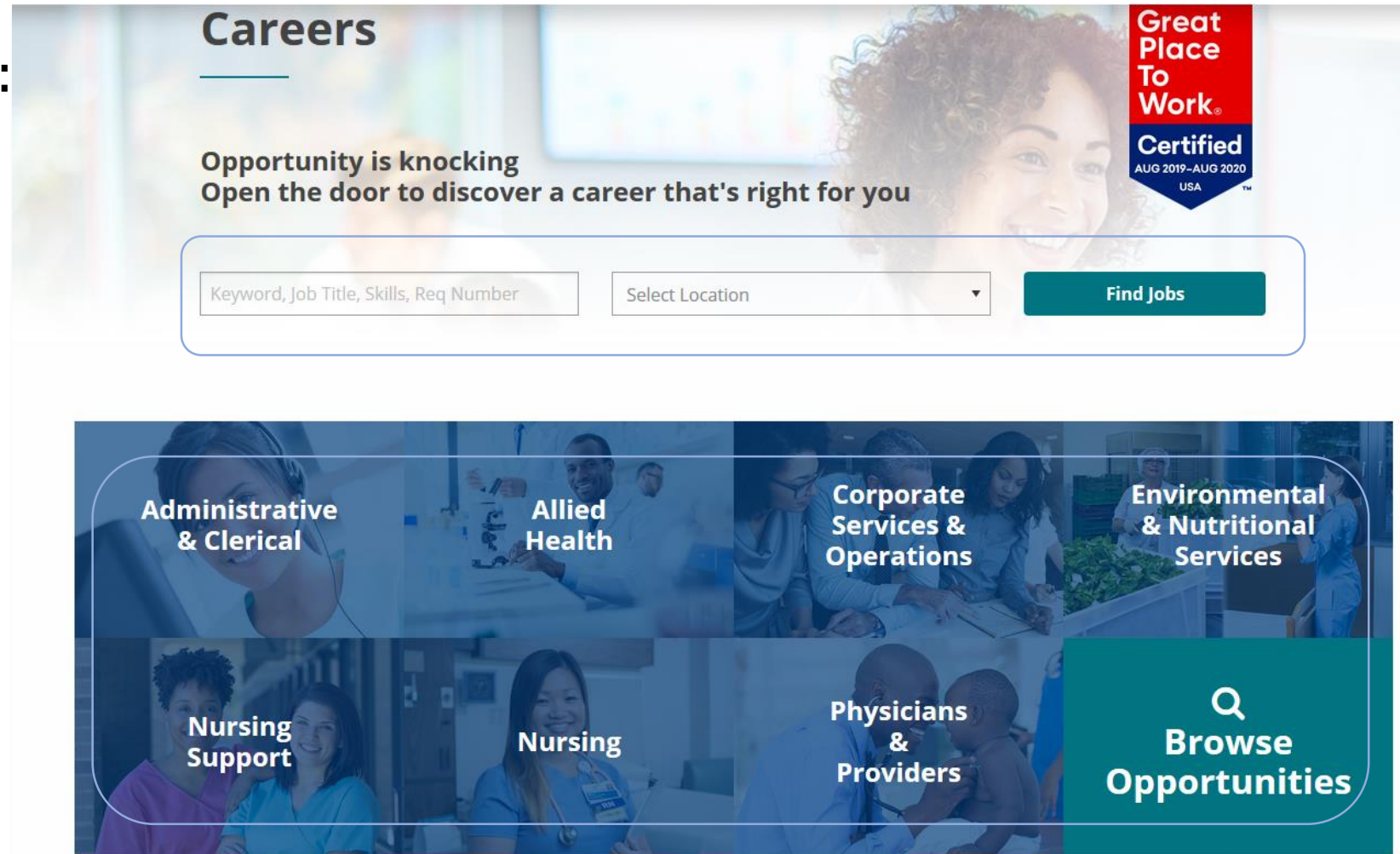
The large buttons seem unnecessary when the regular sized buttons do the same job.

