

# **Recruiting, Retaining, and Re-energizing Staff**

**March 29, 2022**



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## 1<sup>ST</sup> R: RECRUITING



# PRESCRIPTION TO BETTER HIRING

1. Clear position description
2. Advertise/source candidate
3. Review resumes critically
4. Short phone screen
5. In-person interview process
6. Test/assess



# DO NOT POST THIS AD

A man in a dark suit, light blue shirt, and red and black striped tie is holding a white rectangular sign in front of his chest. The sign contains text that is discriminatory against female employees. The background is a plain, light-colored wall.

## **Female Employees Wanted!**

You will work for  
minimum wage, have a  
college degree, with a  
tubal ligation.

# BEST PRACTICE RECRUITMENT TECHNIQUES



## The Position Description

The position description serves many functions during the hiring process and throughout your employee's tenure:

- It tells you exactly what capabilities and skills prospective staff members must have. The clearer your concept of what you are looking for, the more likely you are to find it.
- A detailed, realistic PD gives valuable guidance for interviewing candidates. It also allows you to clearly communicate the responsibilities, working conditions, reporting arrangements and compensation to candidates. This can help prevent an employee from leaving quickly because he or she didn't understand the job



# WHAT WILL I BE DOING AS YOUR ...

1. Office Manager?
2. Practice Manager?
3. Administrator?

*“Take care of things ...”*



*Would any other  
business hire this  
person to manage  
a \$1M entity?*





# WHERE TO FIND APPLICANTS?



Managing a remote workforce? Find out how Werklabs can help uncover and predict how your remote employee experience impacts performance. [Request a demo](#)

THEMOMPROJECT

About

Werklabs

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# We're unlocking the potential of moms in the workforce

In the next three years, we will connect our talent community with over \$1B in economic opportunity through job matches, upskilling opportunities and research-backed policy. Join us.

Find work

Hire talent



We're in the business of connecting talented professionals with world-class employers who understand that no one should have to choose between family and career.

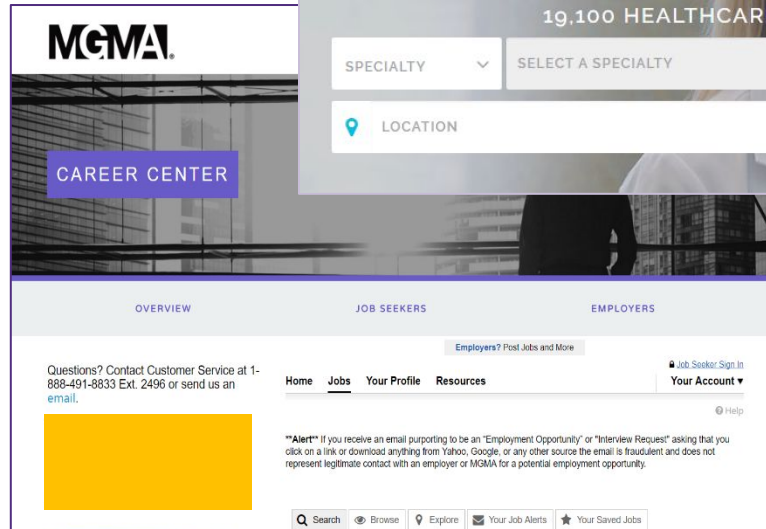
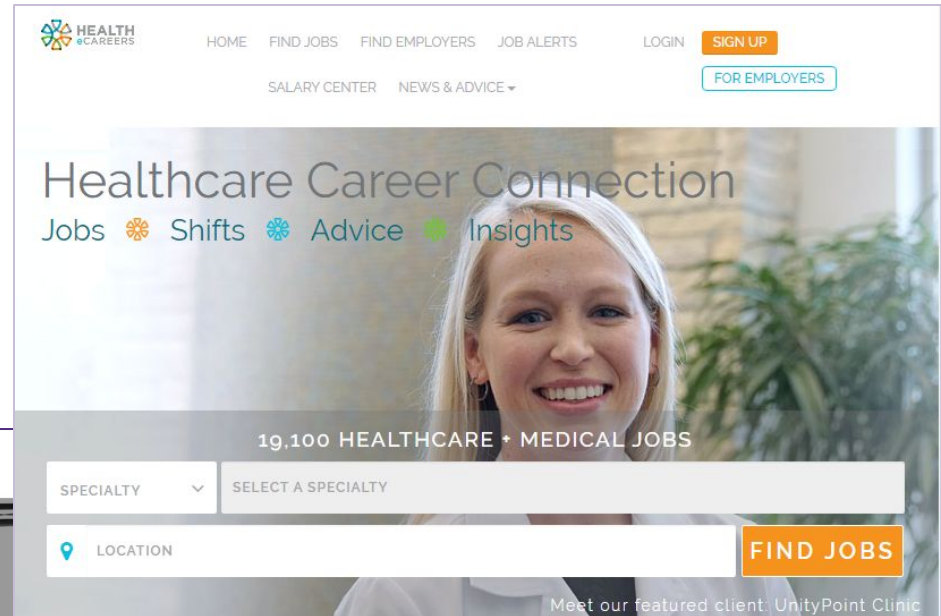
# Job Posting

