

# COVID-19

# Recruitment Marketing Updates

We're with you every step of the way.

As the situation evolves and changes minute-to-minute, we want to update you with Fusion's response. Our goal is to provide you with guidance – the support and knowledge you've come to rely on. Your account manager will be reaching out to craft the perfect message for your organization.

## Research



Fusion is funding a research project designed to provide a snapshot of your audiences and their attitudes toward changing jobs during this crisis.



## Analytics

We are analyzing responses to ongoing advertising and email campaigns. We still see responses to email, clicks to advertising and in general and interest from your audiences.

## Yes, we should continue to advertise.

The shortage of healthcare workers will continue through this crisis. Balancing **retention** and **recruitment** efforts is more critical than ever. Here are some ideas for your organization to consider that Fusion can craft into sensitive advertisements.



**CNO presence.**  
Create a video that can be shared on the career website or landing pages committing continued support.



**Thank your employees** with a Facebook post that acknowledges their efforts.



**Offer modified shifts** to be flexible, less than 12 hours. Promote to PRN staff and eligible alumni.



**Use food services** to offer pre-packaged meals for employees to take home. Provide food for all shifts and positions.



**Implement a fast track** to critical care internship program. Move exp. RNs into the ICU and backfill with new grads.



**Have a recruiter available** for live chat. Fusion can implement a chat platform on your website within hours.



**Let us help to implement** digital solutions for virtual recruitment events and virtual interview platforms.



**Reach out to alumni** employees who are eligible for rehire.



**Is there a way to offer** RNs working in your physician offices the opportunity to pick up shifts in your hospital(s)?



**Can you offer short term, flexible** employment to food service and environmental workers who are forced out of work?

Here's to your health, peace and security.

~The Fusion Team