



**YOUR
COMMUNITY,
YOUR
HEALTHCARE**

**Community Tool Kit
for Recruitment**



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Horizon
HEALTH NETWORK

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Horizon Health Network's Community Tool Kit for Recruitment

Horizon Health Network (Horizon) is responsible for the provision of healthcare services in 12 hospitals and more than 100 medical facilities, clinics, and offices throughout New Brunswick. As part of Horizon's recruitment strategy, the Talent Acquisition team has developed a set of tools to enhance community ambassadorship. Horizon recognizes the important role communities play in the engagement of prospective healthcare professionals and the role they play in recruitment and retention.

Horizon Health Network's Community Tool kit for Recruitment is a living digital document, to be continuously edited and updated to address challenges and opportunities in New Brunswick. The Talent Acquisition team completed a stakeholder analysis with staff and community members to curate six tools as part of the first version of the tool kit. The tools are the Community Sell Sheet, Community Promotional Items, Horizon Referral Reward Marketing, Student Lodging Initiative, Community Contest Marketing and Local Publications.

Tool #1 – Community Sell Sheet

Horizon operates 12 hospitals and more than 100 medical facilities, clinics, and offices throughout New Brunswick in 5 health regions (Fredericton, Miramichi, Moncton, Saint John, and the Upper River Valley). This results in over 30 communities that Horizon's Talent Acquisition team is structured to represent and recruit for. Horizon's Talent Acquisition structure is divided into four corporate profession groups: Allied Health, Nursing, Support Services, and Non-Bargaining and Management. Horizon's Medical Office supports physician recruitment through a local model. A **COMMUNITY SELL SHEET** provides all Horizon recruiters a tool to promote the unique aspects of a community to potential candidates, and a basis for communities to engage potential recruits.

What is a community sell sheet?

Instead of focusing on product, the community sell sheet is the *elevator sales pitch* to a potential health care recruit on why to consider working and living in the community. Rather than highlighting the Horizon services and facilities in the community, it focuses on what the community has to offer an employee. A strong sell sheet will be visually enticing, be easy to read, be to the point, and contain a direct call-to-action. This includes information on amenities, schools, community programs, organizations, and recreation that would promote the community as a great place to live to a potential health care worker.

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Who writes the community sell sheet?

Who better to write the community sell sheet than the community itself? Members of the community offer a true and authentic voice that can sell the community better than anyone else.

What will it look like?

1. Full colour visuals – photos of the community
2. Headline – the name of the community and any tagline that is associated with that community
3. Information and data on community including recreation, childcare, education, nightlife, population, etc.
4. Call-to-action to learn more about working and living in the community with links to the MyHorizonCareer site and the community's webpage

What are the benefits?

1. Provides a standardized approach for all communities
2. Empowers Talent Acquisition team in selling the community

How does it work?

A community can request a community sell sheet by contacting Careers@HorizonNB.ca. The Talent Acquisition team coordinates a workshop with selected community members and Horizon's Communications team. The workshop is hosted in the community. The intent is to gain knowledge about the community uniqueness and how to market it. The Marketing team collects the information and builds the community sell sheet.

What happens to the community sell sheet?

1. The community sell sheet becomes part of the Talent Acquisition team's process when promoting opportunities to potential recruits.
2. All community sell sheets are promoted through the [MyHorizonCareer's Why NB](#) page
3. The community sell sheet is used to develop social media content to be promoted by Horizon and the community

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Tool #2 – Community Promotional Items

Horizon promotes itself with Horizon branded promotional items to potential recruits and is an important asset at career fairs, hiring events, career awareness initiatives and direct marketing with candidates e.g., graduation gifts to all NB nursing graduates.

COMMUNITY PROMOTIONAL ITEMS provides Horizon unique products to use in promotion of its career opportunities.

What products are included?