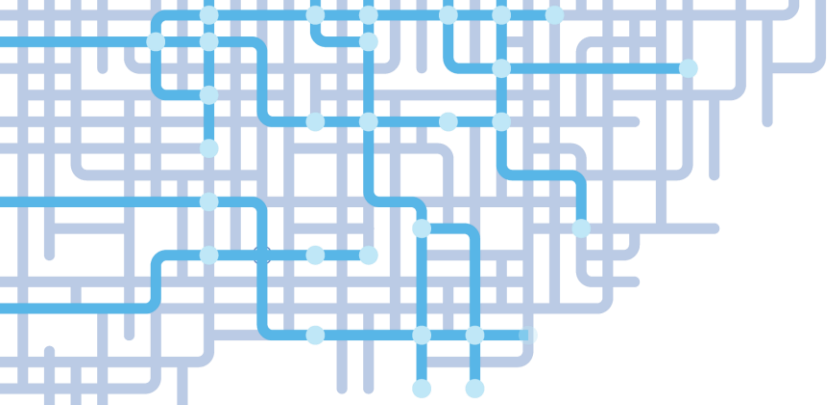
Instead of using size to draw the users' attention, try a different color with plenty of white space.



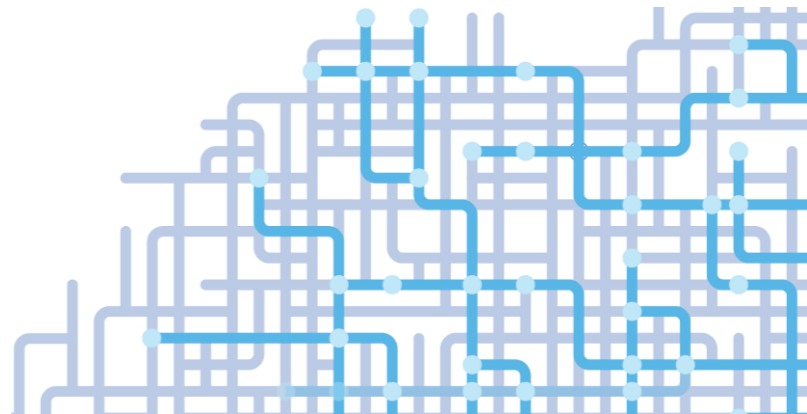
Most Important - Ease of finding a job

- Homepage prominently displays:
 - Job search tool
 - Job categories
- Allows users to choose to search or browse, depending on preference and knowledge of desired opportunity



