

46th Annual
Addiction Leadership
Conference



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

Welcome
NAAATP
NATIONAL2025

WORKSHOP Session

NAATP
NATIONAL2025
May 18-20 | Seattle, WA



James Geckler

Moderator

Chief Operations Officer, Onsite
NAATP Workforce Committee Chair



Kristin Hamblock

Chief Human Resources Officer
Rosecrance Behavioral Health

**Revolutionizing Talent Acquisition
A Blueprint for Nurturing a
Thriving Workforce**

Monday, May 19 | 11:15 - 12:15pm

naatp.org/conference

Presenter's Disclaimer

The information provided in this presentation is not, and is not intended to be, and shall not be, either the provision of legal advice or an offer to provide legal services, nor does it necessarily reflect the opinions of the organization, our employees or our clients. No relationship between you and the organization is or may be created by your access to or use of this presentation or any information contained in the presentation. Rather, the content is intended as a general overview of the subject matter covered. Rosecrance is not obligated to provide updates on the information presented herein. Those viewing this presentation are encouraged to seek direct counsel on legal updates or advice from an employment expert. Rosecrance Behavioral Health. All Rights Reserved.

NAATP
NATIONAL2025

Goals of Workshop

- **Maximize Total Compensation Impact**

Understand how innovative employee benefits drive recruitment, engagement, retention, and financial wellness.

- **Diversify Talent Sources**

Explore methods to tap new labor pools and build strategic partnerships for a broader talent pipeline.

- **Elevate Brand & Technology**

Discover how to leverage digital platforms and cutting-edge technology to strengthen employer branding and attract top candidates.



NAATP
NATIONAL2025

The logo features the text "NAATP" in a large, bold, sans-serif font, with "NATIONAL2025" in a smaller font directly below it. The text is centered within a decorative graphic of overlapping purple and dark purple hexagons and triangles, some containing small white dots, creating a network-like pattern.

Agenda

- Introduction and Overview
- Career Fairs and Partnerships
- Leveraging Untapped Labor Pools
- Unique Total Compensation Enhancements
- Employer Branding and Reputation Management
- Talent Acquisition Technology
- Team Activity: Collective Brainstorm
- Question and Answer



Introduction and Overview

NAATP
NATIONAL2025

Outcomes – Yes, we are starting with the end first!

**175.2%↑
External
Applicants**

**17.5%↑ Internal
Applications**

**200 Average
Internal
Promotions &
Transfers/year**

3% ↑ Retention

**9.13% ↓ Overall
Turnover from
last FY**

**4.7% ↓ 1st-Year
Turnover**

**10.5% Below
10-Year
Average
Turnover**

**93% Employee
Satisfaction
(Highest Ever!)**

**20% ↑
Company
Rating**

**Record number
of re-hires last
FY**

NAATP
NATIONAL2025



Career Fairs and Partnerships

NAATP
NATIONAL2025

Career Fairs and Partnerships

🎯 40+ Events Annually: Rosecrance shows up—both in person and virtually—at over forty career fairs each year across Illinois, Wisconsin, and Iowa.




🎓 Academic Alliances: We've built hands on relationships with medical schools, community colleges, and technical programs.

🤝 Community Collaborators: Engaging workforce development coalitions, job expos, and academies across the community.

The logo for NAATP NATIONAL2025 is positioned in the lower-left area of the slide. It features the text 'NAATP' in a large, bold, grey font, with 'NATIONAL2025' in a smaller, grey font directly below it. The background of the logo area consists of a decorative pattern of overlapping purple and dark purple hexagons, some of which are connected by thin white lines, creating a network-like structure.

NAATP
NATIONAL2025

Career Fairs and Partnerships

-  Internal Talent Marketplace: A hub where employees explore new roles, connect with hiring managers, and grow internally.
-  Industry Partnership Network: Sharing best-practice hiring intel with peer organizations.
-  Mission Driven Advantage: Candidates choose us for meaningful work that changes lives.

NAATP
NATIONAL2025



Leveraging Untapped Talent Pools

NAATP
NATIONAL2025

Leveraging Untapped Talent Pools

🏆 Military Spouse Partnership (MSEP): Empowering military families with flexible, meaningful roles.

👩👨 AARP Employer Pledge: Welcoming seasoned professionals for an age-diverse workforce.


🏠 Flexible Work Models: Hybrid & remote positions to support work-life balance and expansion of workforce availability.




NAATP
NATIONAL2025

The logo features the text 'NAATP' in a large, bold, sans-serif font, with 'NATIONAL2025' in a smaller font directly below it. The text is centered and overlaid on a decorative background of purple and dark purple geometric shapes, including hexagons and triangles, arranged in a stepped pattern.

Leveraging Untapped Talent Pools

 Career Pathing: Lateral moves to leadership tracks and glidepaths toward retirement.

 Rehires & Stay Chats: Proactive outreach with our highest rehire count in FY 2024.

 Student Rotations & Internships: Hands-on rotations and paid/unpaid internships.



NAATP
NATIONAL2025




Unique Total Compensation Enhancements

NAATP
NATIONAL2025

Unique Total Compensation Enhancements


 Marketplace Momentum: 20% jump in employee benefits offerings from 2023 to 2024.

 Earned Wage Access (EWA): On-demand pay improves loyalty and financial well-being.

 Employee Assistance Program (EAP): Comprehensive counseling, legal advice, and wellness resources.

NAATP
NATIONAL2025

Unique Total Compensation Enhancements

 PTO Enhancements: Anniversary awards, volunteer days, and front-loaded PTO for new hires.

