

Recruitment Networking Strategies for Home-Based Medical Care Hiring Managers

Purpose

This resource equips hiring managers in home-based medical care organizations with practical strategies to expand and strengthen their recruitment networks. By focusing on targeted candidate sourcing, leveraging professional connections, maximizing career events, and building long-term partnerships, the guide supports the identification and engagement of mission-aligned professionals across clinical, operational, and leadership roles. Through the use of candidate personas, specialized job boards, and community-based outreach, hiring managers can create sustainable pipelines that reflect the values and competencies essential to delivering high-quality care in the home setting.

Accessing Targeted Candidate Pools

Identify specific roles needed (e.g., MDs, APNs, PAs, Practice Managers) and where those professionals are likely to be found.

Examples:

- Partner with local home health agencies or hospice organizations.
- Search alumni directories of nursing and medical schools.
- Use job boards specific to home-based care
 - [Indeed](#) – **Home Health Filter** - Use advanced filters to target home-based care roles, especially for practice managers and executive leaders.
 - [LinkedIn Jobs](#) – **Home-Based Medical Care** - Offers networking and job search capabilities with filters for remote/home-based care roles and leadership positions.
 - [AAHomecare Job Board](#) - Hosted by the American Association for Homecare, this board features roles in home health, hospice, and palliative care, including leadership and clinical positions.
 - [Home Health Care News Job Board](#) - Focuses on executive, administrative, and management roles in home health, hospice, and personal care organizations.
 - [Health eCareers](#) - Offers a wide range of healthcare jobs, including home-based care roles, with filters for specialties and leadership positions.
 - [CareerVitals](#) - A healthcare-specific job board with categories for home health, hospice, and executive leadership roles.

Tactics:

- Create candidate personas to guide sourcing.
 - **Executive Leader Persona – “The Visionary Builder”**
 - **Role:** Medical Director, VP of Home-Based Care, or Program Founder
 - **Motivators:** Scaling impact, transforming care delivery, leading innovation
 - **Experience:** 10+ years in healthcare leadership, ideally with HBPC or value-based care
 - **Skills:** Strategic planning, team building, partnership development, financial oversight
 - **Values:** Vision, collaboration, and sustainability
 - **Clinical Provider Persona – “The Mission-Driven Home-Based Care Provider”**
 - **Role:** Physician or Advanced Practice Nurse (APN) or Physician
 - **Motivators:** Patient-centered care, autonomy, continuity of care, flexible scheduling
 - **Experience:** 5+ years in geriatrics, palliative care, or chronic disease management
 - **Skills:** Clinical decision-making, EMR proficiency, home visit logistics, interdisciplinary collaboration
 - **Values:** Compassion, equity, and holistic care
 - **Practice Manager Persona – “The Operational Optimizer”**
 - **Role:** Practice Manager or Clinical Operations Lead
 - **Motivators:** Building efficient systems, supporting clinical teams, improving patient outcomes
 - **Experience:** 3–7 years in outpatient or home-based care operations
 - **Skills:** Workflow design, staffing coordination, compliance, scheduling, data tracking
 - **Values:** Accountability, teamwork, and innovation
 - **Administrator Persona – “The Compliance Strategist”**
 - **Role:** Billing Manager, Compliance Officer, or Program Administrator
 - **Motivators:** Ensuring sustainability, regulatory alignment, maximizing reimbursements
 - **Experience:** 5+ years in medical billing, coding, or compliance, including national certifications
 - **Skills:** CPT/ICD coding, CMS regulations, revenue cycle management, documentation standards
 - **Values:** Precision, integrity, and continuous improvement
- Use filters on LinkedIn and Indeed to target home health experience.
- Engage with online communities and forums for mobile clinicians.

Leveraging Professional Networks

Tap into existing relationships and industry connections to find mission-aligned candidates.

Examples:

- Ask current staff to refer former colleagues.
- Join and post in professional associations.
- Attend virtual roundtables and webinars to meet potential candidates.

Tactics:

- Create a referral bonus program.
- Maintain a shared contact list of potential future hires.
- Follow up with past applicants who were strong but not selected.

Maximizing Career Events

Use career fairs and community events to build awareness and connect with diverse talent.

Examples:

- Host a booth at local nursing school job fairs.
- Present at community college healthcare programs.
- Sponsor events at gerontology or palliative care conferences.

Tactics:

- Bring current staff to share real-world experiences.
- Collect resumes and follow up within 48 hours.
- Offer informational interviews or shadowing opportunities.

Building Long-Term Partnerships

Establish relationships that support ongoing recruitment and workforce development.

Examples:

- Partner with universities for clinical rotations.
- Collaborate with workforce development boards.
- Engage with DEI-focused healthcare organizations.

Tactics:

- Offer guest lectures or mentorship programs.
- Create internship or fellowship pathways.
- Stay in touch with former employees and interns.



The HCCIntelligence™ Community provides exclusive access to a wealth of resources tailored for home-based medical care professionals. Benefit from free access to all HCCIntelligence™ Premier Resources, free and discounted pricing for online courses, and webinars led by industry experts. Engage in 1-on-1 Office Hour sessions with a nationally Certified Professional Coder (CPC)® and connect with peers to enhance your practice's performance and stay on the leading edge of home-based medical care.

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