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Agencies and corporations are shying away from using professional external recruiters to source open positions as they are significantly more expensive than relying on employee referrals or an in-house social media search through venues such as LinkedIn. There is some validity to this, but organizations can be more competitive and still acquire tremendous talent by partnering with outside recruiters who know the pharmaceutical and healthcare arena well.

The better recruiters are those who worked in the healthcare industry for a significant amount of years and know how to speak intelligently about all healthcare categories, know the drug pipelines and have a command of the competitive pharmaceutical landscape. These more qualified recruiters know what it takes to bring a brand to market. They also take the time to understand the unique culture of an organization by meeting with senior leadership, asking questions and establishing real relationships with the hiring teams—they will make successful matches that “stick.”

SUCCESSFUL MENTORING PAIRINGS

In terms of retaining talent, mentorship programs may be most important to keeping employees engaged and thriving. Successful mentoring pairings are reciprocal relationships and research shows that mentors benefit as well. They value having people in the company who are loyal to them and can gather important information from protégées, such as what’s going on at other levels of the organization, insights into a younger generation and new perspectives on older challenges. Finally, there is the satisfaction of leaving a mark on the next generation of leaders.

The agency business is 100% about the people, and leadership needs to be a tireless advocate for the folks who work for them. Organizations must constantly evaluate the agency’s talent pool to ensure they are in positions that challenge them professionally and also that they have the training and tools necessary to grow. Senior leadership’s commitment to their most important resource hopefully makes an incredible difference to the entire organization as well as to the clients they serve.