



**HIMSS<sup>®</sup>18**

The leading health information and technology conference  
WHERE **THE WORLD** CONNECTS FOR HEALTH

**Conference & Exhibition | March 5–9, 2018**  
Las Vegas | Venetian – Palazzo – Sands Expo Center

## What to Expect When Looking for a Job

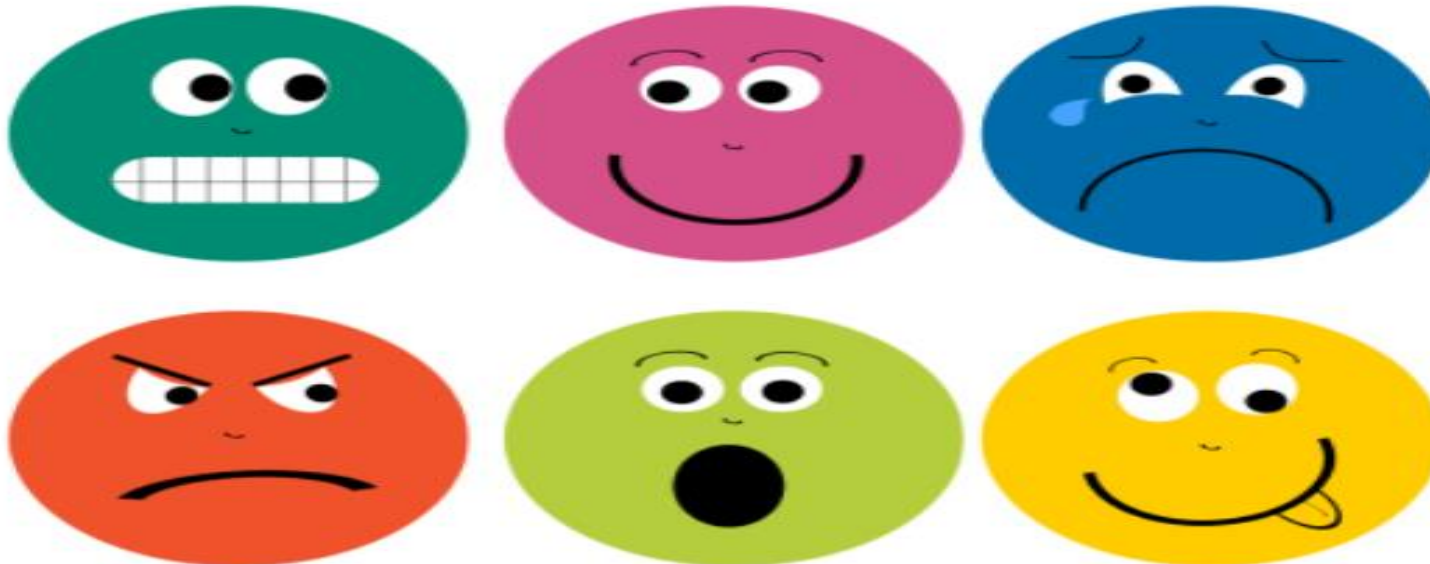
Jason Bickford

President, HIMSS Chapter of Arizona

## Conflict of Interest

Jason Bickford, President, HIMSS Chapter of Arizona  
Has no real or apparent conflicts of interest to report.

## Expect An Emotional Rollercoaster



## About Me



Health IT Career: 20+ years

- Winchester Hospital – 8 years
- Banner Health – 12 years
- Cigna Medical Group – 2 months

# Learning Objectives

1. Explain how to network in order to be visible and show engagement
2. Discuss using social media to showcase your expertise and brand
3. Discuss using a three-prong approach to landing your ideal job
4. Explain how to stay away from the “Groundhog Day” experience

# Job Search = Ambiguity + Chaos



"We're looking for someone with the wisdom of a 50-year-old, the experience of a 40-year-old, the drive of a 30-year-old and the pay scale of a 20-year-old."

## Job Search Timing Stats

- 8.3% probability of getting a job interview from one job application
- 10-20 applications to get one interview
- 10-15 interviews to get one job offer
- 10-30 days before you'll hear back from a job application
- 12 weeks average till start date



## Unemployed Persons By Duration Of Unemployment

Unemployed Duration	Jan 2018
Less than 5 weeks	2,280
5 to 14 weeks	1,943
15 weeks and over	2,402
15 to 26 weeks	981
27 weeks and over	1,421
Average (mean) duration, in weeks	
	24.1
PERCENT DISTRIBUTION	
Less than 5 weeks	34%
5 to 14 weeks	29%
15 weeks and over	36%
15 to 26 weeks	15%
27 weeks and over	22%

<https://www.bls.gov/news.release/empsit.t12.htm>



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# Welcome to the “Gig Economy!”

