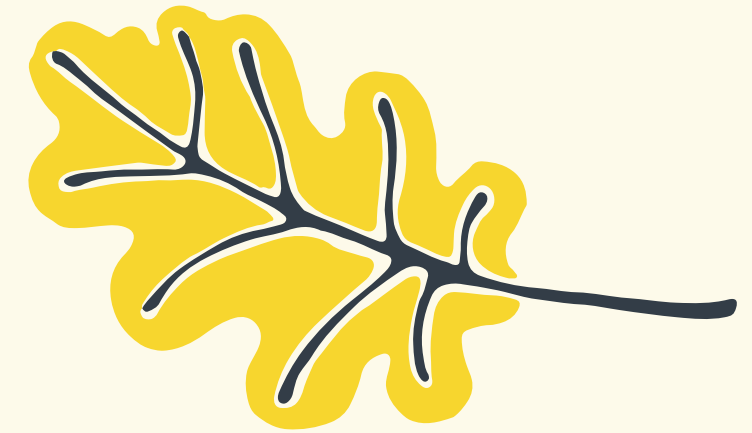






# BUCKET LIST

- Start the season with fall arts and crafts
- Carve pumpkins and roast their seeds
- Go on a nature drive and admire the fall foliage
- Update your recruiting and applicant tracking system with software designed for your industry
- Enjoy a pumpkin spiced latte or hot apple cider



# A BIG CHALLENGE JUST GOT BIGGER

**Fall is one of the greatest times of the year:** the weather is getting cooler, the leaves are changing colors, pumpkin spice everything comes out, and you head out for apple picking. What's not to love?

The same way fall brings an array of new colors and activities, senior care and skilled nursing facilities can take this time to make important changes. It's the perfect season to start tackling some of the biggest challenges in the industry and start planning for a successful new year.



## Staff Shortage

U.S. job openings hit record highs in 2021, with 10.9 million openings reported in July. Many senior care, skilled nursing, and other long-term care facilities are losing staff to different industries—or to competing nursing facilities that can offer higher wages and better benefits. Of 616 nursing homes surveyed by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), 94% said they were experiencing staffing shortages.

The U.S. PIRG's analysis of national data from the Centers for Medicare and Medicaid Services echoes these findings. In this January report, the U.S. PIRG concluded that as of December 2020, 20.6% of nursing homes were affected by aide shortages and 18.5% by nurse shortages that were so significant they couldn't provide safe and optimal care (an increase from 17.4% and 15% in May 2020, respectively).

The reasons for the shortages aren't surprising, especially as the pandemic has progressed: the U.S. PIRG observed that frontline caregivers are overworked and underpaid to do a job that was difficult even before a global pandemic and that they have been leaving the sector to find work with better pay and less risk to themselves and their families. In addition, workers who contract the virus are forced to remain out of work, and many have had to take leave to care for sick relatives or children who were no longer attending in-person schools and day care centers.

These factors led to a cascading series of failures that served to compound both nursing home outbreaks and the continuing staffing strains.



## Turnover

Aside from staff shortages, the skilled nursing and senior care industries also experience high worker turnover, with an average rate of 128% in 2017 and 2018, according to [Health Affairs](#). The average rates of turnover were greater than 100% across all three primary employee types studied—registered nurses (140.7%), certified nursing assistants (129.1%), and licensed practical nurses (114.1%).

When you have a growing industry with shortages and high turnover rates, it's clear you should focus on new talent acquisition and staff retention initiatives.

# SIMPLIFY YOUR STAFFING WITH VIVENTIUM PAYROLL AND VIVENTIUM RECRUITING POWERED BY APPLOI

**Viventium understands** the hurdles faced, and we know we're strongest when we work together. Just like apple cider goes with cider donuts and cinnamon with pumpkin pies, our human capital management tools work best when paired with the perfect recruiting software. That's why Viventium has partnered with Apploi to help you tackle both staff shortages and turnover challenges this fall.




# WHY MANAGE STAFF DIGITALLY?

**Digitizing your talent management process offers many advantages**, including allowing you to speed up your recruiting, keep track of applications, maintain communication with candidates, and onboard new hires seamlessly.

Maybe most importantly of all, digital talent management allows you to integrate multiple tools for a smoother hiring and staffing experience. You can make your hiring, onboarding, and staffing procedures more efficient than ever before.



## What to Expect From Using Viventium Recruiting Powered by Apploi

- 
- // Expanded reach during recruiting, so you can find more qualified candidates while there are still leaves on the trees
  - // Optimized job posts designed to attract multiple groups of jobseekers, from industry veterans to people exploring senior care for the first time
  - // Better communication with top candidates to help you boost applicant engagement
  - // Transparent analytics for strong insights into your recruitment success and the candidate sources that pull in the best candidates
  - // Trackable onboarding paperwork to help you understand where you stand with compliance
  - // Seamless flow of new hires into payroll without the risk of human error

# ATTRACT TALENT

**Building a great workforce starts with attracting the right people.** Viventium Recruiting powered by Apploi helps you find more candidates, pre-screen qualified applicants, schedule interviews, and get a “yes” on your job offer, faster. With fully integrated digital recruitment and applicant tracking, you can begin preparing candidate profiles for payroll and credential management from the moment you say hello.



