

Implementing an Employee Referral Program

Employee referral programs can be a win-win for the clinic and staff:

- Current employees can be invaluable resources because most staff will not refer weak applicants.
- Referral programs can be a morale booster because current staff is able to be part of the team that is shaping your practice. Most organizations provide an incentive to staff by offering a referral bonus or prize if the individual they refer is actually hired and stays six months.
- The clinic spends minimal time and money to gain access to qualified applicants and staff retention rates go up because staff brought on board by current employees come in knowledgeable about the organization and have realistic employment expectations.

How to design and implement an employee referral program:

1. Determine whether referral bonuses or a prize program will work for your clinic. If you choose to offer these, determine in advance what the awards will be and when they will be given.
 - Make it worthwhile for your staff. The referral bonus or prize must be significant enough to be an incentive for your staff to spend time talking with people about the job opportunities. An employee referral program can be a very cost effective recruitment method if it reduces the amount of time it takes you to fill an opening, so it can be well-worth funding.
 - Many organizations break the reward into two payments by giving the staff person part of the reward when the referral begins employment and the remainder at a later date if the new hire stays for a certain length of time. This gives the referring staff person an incentive to 'look after' his or her referral and ensure that the new hire assimilates well.
2. Give your program a theme that encourages all employees to participate, such as "Each One – Reach One".
3. Promote your employee referral program to current employees and remind them often.
4. Use your employee referral program in conjunction with other recruitment methods to avoid a perception of discrimination and ensure that job opportunity information is circulated widely throughout your labor market.

FIND THE RIGHT EMPLOYEE...

WITH THE RIGHT STRATEGY

AND BE THE RIGHT EMPLOYER