- A gig economy is an environment in which temporary positions are common and organizations contract with independent workers for short-term engagements
- By 2020, 40% of American workers would be independent. - A study by Intuit

Source: [whatis.techtarget.com/definition/gig-economy](http://whatis.techtarget.com/definition/gig-economy)

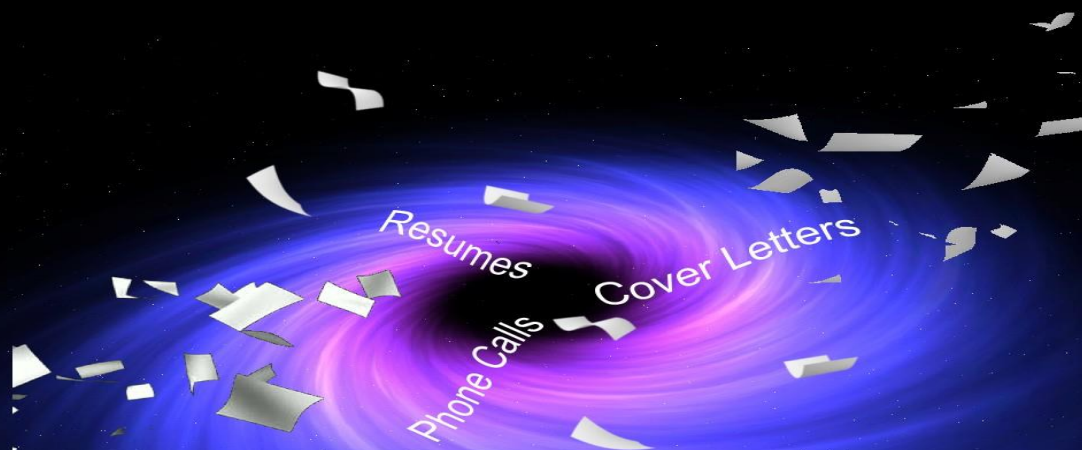
# Expect the Unexpected

- Job Posting Scenario #1
  - Applied to job posting, phone tag with recruiter, spoke with recruiter, had 2 phone interviews with hiring leaders
- Job Posting Scenario #2
  - Applied to job posting, recruiter contacted me the next day, interviewed scheduled
- Job Scenario #3
  - Applied to job posting, recruiter screened me, scheduled Skype meeting with leader, schedule 2<sup>nd</sup> interview in-person

## The Job Search Black Hole

JOB SEARCH TIP OF THE WEEK

**Avoid the Employer's Black Hole...**



**Establish a CONNECTION  
to the Employer**

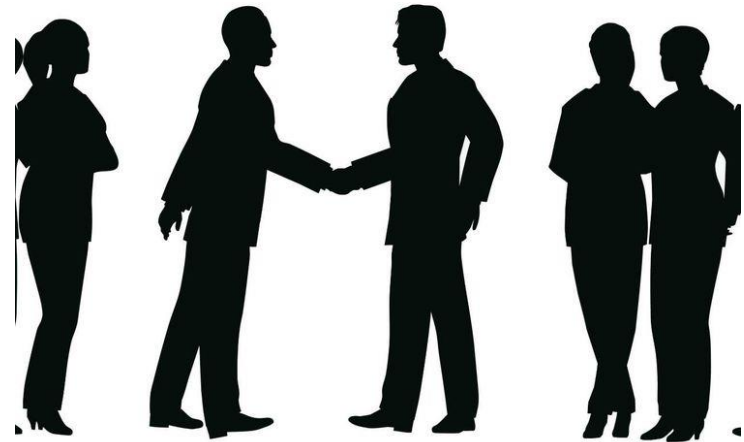
[www.crosswalknc.com](http://www.crosswalknc.com)



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## Job Search: Sell A Match

- Research job descriptions
- Use Job Scan site to match keywords in your resume
- Match your resume content with your social media profiles
- Resume must focus on achievements and accomplishments rather than on tasks, duties, and responsibilities



# Match Resume With Desired Roles

## LET'S GET STARTED

Paste the text of your resume in the left box below. Then, paste the text of the job description in the right box. Don't have a resume and job description on hand?

