

## The Evolution of Healthcare Recruitment: Where do we go from here?

WSAHCR Retreat – Friday, November 4, 2016 @ Salty's Alki

### Speakers & Topics:

**Megan Phee, VP of Sales, Checkster.com, San Francisco, CA**

**Topic: How today's consumer behavior aligns with today's candidate behavior: Harness the power of “collective intelligence” to improve quality of hires and quality of culture**



#### **Bio:**

**Megan Phee** has spent the past 10+year working in the Talent Acquisition, HR and Brand Management industry partnering with Executives, HR Leaders, Recruitment and Marketing teams to provide operational efficiency recommendations, market data and recruitment solutions to allow their teams to target, attract and retain the best talent.

Meagan specializes in HR technologies, improving workflow inefficiencies, candidate experience, labor market data and recruitment. She recently joined Checkster.com, a pioneering organization that provides HR leaders with technology that actually impacts quality of hire, culture and retention. As a user herself, she was personally impressed with the innovative technology, methodology and ease of use of Checkster tools, unlike anything in the market today!

**Ray Riordan, Director of Healthcare- West and Anthony Gentile, Managing Partner and Director of Business Development - Katon Direct, Hollister, CA**

**Topic: Cultivating Candidate Relationships: The next Phase in the Evolution of Healthcare Recruitment**



**Bio:**

**Ray Riordan** is the Western Director of Healthcare for Katon-Direct, helping organizations market to an industry leading 8MM+ licensed healthcare professionals, using digital technology, personalized direct mail, email, live & recorded phone calls and personalized URLs. He is also the exclusive NAHCR Institutional Board Member and a 21 year NAHCR partner. Prior to joining Katon, Ray managed Nurse.com's national and local sales teams, the marketing & events departments, and all new business development. He was one of the founding publishers of NurseWeek and Allied HealthWeek magazines prior to selling his company to Gannett/USAToday. He holds graduate certificates in Executive Management, Innovation & Creativity, and Publishing from Stanford University. Outside of work, Ray builds custom guitars, and performs locally as a musician/singer.



**Bio:**

**Anthony Gentile** is the Managing Partner and Director of Business Development for Katon Direct, a national Recruitment Marketing firm dedicated exclusively to the healthcare industry. In his role, Anthony helps guide product development and improve candidate experience. Prior to co-founding Katon Direct in 2003, Anthony was a Trainer for ConsensusGroup, a negotiations and conflict management consultancy based in New York City. Anthony holds a Bachelor's Degree in Psychology from Fordham University and a Master's Degree in Organizational Psychology from Columbia University

**Effenus Henderson, President and CEO, HenderWorks, Inc., Retired Chief Diversity Officer - Weyerhaeuser Company, Federal Way, Washington, USA**  
**Topic: 21st Century Diversity and Inclusion Strategies - Considerations for Talent Acquisition and Retention**



**Bio:**

**Effenus Henderson** is President and CEO of HenderWorks, Inc. ([www.henderworks.com](http://www.henderworks.com)) and Co-Founder of Institute for Sustainable Diversity and Inclusion ([www.i4sdi.org](http://www.i4sdi.org)). He served as Chief Diversity Officer for Weyerhaeuser Company, Federal Way, Washington until his retirement in December 2013. In this role he advised the CEO and senior management team on diversity, inclusion and affirmative action related matters. He has over 40 years of experience in a variety of human resources roles and responsibilities. He is an internationally recognized diversity thought leader and has been invited by numerous companies and organizations to share his expertise. He has provided advisory support on diversity to the US Federal Government's EPA office, Office of Personnel Management, US Forest Service, State Department and the USDA. His background includes development of diversity and inclusion change agendas, formation and oversight of employee resource groups, and training and skill building workshops.

He has addressed members of the General Assembly of the United Nations on intercultural and interreligious diversity, and also addressed a high level panel of the Alliance of Civilizations in Madrid, Spain in 2008, Istanbul Turkey in 2009, Rio de Janeiro, Brazil in 2010 and Doha, Qatar in 2011. He also participated in a high level dialogue sponsored by the High Commissioner on Human Rights in preparation for the 60th Anniversary Celebration of the Universal Declaration of human rights. He was part of a special panel on diversity at the VII Annual Inter-American Conference on Corporate Social Responsibility held in Punta del Este, Uruguay in December 2009. He has advised members of the United Nation's Alliance of Civilization and Global Compact offices on emerging issues. Additionally, he has advised leaders of Club de Madrid's Shared Societies Project (Madrid, Spain) on cross-cultural inclusion. He was a keynote speaker at the 9<sup>th</sup> and 10<sup>th</sup> Forum at Fez Morocco (2012, 2013) and at the 2<sup>nd</sup> World Forum on Intercultural Dialogue held in Baku, Azerbaijan (2013). He currently serves as a member of the Advisory Board of the Global Dialogue Foundation, located in Melbourne, Australia.