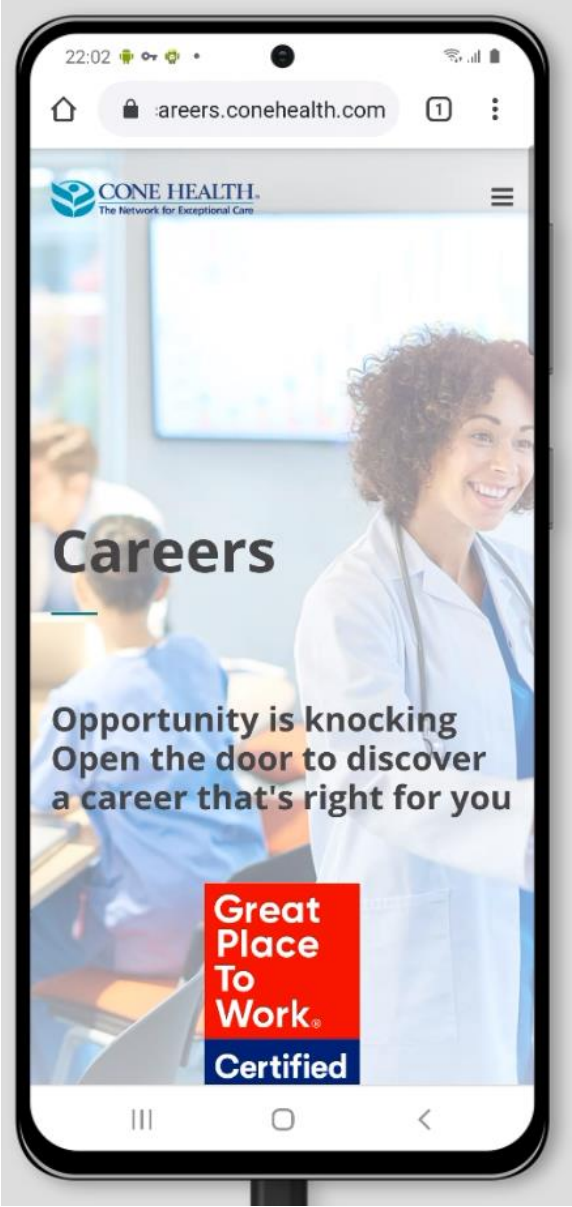


Opportunities



Opportunities: Mobile Experience

Current



Recommendation



Ease of applying for a job: Mobile device

- **Error message:**
 - After tapping Apply Now button on 3 job listings, we saw an error message on **css-conehealth-prd.inforcloudsuite.com** indicating “This position is no longer available.”
 - This error message *didn't* display when we tried to apply for the same job listings on desktop.
- About half of traffic to **careers.conehealth.com** is mobile, meaning a sizable part of your audience may face or have faced a major obstacle to applying.

The screenshot shows the mobile interface of the careers.conehealth.com website. At the top, the status bar displays 'U.S. Cellular', signal strength, Wi-Fi, and the time '7:56 PM'. Below the status bar, the URL 'careers.conehealth.com' is visible. The Cone Health logo, 'The Network for Exceptional Care', is in the top left, and a hamburger menu icon is in the top right. The main content area features a search form with a text input field containing the placeholder 'Keyword, Job Title, Skills, Req Number', a dropdown menu for 'Select Location', and a teal 'Find Jobs' button. Below the search form, three job listings are displayed, each with a title, facility name, and city:

- PT Relief Tier 1- AP Rehab**
Facility: Annie Penn
City: Reidsville
- Certified Pharmacy Technician**
Facility: Alamance Regional Medical Center
City: Burlington
- Surgical Tech II - Wesley Long Operating Room**
Facility: Wesley Long Hospital
City: Greensboro

The bottom of the screenshot shows the start of another listing: **PT Relief Tier 1 MHC Acute**.

Opportunities: Navigation

Are UI interactions consistent and conventional?