LinkedIn

indeed



CAREER  
BUILDER™



[https://commons.wikimedia.org/wiki/File:LinkedIn\\_Logo\\_2013.svg](https://commons.wikimedia.org/wiki/File:LinkedIn_Logo_2013.svg)  
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<https://healthcareers.com/>  
<http://careers.mgma.com/jobs>



# WORK FORCE RIGHT IN FRONT OF YOU!



## Academic Departments



Anesthesiology



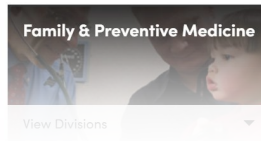
Biochemistry



Biomedical Informatics

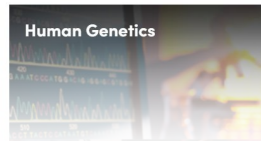


Dermatology



Family & Preventive Medicine

View Divisions



Human Genetics

<https://medicine.utah.edu/>

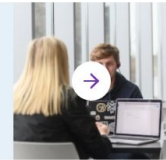


JOLIET  
JUNIOR COLLEGE  
—1901—

## HEALTH, PUBLIC SAFETY & HUMAN SERVICES

### Medical Coding Specialist

Upon completion of the Medical Coding Specialist program, students will possess the skills necessary for entry-level coding positions within the healthcare industry.



## HEALTH, PUBLIC SAFETY & HUMAN SERVICES

### Health Information Management Technology

HIM professionals work in a multitude of settings throughout the healthcare industry, including hospitals, physician offices and clinics, long-term care facilities, and insurance companies.



<https://www.jjc.edu/academics?page=1&pathway%5B%5D=10136>

# Hire Smart Student Interns



# MEET KZA INTERNS



**Samantha,**  
*Digital Marketing*

**Sierra,**  
*General Admin*



**Julia,**  
*Meeting Planner*



**Maaria,**  
*Client Services Assistant*

# RETAIL ESCAPEES





# SCREENING INTERVIEWS

- Resumes
- Candidate Online Presence
- Screening Interviews

facebook®



FaceTime





# THE DISHONEST TRADITION OF FUDGING THE FACTS ON A **RÉSUMÉ**

Call it lying, misleading, inflating, embellishing or padding your résumé – turns out most of us do it in some form or another in pursuit of snagging that perfect job ... or any job in this economy.

## HOW MANY PEOPLE LIE ON THEIR RÉSUMÉ

IT DEPENDS ON  
THE WORDING AND  
WHO YOU ASK:

**40%**

people lying on  
résumés and job  
applications.

**50%**

people with at least  
a small amount of  
misleading content on  
their résumés.