Community Promotional Items can include any item branded with the community name (such as pens, pins, notebooks, bags) or any non-perishable good/product that is unique to the community. The item(s) would be packaged up nicely for each health care recruit/candidate with all other tool kit pieces, including a note from the mayor that has a message aligning with the sell sheet. The options for items/products are unlimited!

What are the benefits?

1. Provides a company differentiator for Horizon when recruiting in a competitive hiring market
2. Allows the community to promote itself directly to potential recruits

How does it work?

A community can provide community swag items by contacting Careers@HorizonNB.ca

Tool #3 – Horizon Referral Reward Marketing

Healthcare workers who are referred by community members will be more engaged and connected to the community. This increases the quality of hires while decreasing turnover. Horizon recently introduced a community and employee referral program: **THE HORIZON REFERRAL REWARD** to recognize the value of such referrals. The referral program is open to any community member who refer healthcare workers that wish to live and work in their communities to Horizon. The reward flows after the referral accepts the job offer from Horizon.

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What referral promotional items are available?

1. Digital items
 - a. [Website](#)
 - b. [Video](#)
2. Physical items
 - a. Referral Kit Folder
 - b. Referral Post Card
 - c. Horizon Referral Reward Info Sheet

What are the benefits?

1. The referral program increases the number of quality hires through the engagement and ambassadorship of Horizon's workforce and community members
2. Employees and community members are a trusted source of information
3. Increases awareness of available opportunities

How can a community participate?

In addition to individuals accessing the Reward program, a community can also promote the Horizon Referral Reward by sharing information with its community members. Additional information and marketing materials can be requested by contacting Careers@HorizonNB.ca

Tool #4 – Student Lodging Initiative

Every year, Horizon welcomes 370 medical residents and coordinates 6,000 placements for students from various medical, nursing, and allied health care programs. Students often complete residencies, internships, and placements in urban centres where programs are offered, and student housing options are available. The **STUDENT LODGING INITIATIVE** provides students with a unique experience living in a rural area as part of their studies.

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What are the benefits?

1. Supports hiring efforts to smaller or rural areas.

How does it work?

The community provides short-term housing options to students that are at a minimal cost or no cost. If you have available housing options for healthcare students, advise Horizon by contacting Education.Placements@HorizonNB.ca. This opportunity will be promoted to students who will be completing placements with Horizon approved through the Education Placement Program.

Tool #5 – Community Contest Marketing

Horizon's Talent Acquisition strategy focuses on sales and marketing. **COMMUNITY CONTEST MARKETING** is a marketing strategy that boosts brand awareness and attracts potential recruits through things like giveaways and prizes.

What are the benefits?

1. Provides the community an innovative way to promote living and working in the area to potential recruits
2. Allows potential recruits to visit the community and be treated like a VIP

How does it work?

A community provides a prize of a trip to visit and tour the community. This can be as simple as providing funding or more involved as providing funding, itinerary and tour guide. A community can request to provide a prize for a contest by contacting Careers@HorizonNB.ca. Horizon's Talent Acquisition team uses the prize a community registers in its recruitment strategy to promote the community and its career opportunities. The community contact will hear from Horizon if the marketing effort results in an awarding of the community-offered prize so that details can be finalized.

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Tool #6 – Local Publications

Horizon encourages the use of **LOCAL PUBLICATIONS** to share stories of both Horizon's recruitment efforts, but also shows communities healthcare workers in their local areas, what local efforts are happening in recruitment and retention of healthcare workers, and other local recruitment and retention tools and efforts e.g., community newsletter, social media accounts, events, website, etc.

What are the benefits?

1. Increases awareness of recruitment within the communities
2. Supports retention of healthcare workers through community engagement

How does it work?

A community can always share Horizon content from its communication channels. For assistance in the development of a specific story please feel free to contact Communications@horizonNB.ca

Other Tools

Do you have an idea on recruitment of healthcare workers to your community? If so, we would love to hear from you! Contact Careers@HorizonNB.ca to share your ideas.