



Fusion Marketing Group

COVID-19 Research Respiratory Therapists

To help guide our teams through these uncharted waters, Fusion has sponsored market research with RNs and Respiratory Therapists. While the research is ongoing, we're sharing this snapshot to provide you with initial insights on this important target audience.

[Click to read the full report here](#)

Recognition

- While the recognition makes them feel proud, the hope is that it will translate into more people entering the profession and more funds from employers for conferences and continuing education for staff respiratory therapists.
- Include a message of gratitude with every communication. Whether it's an ad, email or interview, make sure that you convey that you understand they are on the front lines and your organization values every healthcare worker.

PPE

- Respiratory Therapists, like nurses, are looking for evidence that the employer is making smart decisions to minimize the risk of infection.
- RTs are looking for evidence that the hospital's administration is creating the needed policies *and* that department managers are executing those policies on the floor.
- Hospital leadership that is focused on staying ahead of the curve is vital to RTs feeling like their working environment is safe.

Guide Your Community

Your community wants to help, and you can guide them:

- Put the word out to provide free meals and food for RTs especially for hospitals which have closed their cafeteria.
- Find temporary housing or set up hospital quarters for RTs working multiple nights in a row so families are not affected.

Inform Recruiters

- Consider all the things that you are doing to protect your workforce. Interview managers to find out the specifics of the changes they have made to address the COVID-19 challenges.
- Arm your recruiters with this knowledge so that they can address these very real concerns during interviews with respiratory therapy candidates.