**53%**

résumés and job  
applications that  
contain falsifications

**78%**

résumés that are  
misleading

# 40%

## People lying on résumés and job applications

Source: <https://www.indeed.com/career-advice/resumes-cover-letters/what-happens-if-you-lie-on-your-resume>

# TOP 7 RÉSUMÉ LIES

Exaggerated job  
titles and  
responsibilities

Falsification  
of education  
credentials

Covering up  
criminal records

Inflated salaries

Falsified dates  
of employment

Falsification of  
professional license  
/credentials

Fake experience  
at 'ghost' companies

## WHICH SECTIONS OF A RÉSUMÉ DO PEOPLE LIE MOST ON?

**40%**

inflated  
salary claims

**33%**

inaccurate job  
descriptions

**29%**

altered  
employment  
dates

**27%**

falsified  
references

**21%**

fraudulent  
degrees

**7%**

job applicants  
who have a felony  
record

**3%**

job applicants  
who have a  
misdemeanor  
record

*We don't need to check  
her background, she  
goes to my church.*





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## Pre-Employment Screening

A trusted, comprehensive pre-employment screening service removes one of the most stressful aspects of hiring. Background checks, if done correctly, help you make better informed hiring decisions. Processes are improved. You're more productive. Legal risks are mitigated.

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Chat with us

[www.trustedemployees.com/employment-screening/](http://www.trustedemployees.com/employment-screening/)



**Dear \_\_\_\_\_:**

**In advance of our meeting next  
Tuesday, please complete the following  
application and return to me.**

**Sincerely,  
Dr. Young**

# APPLICATION FORM

This attestation is critically important according to attorneys specializing in labor law. Make sure you have all applicants sign.

## APPLICANT'S CERTIFICATION AND AGREEMENT:

I hereby certify that the facts set forth in the above employment application are true and complete to the best of my knowledge and authorize the practice to verify their accuracy and to obtain reference information on my work performance. I hereby release the practice from any/all liability of whatever kind and nature which, at any time, could result from obtaining and having an employment decision based on such information.

I understand that, if employed, falsified statements of any kind or omission of facts called for on this application shall be considered sufficient basis for dismissal.

I understand that should an employment offer be extended to me and accepted that I will fully adhere to the policies, rules and regulations of employment of the practice. However, I further understand that neither policies, rules, regulations of employment or anything said during the interview process shall be deemed to constitute the terms of an implied employment contract. I understand that any employment offered is for an indefinite duration and at will and that either I or the Employer may terminate my employment at any time with or without notice or cause.

Signed: \_\_\_\_\_

**“You are  
a fowl  
woman.”**



# Test Applicants

*“Are they  
as good as  
they look?”*



# TEST!

**Hire for attitude and capacity to learn.  
Train for skills.**

# PRE-EMPLOYMENT ASSESSMENTS

## SCALABLE TO YOUR HIRING NEEDS

Whether you need to test one candidate or thousands, Total Testing is the only solution that offers a scalable solution based on your specific needs. Easy to use with remote testing and access to reports immediately. Get an account set up today!

[REQUEST A FREE DEMO](#)[SEE PRICING](#)



