

YOUR **TOMORROW** IS IN YOUR HANDS **TODAY!**



The AAA is fighting for you!



EMS Recruiting

“The Challenge”



Why is it so hard to find paramedics?

We need more applications!

What are we doing to attract talent?

Maybe we should take a look
at our clinical assessment...

Are we being too critical?

Is our orientation too long?



The Big Three

- How to keep a constant flow of applicants without spending a fortune
- Identify several ways to simplify college and military recruiting
- Interview techniques that will help streamline and organize hiring



Lead Sources

- There are several different lead sources
 - ❖ Email/Internet/Social Media
 - ❖ College/Military visits
 - ❖ Referrals
 - ❖ Face to face
 - ❖ Advertising
 - ❖ Mail outs
 - ❖ Job fairs (good for day labor)
 - ❖ Cold calls




Keeping the Funnel Full

Failure to plan, is planning to fail!

- The key to recruiting is to have a recruiting plan in place that supports your company's needs.

Important questions to ask:

- ❖ What are we doing to attract talent (lead sources)
- ❖ Are we pushing production (app reviews, interviews and follow-ups)
- ❖ Who are the people that make up my interview team
- ❖ Are you conducting daily/weekly performance reviews (keeping focused)
- ❖ What are our obstacles (from first contact to start date)
- ❖ Is there thorough and effective communication with applicants (email)
- ❖ How fluid is our overall system to include orientation
- ❖ Do you practice what you preach (recruiter to the field)
- ❖ Know your operation and react to indicators 



Keeping the Funnel Full Cont.

- ❖ Adjust your plan to account for seasonal needs (sports, holidays, population fluctuations, hunting season etc.)
- ❖ Always have a “simmer pool” (explain waivers)
- ❖ Be proactive rather than reactive with applications (cover “in review” and “first to contact”)
- ❖ Always be recruiting!
- ❖ Ask for referrals



Advertising

➤ Low/No cost advertising

- ❖ Recon EMS schools in your state and immediate area
 - Contact these schools by telephone and get permission to send your “Help Wanted” flyer to them to be posted on their bulletin boards etc. (set reminders to check on these postings)
 - Send follow up hand written letter thanking them for their assistance. (throw in a company t-shirt for the really helpful ones)
- ❖ Provide business cards or company pamphlets for your employee’s to hand out to paramedics, fire fighters, instructors etc. (force multipliers)
- ❖ Recruiting mechanics, IT etc.



College Recruiting

- The very best place to meet medics and EMTs that are eager and qualified to fill openings are your colleges. Most bang for very little bucks!
 - ❖ Initiate “Clinical Affiliation Agreements” with schools in your immediate area in order to draw attention to your company while assisting the colleges
 - ❖ Provide each paramedic/EMT student with pre-addressed envelopes and blank state applications with instructions to assist them in their efforts to become state qualified. **This is viewed as a GIFT!**
 - ❖ Get on your instructor’s calendar. The goal is to have them contact you to set up class presentations on a regular basis so their students are properly briefed and **RECRUITED** prior to their clinical ride outs
 - ❖ Become part of their routine rather than the other way around



College Recruiting Cont.

- ❖ In your constant search for medics, EMTs should self fill and are a great source of future medics that have started or are near completing medic school
- ❖ Try to hire PRN EMTs that have completed a large portion (50%-70%) of their medic school



Interviewing

- Understand the differences in generations:
 - ❖ **Traditionalist** (born before 1946)-Rule followers, hard workers, loyal
 - ❖ **Baby Boomers** (1946-1964)-Workaholics, Seek credit and rewards
 - ❖ **Generation X** (1965-1978)-Give feedback, groom for management, don't micromanage
 - ❖ **Millennials** (1979-1995)-Work to live, keep them busy, do not treat like children
 - ❖ **Linksters** (1996-On)-We're really not sure what to expect



Interviewing Cont.

- We utilize an Applicant Tracking System (ATS) that provides interview material for the administrative portion of the interview (open ended fact finding questions)
- Each operation has it's own clinical interview format:
 - ❖ Standardize verbal clinical questions based on operating area
 - ❖ Multiple choice question written/computer assessments
- It is imperative that your interview be thorough, so that your applicants are selected based on their motivation, critical thinking and reading strength so that their probation period can be sped up rather than having to hand carry a weak medic for an extended period of time
- Schedule and conduct interviews daily/weekly rather than waiting until two weeks before orientation
- Recap-- Establish a true interview team (get detailed, back up and alternate)
- Skype interviews
- Follow-up ASAP and stay in contact weekly to insure continuity with applicants
- ALWAYS ASK FOR A REFERRAL!



Food For Thought

➤ Coffee is for Closers!

- ❖ No production! No Coffee!
- ❖ If your recruiter is not in the hunt and committed to getting medics in your boxes, you need to evaluate their tools, identify their issues and get them fixed



Food For Thought

Consider establishing an “on production” recruiting manager/director to keep a tight rein on your overall recruiting process. This will allow production to be pushed rather than having a recruiter wait for applications to hit their systems. If your recruiter is not actively feeding your system, changes must be made!



The Big Three

- How to keep a constant flow of applicants without spending a fortune:
 - ❖ Always be recruiting
 - ❖ Continuous
- Simplifying college and military recruiting:
 - ❖ Recruit directly from the source
 - ❖ Schedule meetings with local military units
- Interview techniques that help streamline and organize hiring:
 - ❖ Establish your team
 - ❖ Standardize your interview questions
 - ❖ Implement an Applicant Tracking System (ATS)
 - ❖ Applicant communication
 - ❖ “Take the knots out of your hose”



Questions?