

# THE VALUE OF DIVERSITY RECRUITING IN THE HEALTH CARE INDUSTRY

*Presented By:*

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# SALA

CREATIVE CONSULTING



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“Diversity: the art of thinking independently together.”  
 -Malcolm Forbes

# Session Objectives

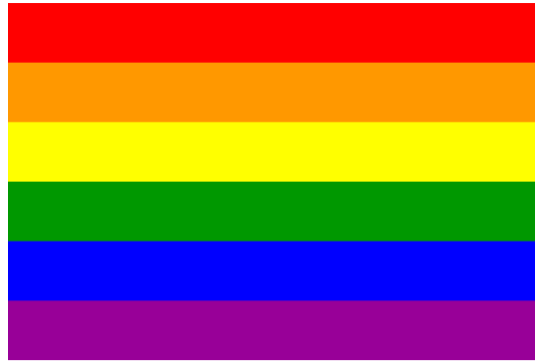
## Discussion topics:

- Diversity branding techniques
- Career path strategies
- Retention strategies
- Metrics that support diversity recruiting

# Diversity Branding Techniques

- Develop the diversity brand strategy
- Identify diversity “ambassadors”
- Advertise on destination platforms for diverse healthcare professionals
- Establish strategic alliances with diverse healthcare organizations
- Examine your benefits and perks for inclusion

# Diverse Talent





# Strategic Alliances



# Career Path Strategies

- Create growth & development opportunities
- High profile projects/assignments
- Specialized training and development
- Visibility and recognition for accomplishments
- Networking, mentoring, and coaching
- Interaction with top leadership



# Career Path



# Retention Strategies

- Create an inclusive culture of engagement
- Empower employee resource groups/affinity networks
- Monitor promotions and transitions
- Implement inclusive organizational practices and policies
- Gather employee feedback

# Retention



## Valuing Diversity in the workplace

### Culture

#### ***Organization-wide image***

- Organization fosters mutual respect
- Organization fosters sense of belonging
- Differences are accepted
- Corporate-wide diversity-training program

#### ***Concern for Equity***

- Equal respect for minority and majority group
- Equal performance expectations for minority and majority group
- Equal rewards for minority and majority group
- Equal pay and income
- Valuing diversity

### Opportunity

#### ***Career Development***

- Promotion of multicultural employees
- Opportunity for development of new skills
- Preference to minorities in promotion
- Access to top-management positions

#### ***Hiring Practices***

- Active recruitment and hiring of multicultural minorities
- Affirmative action program

### Leadership

#### • ***Management Practices***

- Take all employees seriously
- Recognize the capabilities of all employees
- support all employees
- Communicate effectively with all employees
- Value a diverse work group
- Respect the cultural beliefs and needs of employees
- Accept non-English-speaking employees

# Diversity Metrics



# Diversity Metrics for Recruiting

- Establish process for collecting diversity data
- Identify target diversity populations
- Multilayered data analysis process
- Recruitment sourcing data
- Promotion data by diversity demographic
- Ongoing monitoring and evaluation

# Metrics





# Value of Diversity Recruiting

- Cultural competency in patient care
- Competitive edge
- Increased productivity
- Benefits to patients and organizations

# Diversity Value Add

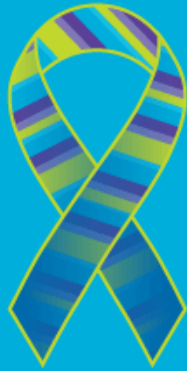


# Questions?



Salamat pekka pér  
Gamsahabnida Diolch yn fawr  
Gratias Ago Vos Xièxiè Nín  
Dankie dat U Sas efcharistó  
Thank You  
Merci Dhan'yavāda  
Arigato  
Ngiyabonga  
Sağ Olun  
Gràcies  
Teşekkürler  
Grazie  
Tack  
Obrigado  
Hvala  
Köszönöm  
Asante  
Dziękujemy  
Spasibo  
Va Multumesc  
Go raibh maith agat  
Danke  
Dank U  
Dank U  
Terima Kasih

Awareness.



Acceptance.



Respect.



“We may have different religions, different languages, different colored skin, but we all belong to one human race.”

-Kofi Annan



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