# GOAL:

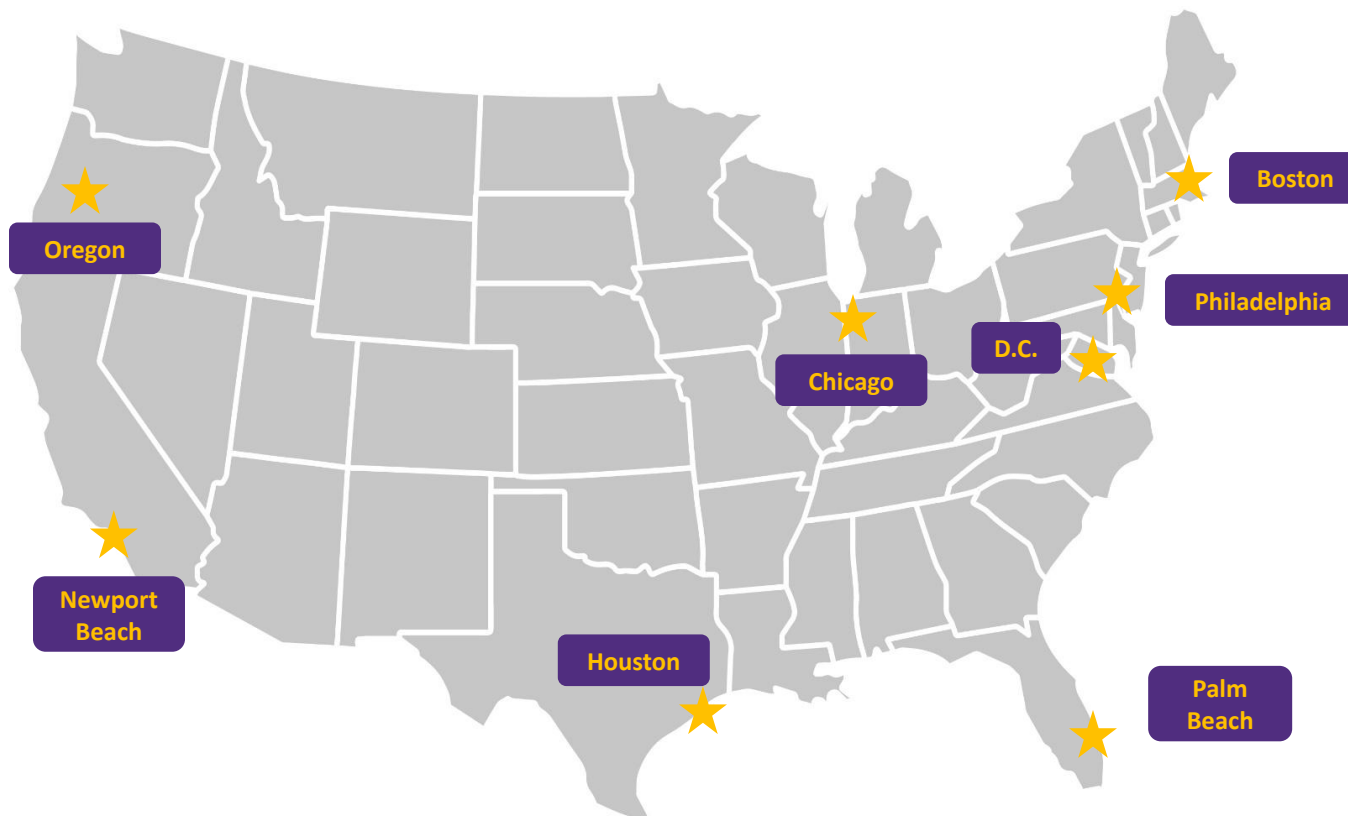
Happily

Hired

Ever After



# RECRUITING COAST TO COAST



# Report: Employers and the Great Resignation

[Liz Lewis](#) September 21, 2021

A few years ago, no one could have imagined the current labor market. COVID-19 continues to shape job seeker and worker behavior in surprising ways.

The most recent employment report from the Bureau of Labor Statistics showed that the coronavirus [remains a threat to a strong and sustained labor market recovery](#). Meanwhile, the supply of jobless workers currently looking for a job is [well outstripped by employer demand](#): In July there were 83 unemployed workers for every 100 job openings — a ratio last seen in December 2019.

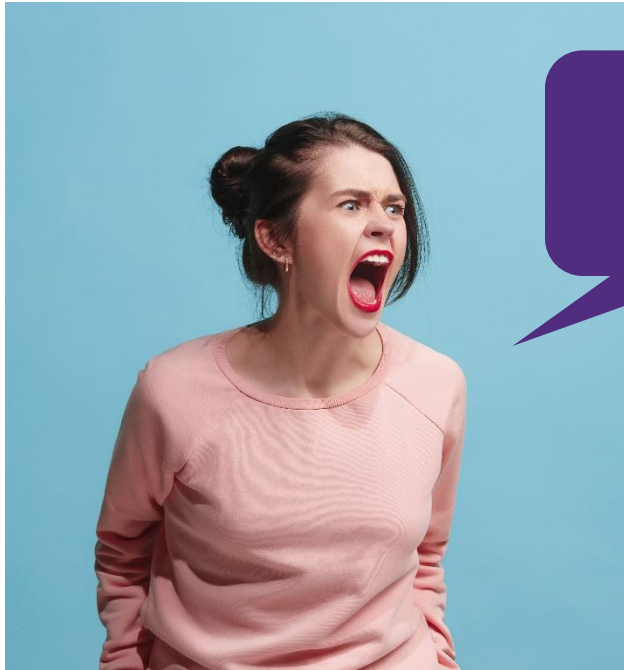
And to make matters still more complicated, [millions of Americans are quitting their jobs](#) each month, resulting in what some experts are calling the Great Resignation. But is this media hype, a passing fad or a sign of what lies ahead?