[TRY SAMPLE RESUME AND JOB](#)

### STEP 1: PASTE OR [UPLOAD RESUME](#)

Paste your resume

### STEP 2: PASTE JOB DESCRIPTION

Paste the entire job description text - Exclude the 'About company' section, but include the job title.

## Role of Social Media In Recruiting

- **57%** are less likely to interview a candidate they can't find online
- **54%** have decided not to hire a candidate based on their social media profiles
- **50%** of employers check current employees' social media profiles, over a third have reprimanded or fired an employee for inappropriate content
- **70%** of employers use social media to screen candidates, up from 11 percent in 2006 [Source: http://press.careerbuilder.com](http://press.careerbuilder.com)

“A lack of social proof suggests that you haven’t done anything impressive”



## Stay Engaged Daily

The modern job seeker remains perpetually engaged in the job search in a number ways:

- networking
- consulting
- training (as both trainee and facilitator)
- professional development
- social media promotion

Take every opportunity you can to build your personal brand

- Be genuine
- Be transparent
- Use storytelling to share your experiences
- Make a human connection
- Stop treating your resume like a transactional document
- Find collaborative & engaging partnerships
- Meet up with other peer professionals

# Networking for Success!

- 70% of all jobs are found through networking - U.S. Bureau of Labor Statistics
- 84% of employers are using social media as a recruitment tool with an additional 9% planning to do so in the future - Society of Human Resource Management



## Job Search Tools

### Effective Job Search Social Sites

- LinkedIn
- Twitter
- Facebook



### Other Job Boards – subscribe to app & email updates

- Indeed
- LinkedIn
- ZipRecruiter
- CareerBuilder
- DICE
- Glassdoor

## Make Personal Connections

Hi Jason!

How have you been? Congratulations on your recent new adventure! I'm reaching out because I am looking for new opportunities but in need of some guidance. You might not know that I actually resigned the Banner position to focus on school. I will be graduating in June with Master of Biomedical Informatics. As someone who has been in HIM and moving into informatics, I believe I could benefit from mentoring guidance on the best approach to find a new challenging position that match with my skill set. Would you be open to offer some insights or do you know someone I could reach out to? Also, I just realized I am still a HIMSS member (hopefully still am even though I no longer work for Banner), I would love to volunteer for the AZ chapter if any help is needed. Please let me know how I could contribute to the chapter. Thank you so much and have a great day!

# Plan & Create Your Milestones

## Strategize Your Transition

- Milestone #1 - reflect, decompress, and align yourself back to what you love doing
- Milestone #2 – research 10-20 ideal jobs and copy keywords, requirements, and ideal skillsets
- Milestone #3 – create new resume or resumes depending on the type of position and industry
- Milestone #4 Tap into your network & expand your network
- Milestone #5 – Create daily habits and remain emotionally balanced

# 3 Prong Approach

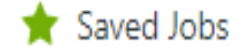
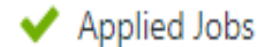
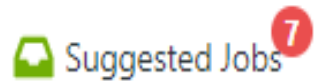
Digital

Experiential

Social



# Digital



May 2017 to January 2018

My Jobs

Next Steps (2)

Saved (25)

**Applied (64)**

Interviewing (1)

Offered (1)

Hired

Visited

Archived

220 resumes submitted via ZipRecruiter

- Fast & easy
- Netted 10 interviews

64 Submitted via Indeed – 5 interviews

30 submitted via other sites

# Social



Search

3,793

Your connections

See all



Tweets Tweets & replies Media

Pinned Tweet



**Jason Bickford** @jasonabickford · Jan 12

@HIMSS18 What I most love about Health IT is that technology is a growth industry & with growth, there is a hope for better patient outcomes & healthier lives!



Health IT



Health IT

Volunteer

# Experiential

Volunteer

**Get involved! Board members needed!**



Social Networking

Educational Events



## A Job Search Can Be Like the Classic Movie, Groundhog Day....

"What would you do if you were stuck in one place and every day was exactly the same, and nothing that you did mattered?"

- from the 1993 movie classic Groundhog Day starring Bill Murray

- Don't let each day seem like the last
- Learn from your mistakes
- Create your own destiny & movie ending
- Take a negative and turn it into a positive
- Take the time to reinvent yourself



# QUESTIONS OR COMMENTS?

- According to a recent survey from **Indeed**, 61% of companies expect to hire more people in 2018, while only 10% are planning to reduce headcount.
- Healthcare management field is expected to grow by 20% by 2026  
- U.S. Bureau of Labor Statistics

## Your Dream Job Is Out There!

<https://www.linkedin.com/in/jabickford/>