Main navigation item lacks arrow to indicate dropdown menu

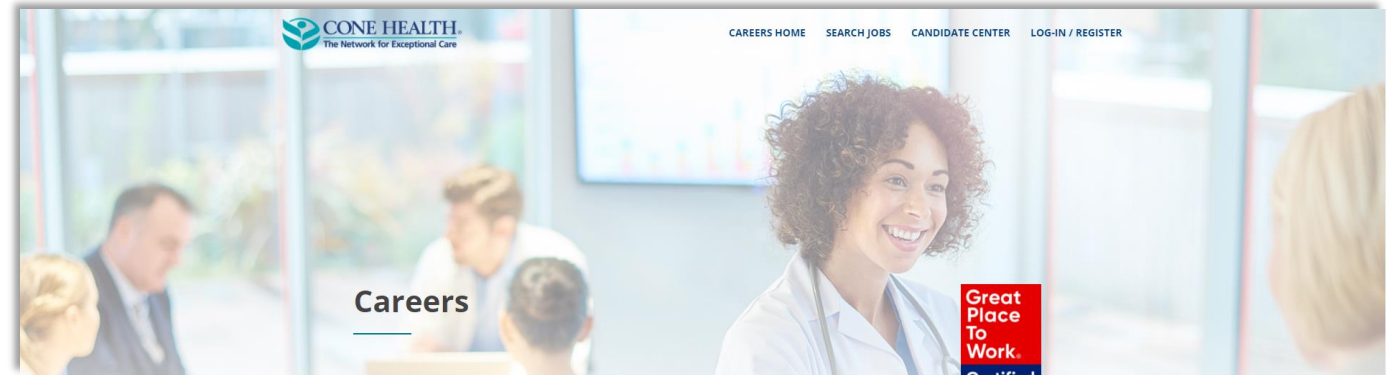


conehealth.com

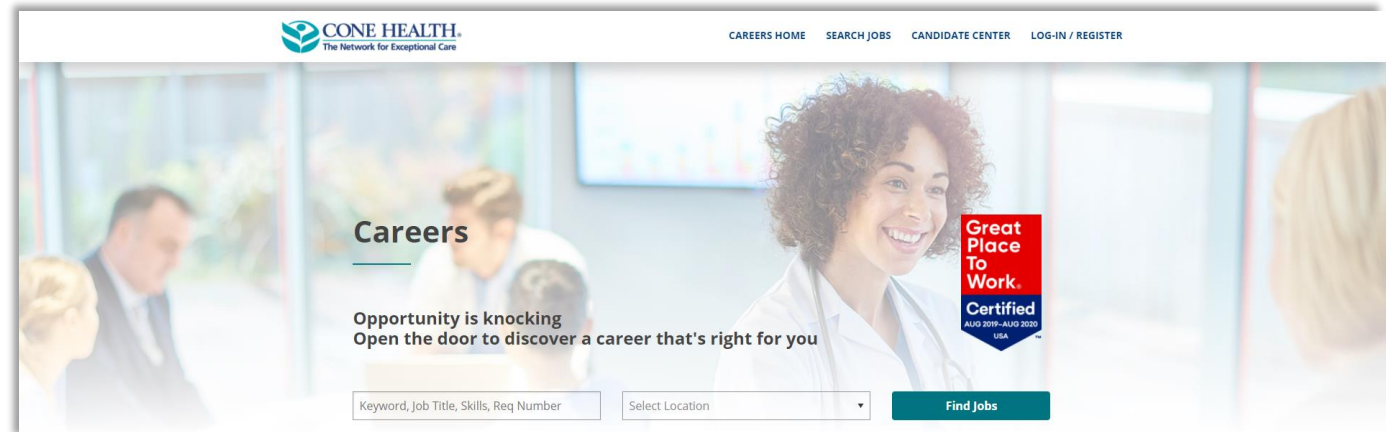


Opportunities: Navigation

✘ The logo and main navigation seem to get lost in the banner and compete with the main call to action.



✓ Having the white background on the header at all times provides separation from the banner allowing users to easily identify actions of both.



Ease of applying for a job

✓ Prominent Apply Now button on careers.conehealth.com facilitates conversions

✗ No indication this button is only for external applicants

Cardiac Monitor Tech

Job ID: 14762
Facility: Cone Health
City: Greensboro

Share:     

Apply Now

Job Description

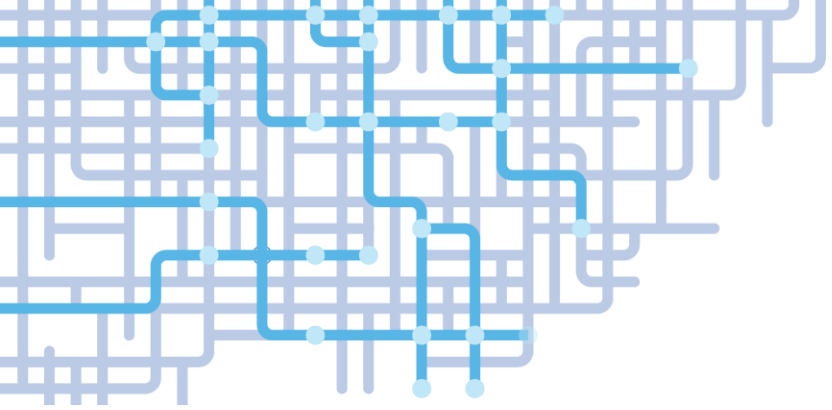
LOCATION: Cone Health, SW-Centralized Cardiac Monitor
CITY: Greensboro, NC