## Craft Strong Job Posts

Digital recruiting is a whole different animal. Make the most of your platform by optimizing your job posts for the web. With deep expertise in both the senior care industry and recruitment marketing, our team is here to help you make sure your job posts are clear, eye-catching, and SEO-friendly. Identify the right keywords to attract more jobseekers, and get prospective candidates excited about your organization.

## Build an Organizational Brand

Improve your recruiting with brand recognition. Make your organizational culture stand out and build a reputation for clear communication, efficiency, and a great culture. We will help guide you through the elements to include in a job post and how to maximize applicant engagement through unlimited text and email communications. Stick out from the pack with custom-branded career pages.



## Distribute Your Jobs Widely

Get your job openings in front of more applicants with automatic distribution to over 80 of the top job sites, tailored to reflect where jobseekers look for senior care positions. Use social media integrations to promote your posts to even more candidates, including candidates who might be brand new to senior care.

## Make Applying Easy

Your perfect applicant isn't always sitting at their computer, waiting to email you back. Get more qualified candidates by making it easier to apply. With Viventium Recruiting powered by Apploi, top talent can easily send in their materials through mobile-first 1-click apply, no matter what's happening during the rest of their day. Send job posts to social media sites along with traditional job boards to reach even more jobseekers.

# FASTER HIRING

**Any way you slice it,** there are only a limited number of qualified candidates looking for jobs in senior care and skilled nursing. That means senior care recruiters are often vying for the same applicants—and the competition is even steeper during a national talent shortage, like the one senior care is currently experiencing.

That's why we focus on helping you hire both better and faster. Send out your job offers before candidates take a position down the street.



## Interview

Cut down on unnecessary back-and-forth by sharing your recruiting materials with your team in the platform. Send interview requests to promising candidates through your shared recruiting calendar, and easily assign screening responsibilities to individual members of your team. Share the interview questions you'd like other team members to pose, and record in-platform notes on a central platform.



## Screen

Invite all members of your team to participate in screening while controlling who has access to applicant information. Choose one of several note-taking tools to share thoughts on specific applications, and assign star ratings to applications for easy review. Keep track of missing materials, candidate employment history, and questions to resolve. Just ask anyone who's ever planned a Friendsgiving: collaboration is key.

## Offer

Once your team has reached a consensus, send offers letters directly from the platform. Use the built-in communication tools (including unlimited texting) to stay in touch with candidates as you send your offer, answer questions, and initiate training. Keep all candidate information on file so you can easily transition into employee onboarding.

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“When you’re hiring in senior care, you’re trying to get through applications as quickly as possible to make sure you can provide the best care to patients. Integrated digital staffing tools allow you to work quickly without cutting corners or risking compliance.”

***Melanie Boroosan, Director of Healthcare Innovation, Apploi***



# THE WHIPPED CREAM ON THE PUMPKIN PIE

## Of Course Viventium Recruiting Powered by Apploi Fully Integrates With Viventium Payroll

Our seamless integration allows you to enjoy the best of industry-specific recruiting and applicant tracking along with payroll and more!

**DON'T FORGET** we offer the following payroll features to help you manage each and every payroll you process.

### Retroactive Pay & Overtime

Automatically pay prior weeks due to late timesheets and determine if overtime is necessary.

### Overtime Premium & Blended Rates

Properly blend multiple pay rates per FLSA guidelines.



## **CMS Payroll-Based Journal (PBJ)**

Easily record PBJ data together with payroll and generate the necessary files for easy upload to the Centers for Medicare and Medicaid Services.

## **Global Search**

Find employees and paychecks across multiple facilities without having to search within each software tab.

## **Geo Tax Location**

With facilities in multiple states, selecting the correct tax profile for your employees can be challenging. Offload the mundane task of looking up the correct taxes for each employee. Geo tax automatically sets up the employee's tax profile based on where they work and live.

## **Shift Differentials**

Track and pay shift differentials either as separate pay codes or automatically combine with the regular pay codes.



## Third-Party Imports

Effortlessly work with files for new hire or payroll imports.

## Complex PTO Setup

Have Viventium handle the PTO calculations by dynamically assigning rules based on departments, positions, shifts, length of service, and more.

## Custom Pay Stubs

Allow employees to view information like charge dates, patient information, location, and rate upfront. Audit unpaid hours easily.

## Business Intelligence

Easily run reports, create charts, and build graphs across all facilities with our Business Intelligence tool. Review overtime by department across each facility and instantly get details, like which facility incurred the most overtime. Rest assured, our built-in security only allows facility managers to access information from their facilities.



Payroll | Human Resources | Talent Acquisition | Time and Attendance | ACA Compliance | Benefits Administration | Business Intelligence | Learning Management

To learn more about Viventium, visit [viventium.com](https://viventium.com) and request a demo.



**VIVENTIUM**  
in it with you | RECRUITING

+

Powered by:  
 **Apploi**