He was named one of the top diversity officers in corporate America by Diversity Best Practices / Working Mother Media and received its first Diversity Officer Leadership Award in 2007. He was among the finalists for the second annual global ORC Peter C. Robertson Award for Equality and Diversity Champions. He

was one of 100 Global Diversity Thought Leaders invited by the president of the Society of Human Resource Management to a special forum in April 2008 to provide a perspective on the future of global diversity and inclusion. He was named to Savoy magazine's 2010 list of the Top 100 Most Influential Blacks in Corporate America. He was the 2010 recipient of the National Urban League's Collins Award for distinctive service and commitment awarded at the National Urban League's Whitney M. Young, Jr. Awards Gala in Washington, DC in July 2010. In May of 2011, he was named by Black Enterprise Magazine as one of the "Top Executives in Diversity" for his outstanding business achievements. The World HRD Congress in Mumbai, India honored him for "Outstanding Leadership in Human Resource Management" in 2014.

He currently serves as Chair of the Diversity and Inclusion Standards Project sponsored by the Society of Human Resources which will lead to national standards, approved by American National Standards Institute (ANSI) in the areas of lead diversity professional competencies, diversity programs, and diversity metrics. Additionally, he is a member of the United States Technical Committee 260 (human resource standards) for the International Standards Organization (ISO) and will be supporting the development of global diversity and inclusion standards.

He has served on numerous boards including the International Society of Diversity and Inclusion Professionals (ISDIP) where he is a member of the founding board, the National Urban League Board where he has served as a national trustee and president of the Council of Affiliate Board Members. He is also a past chair of the Attrition Retention Consortium, a national group studying turnover trends in Corporate America. He is also former member of the Board of Advisors, School Business, Florida A&M University.

He is a graduate of North Carolina Central University and the Stanford University Executive Program. He is married to Helen Skinner Henderson and is the father of three sons – Kevin, Justin and Marcus. He is also certified by SHRM as a "Senior Professional in Human Resources."

## **Carmen Hudson, Principal Consultant – Recruiting Toolbox**

### **Topic: From Frenemy to BFF: How to Master Hiring Manager Relationships**

Every day, you're on the front lines, rolling up your sleeves sourcing, screening and interviewing the top talent in the market. You do whatever it takes to find the always-elusive purple squirrel, that needle in the proverbial passive haystack, and, against all odds, turn them into interested, engaged applicants.

Too bad your hiring manager won't even take the time to send you feedback on these top candidates – and while they're twiddling their thumbs, you're losing money, time and ultimately, the candidate you worked so hard to recruit.

The good news? Bad hiring managers don't have to be a necessary evil. In this session, you will learn how to turn hiring managers into true recruiting partners. We'll discuss how to ensure that your managers know how to interview candidates, and select top performing candidates. We'll also cover how to get managers to submit feedback and how to drive faster-decision making to reduce the recruiting lifecycle, get offers out faster and cut days to fill and cost per hire. Lastly, we'll talk about SLAs, setting expectations and some of the things you and your hiring managers can do go from mortal enemies to BFFs.



#### **Bio:**

**Carmen Hudson** wears several hats. She is currently Principal Consultant, Recruiting Toolbox, and co-founder of the first ever conference focused on tech recruiting, Talent42. Carmen draws from over 15 years of recruiting experience, with a strong focus on helping organizations attract, source and recruit top talent.

#### **Strategic Sourcing Depth**

Carmen's expertise is in helping clients build the right sourcing and recruiting strategies, and implementing them in the real world of limited budgets, competing priorities, and highly competitive recruiting environments. She consults and trains companies to help them leverage high ROI solutions for big sourcing, social media, and technology implementation initiatives.

Carmen is a self-described "recruiting geek" who has spent years learning, creating, and sharing best practices around sourcing and talent acquisition. She gets that technology – for all of its hype – is still a means to an end, not an end in itself. Her corporate experience includes Yahoo!, where she was Senior Manager, Talent Acquisition. At Yahoo!, she led the Strategic Sourcing team, revitalizing the employee referral program and Yahoo's employer brand. The team was awarded a coveted Yahoo! Superstar Award, an ERE Excellence award and various recruiting and advertising industry awards. Prior to joining Yahoo!, she was manager, Global Strategic Sourcing for Starbucks Coffee Corporation, where she developed

sourcing strategies and recommended resources and tactics to support U.S. retail management hiring. She has also held senior talent acquisition roles at Microsoft, Amazon.com and Capital One.

#### A Recognized Voice in the Recruitment Community

Carmen is a regular contributor to recruiting industry publications, including *ERE Exchange* and *Recruiting Trends*. She is a frequent speaker at recruiting events, including ERE, SourceCon, the Social Recruiting Summit, LinkedIn Talent Connect and the Seattle Staffing Management Association. She is a Talent Board advisory board member, and has authored sections of the Candidate Experience Awards summary results. In 2012, Carmen and John Vlastelica launched Talent42, a groundbreaking conference that brought together leaders in engineering and technical recruiting. In 2009, she founded Tweetajob, the first social job distribution engine.

True to her passion, she blogs and tweets about the recruiting industry, social media, job search and recruiting technology. Follow her on [Twitter](#).