JOB DETAILS:
Exempt: No | FTE: 0.6 (24 hours/week) | Schedule: 6 am-6 pm | On Call: NO

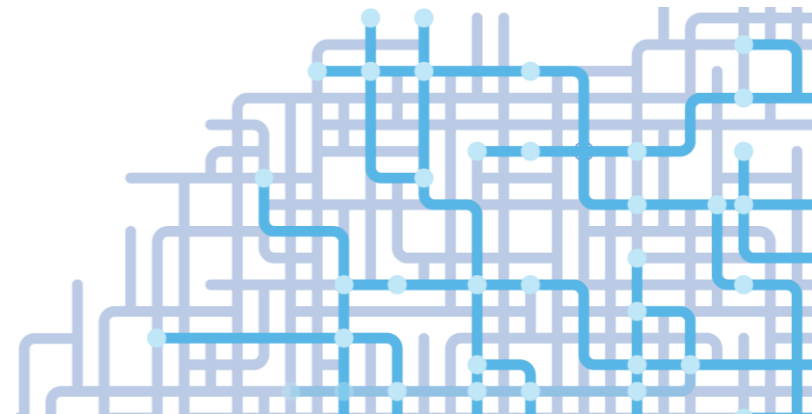
careers.conehealth.com

3 clicks later

For current employee, please stop here and log on to Cone Health Employee Space



Redesign Highlights





[Search Jobs](#) ▾

[Events](#)

[Working at Cone Health](#) ▾

[Benefits](#) ▾

[How to Apply](#)



we're
leading the way
w/you

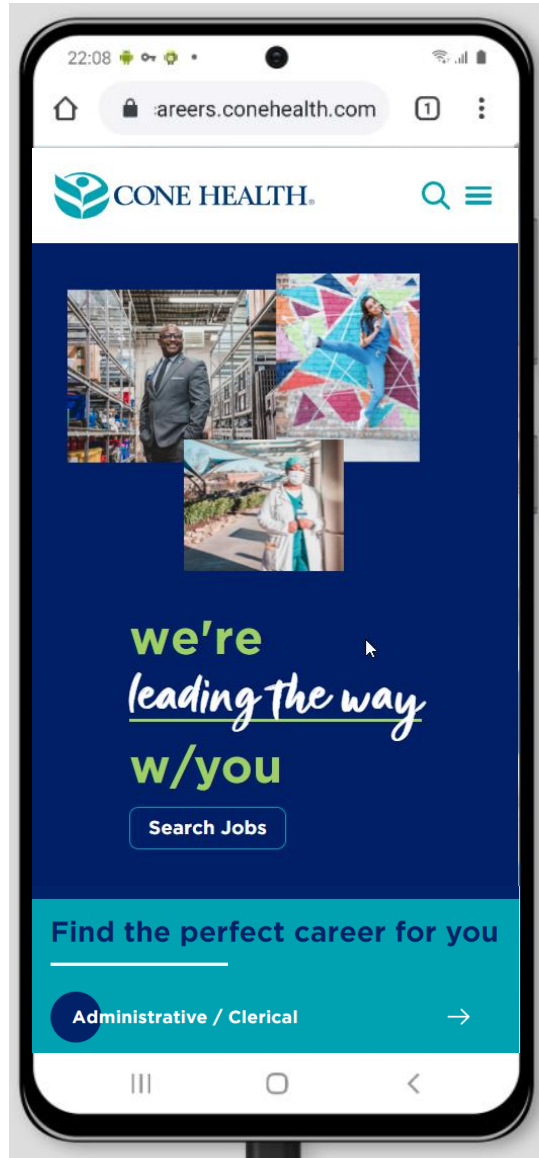
[Search Jobs](#)