To find out, Indeed surveyed 750 recruiters, managers and decision makers from diverse industries across the U.S. The results are sobering: Employers *overwhelmingly* find that this is a challenging time to hire and retain workers. Here, we share what they've seen, what they think is causing the Great Resignation and how they hope to attract and retain talent in these unprecedented times.

## 41% of employers worry resignations will remain

## 2<sup>ND</sup> R: RETAINING GOOD STAFF

*“Employees don’t quit jobs—they quit bosses.”*

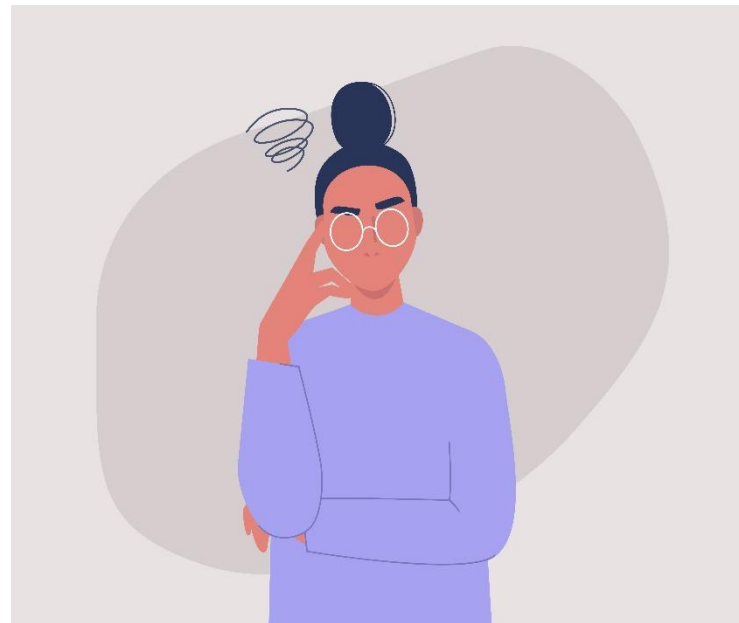


*I've had  
enough!*



# THE PROBLEMS

1. Lack of Structure
  - ✓ Job descriptions
  - ✓ No reviews
2. Out of Date Pay Scale and Benefits
3. Culture



# CUL·TURE:

The beliefs, customs, arts, etc., of a particular society or group, place

<https://peachyessay.com/blogs/definition-and-description-of-culture/>





# What do *your* employees really want from workplace culture??

The world of work has changed. With a competitive market for talent and job roles becoming more and more niche, prioritizing employee experience is critical to the long-term success of any organization.



<https://www.citrix.com/fieldwork/employee-experience/workplace-culture.html>

## ***Sigal Barsade, 56, Dies; Argued That It's OK to Show Emotions at Work***

Her pioneering research showed that feelings have a place in the office, and that good leaders should learn to embrace that fact.



“For a long time, emotions were viewed as noise, a nuisance, something to be ignored,” she told MIT Sloan Management Review in 2020. “But one thing we now know after more than a quarter-century of research is that emotions are not noise — rather, they are data. They reveal not just how people feel, but also what they think and how they will behave.”

In one study, she showed that emotions and moods are contagious — that we unconsciously mimic the expressions and demeanors of those around us. She gave groups of people a task to complete together; unknown to the participants, she also assigned one person in each group to express a particular emotion — to lean back and scowl or lean forward and smile.

