

# Recruitment and retention

# Campaigns that matter



## Problem:

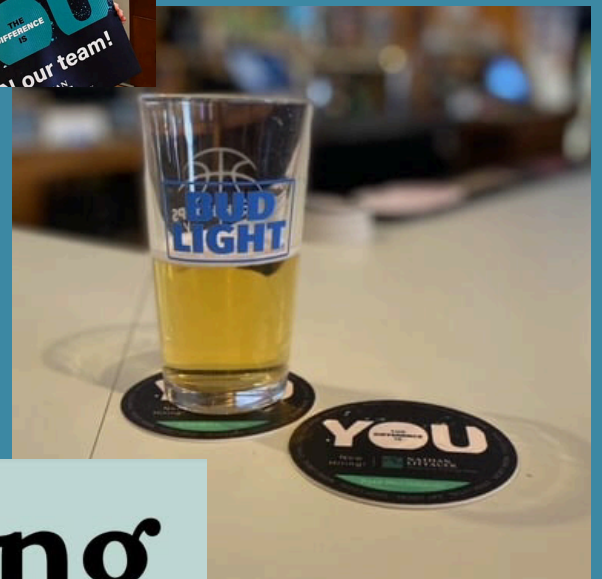
- Post COVID, Nathan Littauer Hospital has over 200 open positions.
- Morale and resilience was low for staff.

## Solution:

- Developed a comprehensive, multi channel campaign that addressed retention and recruitment called, "The Difference is YOU".

## Results:

- Improved morale and improved communication for employment vacancies.
- Onboarding system for all new employees continues 4 years later.



**NATHAN LITTAUER**  
Hospital & Nursing Home

## you belong

AT NATHAN LITTAUER

Now accepting employment applications for individuals interested in becoming a Certified Nurse Assistant!

### CERTIFIED NURSE ASSISTANT (CNA) TRAINING PROGRAM

The Training Program will start in **NOVEMBER** and will be **PAID** by Nathan Littauer. The program will consist of classroom and hands-on education. Individuals will learn the skills required to successfully pass the New York State (NYS) CNA Certification Exam.

Prior to starting the CNA Training Program, you will be offered, trained, and compensated as a Unit Assistant with a rate of **\$15.40/hr**. After graduation, you will be offered a full or part-time CNA position with our Nursing Facility at a rate of **\$18.46/hr**. Full or part-time CNA positions are eligible to receive a **sign-on bonus**. The full-time sign-on bonus is **\$5,000** and the part-time is **\$2,500**. Remember, the Unit Assistant position and the CNA Training Program is **PAID**.

Did we mention while attending classes... **YOU'RE PAID!**

### QUALIFICATIONS INCLUDE:

- Possess a High School Diploma or Equivalent
- Must successfully complete on-boarding requirements including: a pre-employment physical, drug screen, background check, and a NYS Department of Health Criminal History Record check
- Must commit to caring for our residents with compassion and respect
- Must be able to attend all training program sessions with perfect attendance

Are you ready to take the next steps in your career? You **MUST** complete an online application **no later than Tuesday, October 25th, 2022**

Visit [nlh.org/careers/application](http://nlh.org/careers/application) to fill out an application today!  
Or call **(518) 773-5404** for more information