

StaffDNA – Sponsored | March 10, 2026

## The remedy for healthcare’s acute talent crisis

Leaders of staffing firms, hospitals and healthcare facilities entered 2026 facing familiar but intensifying challenges.

A projected shortfall of up to 3.2 million workers, labor costs that are rising faster than inflation and increasing hiring complexity are forcing them to seek efficiency gains and new, expanded talent sources wherever possible.

These goals have put executives on the right track, but achieving them will be difficult without the right technology.

“Our industry remains significantly inefficient,” admits Sheldon Arora, CEO of StaffDNA, a technology-first staffing platform and digital marketplace.

One major obstacle is healthcare staffing firms’ [entrenched reliance on legacy vendor management systems](#) that fail to integrate, add friction and layers to hiring processes, and cannot handle modern compliance requirements efficiently or effectively – in direct contrast to what workers say they need now.

For example, healthcare professionals increasingly expect a “consumer-like” hiring experience characterized by self-service, pay transparency and instant communications. To maintain a robust talent pipeline, it’s essential organizations meet or exceed their expectations.

“Solving modern, complex and escalating problems requires a self-service approach and access to real-time staffing market data,” says Arora.

### Follow the Lead

Self-service technology has revolutionized other industries by driving operational efficiency, reducing labor costs, and enhancing customer convenience and satisfaction. Why not follow their lead? Especially now, as stakeholders are becoming dissatisfied with the status quo.

“We see clients go out to bid every two years when their VMS contracts expire, hoping for different results,” Arora notes.

Indeed, VMS suppliers received an average Net Promoter Score of 6.5 in SIA’s 2025 [Workforce Solutions Buyer Survey](#), indicating that customers are at high risk of switching to a competitor.

Instead of switching to another VMS, the best approach is to embrace innovation by implementing a self-service platform that provides solutions to old *and* new problems.

Here are the key reasons to consider a self-service platform.

**Cut inefficiencies.** Leading-edge technologies eliminate the middleman and address the needs of staffing firms as well as their clients and candidates.

**Access to a wider talent pool.** Casting a wider net can significantly increase the size of your talent pool. But posting jobs on multiple sites manually is time-consuming and inefficient.

A modern digital marketplace automatically integrates all sources – staffing firms, VMSs and job boards. This puts your job in front of millions of seekers simultaneously. In addition, facilities and staffing firms gain instant access to pre-qualified candidates nationwide, speeding the hiring process and eliminating the need for manual data entry of applicants.

**Candidate self-service.** Job seekers are best positioned to determine if a role fits their needs, so why not put them in charge?

A self-service platform, especially one powered by AI-enhanced matchmaking, should be a minimum requirement. These tools enable candidates to find opportunities that match their interests, qualifications and pay requirements from a mobile device or desktop without registration or fees.

Providing full transparency, including job duties and pay upfront, eliminates the frustration of chasing a job that's not the right fit. Self-service platforms can coordinate bookings, scheduling and communication to keep the process flowing smoothly.



**Why You Should Consider a Self-Service Platform**

- Cut inefficiencies
- Access to a wider talent pool
- Candidate ease of use
- Real-time salary data and benchmarking
- Increased efficiency
- Lower costs

Enabling healthcare professionals to store documentation – such as licenses, credentials and IDs – in a secure online repository also helps streamline the application process and ensures regulatory compliance for employers.

Best of all, automating the manual, time-intensive process of sourcing lets recruiters focus on high-value activities like screening and evaluation.

When candidates, staffing suppliers and clients all live in one seamless system, everyone has instant access to information and updates. The result? Less friction, better access to talent and better matches for candidates.

**Real-time salary data and benchmarking.** The best platforms provide live market data on pay rates, bill rates and the number of open positions within your location radius, letting you decide if you're paying too much or not paying enough instantly, Arora says.

Setting proper pay from the outset – that matches or exceeds market rates for the role and experience level – is critical for job offer acceptance, with studies showing that 27% of candidates reject offers due to inadequate compensation.

When data is locked in silos on a VMS or isolated repositories, it hinders analytics and rapid decision making. In a tight labor market where demand exceeds supply, timely competitive offers are a critical necessity.

**Increased efficiency and lower costs.** In addition to reducing manual data entry and automating hiring tasks, state-of-the-art workforce management platforms charge per transaction, enabling organizations to reduce overhead costs and pass along all or part of the savings to candidates, improving time to fill and retention.

In fact, SIA data shows that VMS and MSP fees average 5% to 6% of revenue for healthcare staffing, versus 2.5% to 3% for all other staffing.

“One benefit of the self-service model is that it can charge clients less, so they can compete for talent by offering candidates more,” notes Arora. As an example, StaffDNA's platform was able to source and fill multiple nursing positions for a major hospital in record time, while lowering costs by expanding its recruiting reach and offering candidates self-service.

## How to Join the Self-Service Revolution

Staffing and facilities leaders should educate themselves on what vendors are offering. They should research the market and download demos to see what's possible. By understanding the self-service landscape, leaders can move from simply reacting to changes to driving efficiencies, lowering costs and winning the war for talent.

As Arora says: "We understand what the problems are, we just need to solve them."



*For a deeper understanding of how VMS technology needs an overhaul, please see [How the VMS became its own worst enemy](#). To learn how StaffDNA can help you drive efficiency and savings, please visit [StaffDNA.com](#).*