Diversity, Equity, & Inclusion



New Mobile Experience



Hamburger menu

Cleaned up banner

Clear CTA

Browse options
begin above the fold

Rethinking Navigation

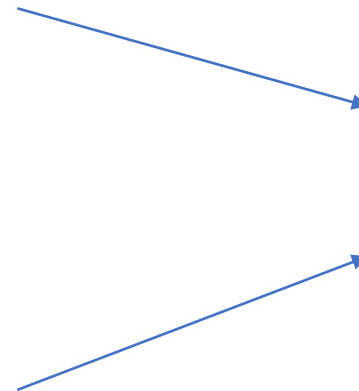
The screenshot shows the top navigation bar of the Cone Health website. The background is a dark blue gradient. At the top right, there is a green bar with the text "Internal Candidate Login | External Candidate Login" and a magnifying glass icon. Below this, the Cone Health logo is on the left. The main navigation menu includes "Search Jobs" (with a hand cursor icon), "Events", "Working at Cone Health" (with a dropdown arrow), "Benefits" (with a dropdown arrow), and "How to Apply". A white dropdown menu is open under "Search Jobs", listing "Career Areas", "Physicians", "Professional Training", and "Students & Volunteers", each with a horizontal line below it. A "CLOSE" button with an 'X' icon is at the bottom of the dropdown. To the right of the dropdown, there is a large graphic with the text "we're leading the way w/you" in green and white, and a "Search Jobs" button. In the bottom right corner of the navigation bar, there is an orange speech bubble icon.

Join Our Team

Contribute to Cone Health's culture of exceptional care.

