



COVID-19's Impact on Recruitment and Retention Four-Part Webinar Series

May 11, 13, 18 & 20, 2021

Long before the pandemic, skilled nursing and assisted living facilities were in a recruitment and retention crisis. There is little reason to believe that things will get any easier in the near future. If anything, COVID-19 has amplified the need to improve the quality of outreach, interviewing, strategies for making the best of first days, and retention processes and barriers.

In this four-part webinar series, Lou Ann Brubaker will offer on-the-ground and real world strategies you can implement immediately. Using an upbeat, positive approach, she will inspire you to make the changes important to your facility's success.

Part I: Attracting the Staff You Want to Apply

May 11, 2021 | 2:00 – 3:00 pm

This webinar will help you correct the barriers that prevent people from applying for a job with your center like:

- making it way harder than it should be
- focusing on the wrong stuff in your outreach message
- ignoring the low-hanging fruit
- not impressing from the get-go

Part II: Handling Job Applications with No Hiccups

May 13, 2021 | 2:00 – 3:00 pm

This webinar will help you:

- increase an applicant's desire to work for you (even before the interview begins)
- create your facility's compelling argument to join
- describe how your facility handles crises
- involve other staff
- incorporate the type of interview questions predictive of new hire success

Presenter

Lou Ann Brubaker | President and Founder | Brubaker Consulting

Sponsor Highlight

Special thanks to our webinar series sponsor **Southern Pharmacy Services**.



Continuing Education

This conference has been approved for Continuing Education for 4 total participant hours by NAB/NCERS—Approval #20220510-4-A74746-DL. Attendance will be monitored throughout all webinars. Partial credit will not be awarded. The webinars will be recorded, but NAB credit is only provided to registered participating attendees of the live sessions.

Register online: www.vhca.org/calendar. Take advantage of special pricing by registering for all four webinars.

Part III: Acing New Employees' Start

May 18, 2021 | 2:00 – 3:00 pm

This webinar will help you:

- prepare for new staff member start
- explain why on-boarding isn't what should really be happening
- identify ways to keep the first week interesting
- make new hire success a team sport
- understand why exit interviews are done at the wrong time

Part IV: Retaining Your Team

May 20, 2021 | 2:00 – 3:00 pm

This webinar will help you:

- address the major drivers of why staff quit
- evaluate how the facility currently supports staff quality of life
- list the two HR activities that should happen annually
- explain how greater transparency with staff encourages retention