

# Catholic hospital and modern employer – with employer branding!



## Situation & challenges

As a basic and standard care hospital with around 1,050 employees, Krankenhaus Reinbek St. Adolf-Stift is facing the typical healthcare sector challenges: demographic change, shortages of qualified staff, and a carer emergency. But the question of positioning itself in terms of competition with other hospitals—and in the search for apprentices along with other sectors—is becoming increasingly important.

Although the shortage of staff in Reinbek is currently not severe, 15 career positions or surgical support roles remain unfilled on average. These are important personnel, without whom growth in the medical field is impossible. In order to give Krankenhaus Reinbek St. Adolf-Stift an advantage over the competition for qualified personnel, the HR department has seven full-time positions: the head of HR and a deputy, four HR consultants, and three HR officers, two of whom also deal with recruiting. . >



Almost 100 hospital staff were taken on



Establishing emotional connection with Employer Branding Profile



Honest feedback highlights where improvements can be made

Krankenhaus Reinbek St. Adolf-Stift is part of the Elisabeth Vinzenz Verbund, an association of Catholic hospitals focused on quality and care in medicine and healthcare.

Company name

**Krankenhaus Reinbek St. Adolf-Stift GmbH**

Scetor

**Healthcare**

Company size

**1.050 employees**

Website

**[www.krankenhaus-reinbek.de](http://www.krankenhaus-reinbek.de)**

Products

**onlyfy Employer Branding Profil by XING & kununu**

## The solution – onlyfy

Modern HR recruitment activities can only be successful with the right mix of recruitment channels. That is why apprentices are the main focus on Facebook and Instagram, while administrative staff are more likely to be found on platforms such as XING. Many positions—especially carer positions—however, are filled due to recommendations. Discovering that successful recruitment only works with very good staff retention led Krankenhaus Reinbek directly to creating an onlyfy Employer Branding Profile on kununu & XING. The Employer Branding Profile is the ideal method for establishing an emotional connection with potential applicants. What kind of people work here? Why do they love working here? How do managers express their appreciation and gratitude for work well done and personal commitment? The Employer Branding Profile offers authentic insights into the everyday corporate culture and answers many questions.

The hospital also benefits as an employer, including from employee feedback. It is happy to receive positive ratings but it is also pleased to receive criticism, because honest feedback highlights potential weak spots and where improvements can be made. And it is this potential that Reinbek has already been making the most of, because thanks to the findings made through XING and kununu, the executives and the hospital management are confident about trying out new ways to recruit and retain personnel.

## Conclusion & outlook

Krankenhaus Reinbek has already raised its profile beyond the region and established an image for itself as a modern employer. This has resulted in more applications and fewer unfilled positions. In 2019, almost 100 hospital staff were taken on—an unusually large number for a hospital of this size. How much more might be possible once the employer branding is even more professional? This is exactly what the HR department has in mind. Even employers in the healthcare sector have to reinvent themselves regularly. Instead of resting on the laurels of its work over the last three years, the hospital intends to keep pushing forward with its employer branding and HR marketing activities. And the benchmarks that it has its eyes on are not other hospitals, but other sectors. Because in the healthcare sector, too, applicants and employees have new expectations of their employers, for example, in terms of work-life balance, the meaningfulness of their work, and employee benefits.

These are all expectations that Krankenhaus Reinbek already fulfills. With its Employer Branding Profiles on XING and kununu, the hospital is already making the most of opportunities to raise awareness of its strengths as an employer



„The feedback we have received on kununu in particular has raised our awareness of Krankenhaus Reinbek St. Adolf-Stift’s strengths, which weren’t previously clear to us. **We can now focus on these strengths specifically when we are recruiting.**”

**Fabian Linke**  
Head of HR Management  
Krankenhaus Reinbek St. Adolf-Stift GmbH

## Top successes of Krankenhaus Reinbek

# 7.770

monthly profile visits on  
average

# 4,2

kununu score

# > 40 %

more followers on  
Employer Branding  
Profile within one year