

ARE SEARCHES MORE DIFFICULT IN WOMEN'S HEALTH?



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BLOG

In the ever-evolving landscape of healthcare, certain sectors face unique challenges when it comes to talent acquisition and market dynamics. Women's Health, in particular, presents its own set of complexities that require a strategic approach to hiring.

MARKET SIZE: FINDING THE RIGHT CANDIDATES

When searching for talent in Women's health, it is important to consider the market size and the specific functions required. Compared to other verticals, the talent pipeline in Women's Health can be relatively limited. For example, if you need a clinical leader who is also obstetrician-gynecologist (OBGYN), the number of qualified individuals may be significantly smaller compared to oncology, cardiology or other specialties.

To tackle this challenge, recruiters must adopt a more open-minded approach from the outset. It may be necessary to broaden the scope of qualifications and consider candidates with diverse backgrounds and experiences. Looking for individuals who have clinical expertise but in an analogous specialty (i.e. primary care) can help create a larger talent pool. By strategically expanding the concentric circles of candidate search criteria, organizations can increase their chances of finding the right fit for their mission and objectives.



POLICY CHANGES: IMPACT ON RECRUITMENT AND MARKET PERCEPTION

Policy changes surrounding women's rights, including reproductive rights and access to healthcare, can significantly impact a company's go-to-market strategy. State-by-state variations in these policies create both challenges and opportunities. Certain changes may limit access to services or impact the outlook on growth within the Women's Health market among candidates and investors.

Recruiters and organizations must stay informed about the evolving policy landscape to adapt their strategies accordingly. It is essential to articulate the impact of policy changes in a technical yet relatable manner, focusing on the broader implications rather than specific details. Monitoring policy changes allows for better advocacy, shaping the market perception positively and identifying new opportunities that arise from evolving regulations.

APPETITE FOR RISK: DIFFERENTIATION AND ADDRESSING CANDIDATES' CONCERNS

In today's market, candidates across all sectors have become more risk-averse and seek greater clarity before committing to new opportunities. When it comes to Women's Health, addressing concerns related to runway, cash burn, and differentiation becomes crucial.

To attract top talent, organizations should emphasize their unique value proposition and differentiation within the market. Highlighting factors such as the company's mission, the potential impact of the product or service, and the total viable market can help pique candidates' interest. Additionally, transparency about the organization's strategy, financial stability, and growth plans can alleviate concerns and build trust.

Given the flux in the candidate market, it is essential to maintain a pool of backup candidates. This ensures a contingency plan in case preferred candidates choose alternative opportunities or there are unexpected changes in market conditions.

While searches in Women's Health may present certain challenges, strategic approaches can help overcome them effectively. By broadening the search criteria, staying informed about policy changes, and addressing candidates' concerns, organizations can attract top talent and drive success in this important and evolving sector. As the healthcare landscape continues to transform, it is crucial to adapt and remain agile in the pursuit of talent in Women's Health.