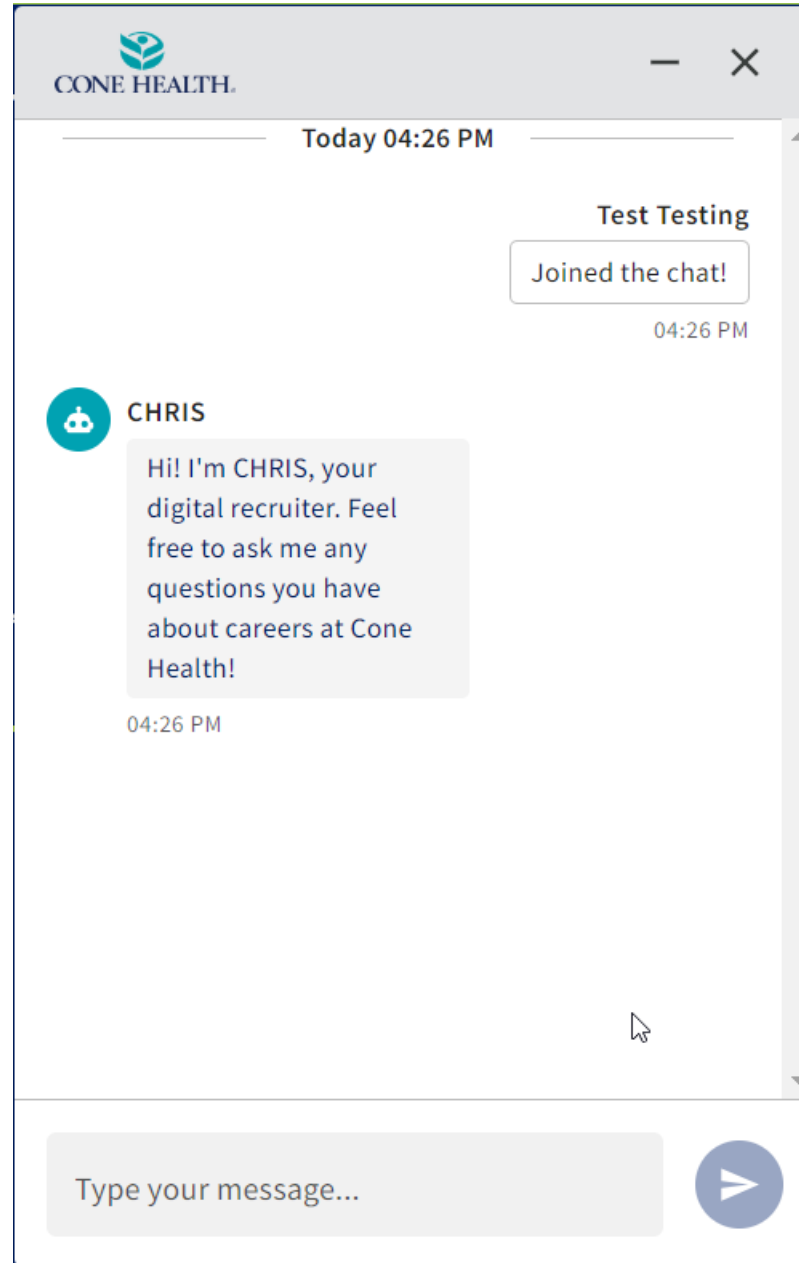
**See Corporate
& Professional
Jobs**

Already an employee?
[Log in.](#)



One experience
leading to two
different journeys

Chatbot



Integrating Events and Stories

Employee Stories

Every day, over 13,000 members of the Cone Health family are making a positive impact on the lives of patients, neighbors and colleagues.

[Read their stories](#)



Jason | Systems Engineer Lead



Upcoming Events

AUG
16

Cone Health Virtual Hiring Event - Clinical

11:00 AM - 1:00 PM

NT/CNA, CMA, LPN,
Other Clinical Roles

AUG
17

Wesley Long Onsite Clinical Hiring Event

10:00 AM - 6:00 PM

Hiring for LPNs,
NTs/CNAs, and
other clinical
positions



Society for Health Care
Strategy & Market
Development™

Events

Class & Event Categories

For Employees

For Job Seekers

Health Education for Employees

LiveLifeWell Cooking Classes

Event Search Results

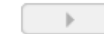
in For Job Seekers

August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



[Cone Health Virtual Hiring Event - Clinical](#)
NT/CNA, CMA, LPN, Other Clinical Roles

[Elon Nursing Career Day](#)
Elon Nursing Career Day 9/6/2023

[UNC Greensboro School of Nursing Class Presentation](#)
UNCG Students informational presentation on Cone Health Residency program.

[Wesley Long Onsite Clinical Hiring Event](#)
Hiring for LPNs, NTs/CNAs, and other clinical positions

Employee Stories

Find out what nurses like you enjoy about serving at Cone Health.



ED Teammates



Virginia: Certified Nurse
Midwife



Mona E. | Vice President of
Operations & Chief Nursing
Officer



[View More](#)

Stories

it pays to work at Cone Health

[Home](#) / [Working at Cone Health](#) / [Employee Stories](#) / ED Teammates

Published on June 29, 2023

Emergency Department Teammates



The environment here in the Emergency Department at Cone Health is really great, and we all support each other in every way we can. We have to rely on each other a lot throughout the day, as we never know what may walk through the door. Having a team that we can trust and works well together is critical to the day-to-day operations.

Cone Health is a great place for people who want to work as a part of a team. We work together, offer guidance, and ensure no patient goes unnoticed or unattended. The trust we have built with each other helps us to provide the best possible care, even in the most challenging situations.

Evette has been here at Cone Health the longest — 31 years! She is a great example of camaraderie and leadership within the Cone Health system. We all enjoy being a part of her team. Our group works hard every day and we enjoy being in a field where we can consistently help others.

[View Our Open Positions](#)



Results:

93% increase in sessions
in the quarter following launch



Next Phase

- Entry-level engagement
 - Current Undergraduate and Graduate Students
 - New Graduates and Early Career Professionals
 - Administrative Fellows Page

What Can Digital Do To Help HR Today?

- Commit to a robust online experience
- Use a UX Assessment to set a baseline
- Extend the brand with messaging to employees
- Show don't tell
- Employer of choice strategy



Questions?

Please be sure to complete the session evaluation!

