

Being an Employer of Choice

HR Today | Zee Johnson | May 26, 2022

When life sciences organizations combine the latest technology with a strong EVP, they are setting themselves up to become a company that candidates want to work for.



The life sciences industry is undergoing a digital transformation. Though the process has been underway since before the pandemic, like many sectors, the past two years have caused leaders to put the pedal to the floor with technological upgrades.

Shifts are happening quickly, but life sciences organizations aren't quite where they'd like to be in their advancement goals. However, one aspect driving the transformation is the desire for a top-of-the-line, first-class experience. "Patients' desire for a consumer-grade experience with pharmaceutical companies has pushed the digital transformation agenda to the top of a CEO's list," says Josh Needle, managing director of life sciences for Cielo.

The life sciences industry generates nearly 300 billion dollars in yearly revenue and that number does not come without a fierce talent market. But that doesn't guarantee any life sciences company that posts a job opening will automatically get the talent they seek. In addition to the technology being used to get ahead in attracting quality talent, organizations must craft a unique employer value proposition (EVP) and a brand image unlike any other.

"Talent studies have revealed that there is a shift in what attracts and retains talent in today's market. It is even more critical to be able to clearly articulate an organization's beliefs and culture in their internal and external EVP. Using creative and innovative methodologies to convey an EVP in a digital world is causing companies to reimagine how they go to market," says Sharon Kloc, vice president of client services for Cielo.

Curating a solid EVP that stands the test of time can be challenging and tedious for many, but the result will place innovative companies at the top of the hierarchy. Here are some proven ways to get it done right the first time.

1. **Make it compelling.** Creating an EVP that morally and professionally connects with candidates will always make a business desirable. "In order to attract the right talent, it is critical for pharmaceutical companies to articulate their purpose-driven impact on patients' lives and overall (EVP)," explains Needle. Candidates are looking for purposeful employers and a clear EVP can demonstrate that. Using social platforms to create captivating content that can reach millions also helps in this area.
2. **Internal mobility is key.** Upskilling current employees and giving them the opportunity for career advancement directly supports engagement, and positive engagement strongly backs an EVP while encouraging company loyalty.
3. **Embrace flexibility.** For two years, businesses had to rethink working structures, and employees who transitioned to remote and hybrid work aren't willing to give that up completely. Though pharma professionals traditionally work onsite, industry leaders should reassess historic practices to remain appealing to today's demanding workforce.
4. **Be innovative.** Technology is king. Having the right systems in place will support the bigger picture of acquiring the finest talent and becoming a top-rated, highly sought-after organization. Automated sourcing and advertising and intricate interview scheduling are all examples of how life sciences companies can leverage technology to curate a people-focused objective.

With an intentional, encompassing strategy, along with up-to-date technology, life sciences companies can leverage their EVP to undoubtedly obtain the right talent in a tough, employee's market.

"In this climate, companies need to be clear on their vision, messaging, desired outcomes and then brand themselves accordingly in the marketplace," Kloc says. "The competition for talent in this space is fierce and ensuring companies have the right people in place to bring their vision to life is the key to success."