<https://www.nytimes.com/2022/02/13/business/sigal-barsade-dead.html>

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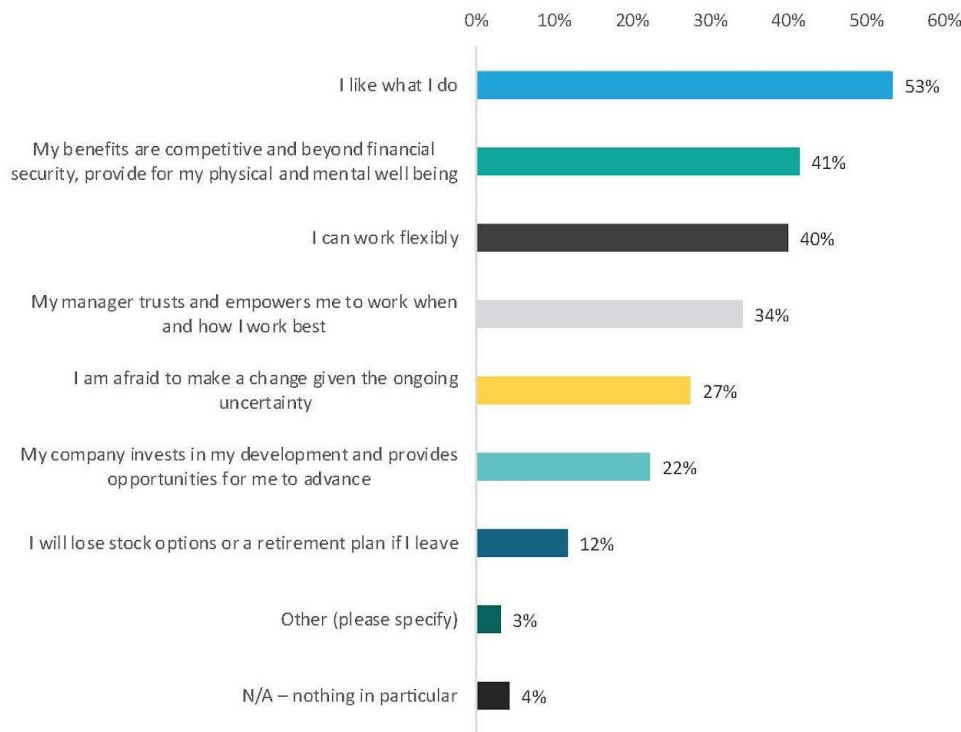
Are You Hiring? [Post Jobs](#)

## What Matters to Staff

- ✓ Culture and values
- ✓ Quality leadership and management
- ✓ Access to career and learning opportunities

## Question:

**If you have not changed jobs, what is keeping you in your current role?**



Talent Shortage: The New Pandemic (US)

## Insight

**Of those who have not changed jobs in the past year (n=872):**

- 53% have **stayed in their current role** because they **like what they do**
- **This was followed by:**
  - My **benefits are competitive** and provide for my physical and mental wellbeing (41%)
  - I can **work flexibly** (40%)

***“What makes you  
stay at your company?”***

***“I find my work meaningful.”***

**93%** had been recognized  
in the last **six months.**

**How do *you*  
recognize good  
work, customer,  
service, and  
outstanding  
contributions?**





# 4/5

**Believe they lack  
needed skills for both  
their current roles and  
for future careers.**

\* MIT Technology Review





# HIGH TURNOVER



# NO INSTITUTIONAL MEMORY

U.S.

# A Little-Noticed Reason Workers Quit: Too Little Work

Employers often give people less than 40 weekly hours, leading to resignations and more trouble finding workers

American workers quit a record 47 million jobs last year. They quit for better pay, or to [be their own boss](#), or to work around [child-care needs](#), or from worry about catching Covid-19. Some were burned-out and just wanted a break.

There's another reason, less recognized: Their employer wouldn't give them enough hours.

Colton Lewelling has cycled through seven jobs over the course of the pandemic—slinging burgers, making meatballs, helping customers and restocking shelves. At interviews, prospective employers told him they could give him plenty of work, as many as 40 hours a week, he said.

Then managers scheduled him for only eight to 25 hours. He couldn't survive on that, said the 19-year-old in Fresno, Calif., so he would quit and move on.



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Home > Healthcare Jobs > Job Search

## Medical Coding Jobs

### Overview

### Job Seekers



### Employers



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- 3x Better Odds of Passing Your Exams
- All Through the 3rd Month of the Year



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## Medical Coding Jobs – Healthcare Employment

Welcome to your one-stop resource for medical coding jobs, medical billing jobs, and other jobs in healthcare. We gather the latest employment openings for medical coding, billing, auditing, compliance, and practice management in one place.

Use the fields below to begin your search. If you're a medical employer, post a job and consider our Project Xtern program. Visit our Salary Survey Calculator to find out how much medical coders earn.

