

# Healthcare and the Future of Work:

## Key Challenges and Opportunities to Drive Adaptability, Flexibility and Innovation

The events of 2020 forced many hospitals, physician groups, labs, home healthcare, rehabilitation and outpatient facilities to adapt to challenging new working conditions, while broader trends in healthcare continued to stress the industry's ability to keep pace with demand while maintaining profitability



### One key to ongoing success:

adapting to remote and on-demand work models to support a more agile workforce. Managing *both* traditional and on-demand healthcare workers, as a single, collaborative talent pool helps service providers attract, onboard and retain highly skilled workers and make the most of their skill sets.

## Talent Challenges Facing Healthcare: Labor Costs, Supply and Complexity

Healthcare organizations continue to drive out inefficiencies to lower costs. While improving supply chain processes and streamlining operations can help improve the bottom line, labor costs, which account for approximately 60 percent of spending, continue to be a challenge.

Beyond the pressure of labor costs, there is the constant challenge of supply, with an estimated shortage of 20,400 primary care physicians and 200,000 nurses in 2020. Often these gaps are filled by travel and agency nurses, physical therapists and occupational therapists, and locum tenens physicians—along with a growing labor pool of non-traditional gig workers who negotiate directly with healthcare professionals.

To make matters even more challenging, the one constant in healthcare has been change, introducing new delivery models, compliance challenges and administrative burdens.

- **Digitalization and telehealth** continue to reshape healthcare delivery models; from 2015 to 2018, the number of physicians who self-reported telemedicine as a skill doubled and continues to increase 20% per year<sup>1</sup>.
- **An aging population** is driving greater demand for services in nursing facilities and home health, with community care facilities for the elderly outpacing employment growth for all private service-providing industries combined<sup>2</sup>.
- **Increasing administrative burdens** include overcoming inefficient and outdated solutions for maintaining 1099s and organizing labor pools to overcome gaps.

## Healthcare Services and the Agile Workforce: Building a Flexible, Scalable, Collaborative Talent Pool

In the age of the gig economy, Healthcare leads the charge when it comes to a highly skilled, agile, on-demand workforce made up of traditional employees, on-demand workers and outsourced service providers. In fact, according to a recent ADP Research Institute study,

**gig workers make up 13% of the healthcare workforce in the U.S.<sup>3</sup>**

## With an increasingly diverse workforce of traditional, on-demand and outsourced workers, how can service providers remain agile while boosting collaboration, innovation and efficiency?



### Pre-Vetted Talent

Healthcare leaders need to access the right workers in the right place for the right job. That requires tools to ensure all workers fit criteria (certification, licenses, background checks, etc.) and can be activated quickly.



### Geo-Location Tools

Real-time tracking, management, and communications with ALL workers is critical to maintaining an agile workforce. Supporting employee self-service and communication boosts efficiency, effectiveness and employee engagement.



### Intelligent Workflows

Monitoring all aspects of assignment workflows and managing multiple worker engagements from a single platform helps to maximize speed, flexibility and agility and to make the most of your talent pool.



### Integrated Talent Management

Integrating healthcare labor management systems to manage ALL sources of talent and sharing data SECURELY across those systems should be a natural part of any agile workforce management strategy.



### Streamlined Payment Processes

All too often, systems and processes for paying on-demand workers are siloed, or altogether lacking in most organizations. Today's flexible workforce demands flexible, convenient ways to be paid; and healthcare leaders need tools to make the process as efficient and painless as possible.

## How WorkMarket® Can Help

Many healthcare service providers struggle to onboard talent and manage labor pools with the speed and agility needed to meet the growing needs of their patient communities. WorkMarket, an ADP company, provides a complete solution to help organize, manage, and pay your contract labor in a way that makes the most of your workforce.

WorkMarket provides a state-of-the-art labor pool management system that allows companies to scale in today's dynamic environment. With WorkMarket, you can find, manage and pay all your 1099 workers, integrating them into your workforce in a way that provides greater visibility, efficiency and security.



### Pre-Vetted Talent

#### **How do you vet prospective workers and manage assignments today?**

WorkMarket helps ensure all workers meet skill and compliance criteria (certification, licenses, background checks, etc.) and can be activated quickly.



### Geo-Location Tools

#### **How is your organization managing daily communications with its on-demand workers, today?**

WorkMarket provides a robust mobile app for ease of tracking and communication for all your workers.



### Integrated Talent Management

#### **Are your systems and processes for managing your talent pools siloed? How important is data security?**

WorkMarket is an enterprise-grade platform that automates identifying, onboarding, engaging and paying on-demand workers in a way that integrates securely and seamlessly with leading workforce applications that manage your traditional workforce.



### Streamlined Payment Processes

#### **How do you pay your contract workers today?**

Workmarket streamlines and simplifies that process for you AND your on-demand workers, allowing you to pay workers upon completion of assignments efficiently, in the U.S. and globally.



### National Physician-Led Physiatry Group

#### What they do:

Optimize therapy treatment plans; focusing on managing pain, functional rehabilitation and recovery for patients with physical and cognitive impairments or disabilities, to help patients discharge quicker and safer.

#### Challenge:

The organization needed a better way to pay providers and doctors (1099 contracted employees), all of whom worked under different pay rates and commissions. Relying on spreadsheets and manual processes burdened staff and limited their ability to scale.

#### Impact of WorkMarket:

Automation allows them to boost efficiency when paying 1099 providers, so they can continue to scale their business.

### Community Wellness Outpatient Mental Health Center

#### What they do:

Provides diagnostic, treatment and prescriptive services related to mental health and behavioral disorders.

#### Challenge:

Increasing efficiency and integrating 1099 employees into their payroll process.

#### Impact of WorkMarket:

WorkMarket helped to streamline 1099 payment processing by integrated HCM and payroll processes with their 1099 payment process, lowering costs while increasing visibility.

1 <https://www.physicianleaders.org/news/physicians-and-the-gig-economy>

2 <https://www.aarp.org/content/dam/aarp/ppi/2020/05/full-report-caregiving-in-the-united-states.doi.10.26419-2Fppi.00103.001.pdf>About

3 <https://www.adp.com/-/media/adp/resourcehub/pdf/adpri/illuminating-the-shadow-workforce-by-adp-research-institute.ashx>

#### About WorkMarket, an ADP company

WorkMarket was founded in 2010 and in 2018 was acquired by ADP, a global provider of HR technology and services. With ADP resources, WorkMarket continues to be focused on providing enterprise technology to help companies unlock the power of their extended workforce.

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