## Find a Job

Keyword

Zip

Miles from

**SEARCH**

Sort by [Relevance](#) View [1-10](#)



AAPC Direct

Posted on 3/4/2022

### Nurse Manager Ambulatory Care Clinic

**SSM Health, Saint Louis AA**

**APPLY**

Nurse Manager Ambulatory Care Clinic R62216SSM Health Cardinal Glennon Children's Hospital\$10,000 Sign On BonusThe Nurse Manager supports a team of 35 clinical staff members and the operations and bus...



AAPC Direct

Posted on 3/4/2022

### Coding Specialist

**Boynton Health, Minneapolis MN**

**APPLY**

About the JobGeneral Statement of Responsibilities:The Coding Specialist is responsible for all aspects of coding and compliance and will serve as the coding resource person at Boynton Health. T...



AAPC Direct

Posted on 3/4/2022

### Medical Billing Specialist

**APPLY**

# 2022 MEDICAL CODING AND BILLING SALARY REPORT

## Core Credentials

\$58,055

CPC

\$62,846

COC

\$57,936

CIC

\$64,995

CRC

\$56,652

CPB

## Advanced Credentials

\$70,895

CPPM

\$80,550

CPCO

\$70,320

CPMA

\$73,723

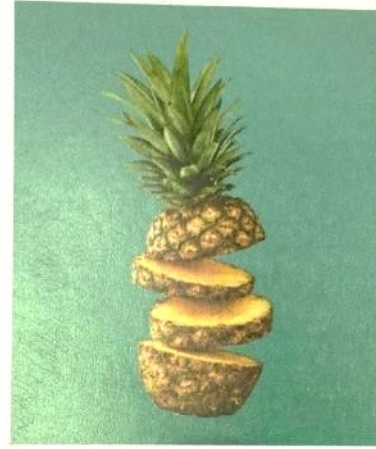
CDEO

\$74,822

CPC-I



**Feed  
Your  
Future**



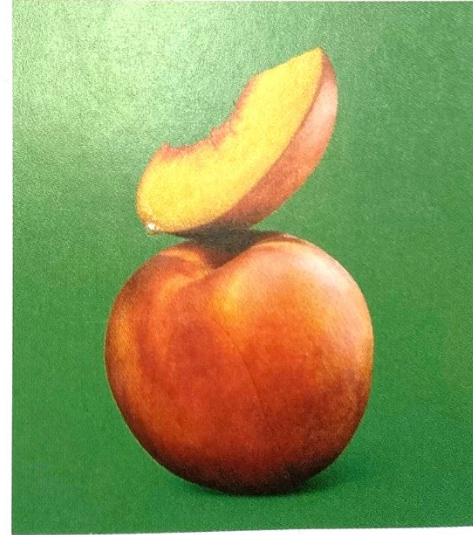
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# **SALARY AND BENEFITS**

# **24%**





**Nicole Fick**  
Physician Engagement and  
Relationship Coordinator,  
Michigan Surgery Specialists



**Noah England**  
MBA, CMPE, COE  
Executive Director at Solinsky EyeCare

# 3<sup>RD</sup> R: RE-ENERGIZING STAFF THE LAZARUS EFFECT!





# OFFER FLEXIBILITY

- Work from home: one or two days a week
- Flex job:  
2 PTs = 1 FT
- Focus on what they can do





# WOM WORKS



# Q&A

**Send in your  
questions using the  
“Questions” box**







**Join Us  
for our  
Next  
Webinar!**

## **“Controlling Chaos: Tips for Streamlining Operations”**

**Wednesday, April 6, 2022, 12:00 PM EST**

**With Anna Hale, Product Manager of Practice Management, ModMed; and**

**Nicole Kustura, National Sales Director, Otolaryngology, ModMed**

It's no secret that many private practices suffered significant revenue losses last year. A combination of the pandemic, staffing issues, burnout and outdated technology have coalesced to create a challenging environment for medical practices. The good news is there are software solutions that can help. Join this webinar to learn how the right software tools can help increase patient communication, streamline operations and provide financial insights to help allow you to run your practice more effectively.

*To register, click the link in the chat box.*



# Thank You

## ***Presented by:***

Sue Hibbs, MHSA  
Consultant

[shibbs@karenzupko.com](mailto:shibbs@karenzupko.com) | 501.804.1716



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