 Career Development: Tuition reimbursement, exam prep, CEUs, and succession planning.

 Referral & Sign-On Bonuses: Enhanced rewards and packages.

NAATP
NATIONAL2025



Employer Branding and Reputation Management

NAATP
NATIONAL2025

Employer Branding and Reputation Management

 Unified Digital Footprint: Consistent messaging across all platforms.

 Glassdoor & Indeed Alliances: Profile enhancements to showcase mission and culture.

 Proactive Feedback Loop: New-hire feedback at 30 days for continuous improvement.

NAATP
NATIONAL2025

Employer Branding and Reputation Management

🛡️ Responsive Management: Replying to all reviews to demonstrate listening and action.

🏆❤️ “Community of Champions” Collateral: Cohesive graphics, swag, and banners reinforcing our brand.

🌈❤️ Core Values in Action: Spotlighting committees to reinforce values at every touchpoint.

NAATP
NATIONAL2025



Talent Acquisition Technology

NAATP
NATIONAL2025

Talent Acquisition Technology

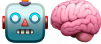
- ⚡ Integrated Marketing: Social media, niche job boards, press releases, and radio spots with ROI exit plans.
- 🔄 Scalable ATS: Flexible applicant-tracking systems for teams of any size.
- 📄 Streamlined Applications: Fillable PDFs for frictionless candidate experiences.

The logo for NAATP NATIONAL2025 is positioned in the bottom left corner. It features a decorative background of overlapping purple and dark purple hexagons. The text "NAATP" is displayed in a large, bold, grey sans-serif font, with "NATIONAL2025" in a smaller, grey sans-serif font directly below it.

NAATP
NATIONAL2025

Talent Acquisition Technology

 Amplified Reach: Multi-channel postings with tailored messaging.

 Leverage AI where appropriate: Including tailoring job postings, aiding in screening resumes, scheduling, job recommendations for candidates, virtual assistants, and more.

NAATP
NATIONAL2025



Team Activity: Collective Brainstorming

NAATP
NATIONAL2025



This is Interactive!

**Use your phone, tablet or computer
Go to [Menti.com](https://www.menti.com)
Use Code: 2378 0449**

NAATP
NATIONAL2025



Questions and Feedback

NAATP
NATIONAL2025



Thank you for your time!

Please connect if you'd like to continue the conversation!
khamblock@rosecrance.org or find me on LinkedIn.

NAATP
NATIONAL2025

References

- www.rosecrance.org
- www.rosecrance.org/careers
- <https://www.linkedin.com/company/rosecrance-health-network/>
- <https://linkedin.com/in/kristin-hamblock>
- <https://msepjobs.militaryonesource.mil/msep>
- <https://www.aarp.org/work/employer-pledge-companies/>

Upcoming Sessions

12:30-1:45

C-Suite Leadership Luncheon:

Rebel Leadership: Prioritizing Humility and Rethinking Power

Location: Cirrus Ballroom (35th Floor)

Sponsored By



OR

Lunch on your own

2:00-3:00

Workshop Session 2

A: From Numbers to Impact: Driving Revenue Through Comprehensive Community Care

Location: Redwood AB

B: Adolescent Programming: Dignified Treatment of Youth as Best Practice

Location: Willow B

C: Maximizing Revenue through Provider-Payer Relations and Contracting
Organizational Growth and Resilience

Location: Willow A

3:00-3:45

Exhibit Hall Popcorn Social & Networking Opportunity

Sponsored By



NAATP
NATIONAL2025

What is one thing that your organization does to support the workforce that you are really proud of?

Daycare onsite

Stay Interviews

Leads with love

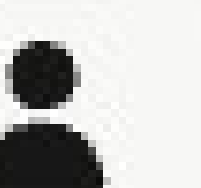
Excellent retirement benefits

Retreats

Annual awards nominated by all colleagues

Great healthcare

Client internships



What is one thing that your organization does to support the workforce that you are really proud of?

Offer great medical insurance

Growth planning for professional development

Career maps

Mental health days and birthday leave

Using profits to pour back into the workforce in creative ways

Healthy work environment

Tuition assistance
Generous PTO

Nurture creativity

What is one thing that your organization does to support the workforce that you are really proud of?

Pay for state certifications

We mentor and encourage our graduates to join our workforce

Getting paid what we are worth

Allowance for CEU's, paying for licensure

Volunteer days, leadership development meetings weekly.

100% paid medical

Lots of PTO

Gym / wellness benefit or reimbursement

What is one thing that your organization does to support the workforce that you are really proud of?

Anniversary shoutouts / recognition

Educational reimbursement.

Regular check in and meditation at each meeting

Paid FMLA

Organization Wide Town Halls

Invest in your passion once core job tasks are being done.

Unique benefit packages

Flexible scheduling and time off for family appointments

What is one thing that your organization does to support the workforce that you are really proud of?

Paying back half of sick time saved over maximum

Mental PTO up to 2 weeks per year.

Flexible work from home

Values based incentive bonuses

Volunteer days and leadership development

Encouraging staff to utilize PTO for work life balance.

Student loan repayment & 75% tuition reimbursement to our Graduate School!

Succession Planning

What is one thing that your organization does to support the workforce that you are really proud of?

Continual review of benefits and pay structure to stay current with market data and remain competitive

Education and paid time off

Volunteer Days

Team days

We have mental health days

Regular consideration to employee benefits . Great employee engagement reviews.

Mental health days

Paid leave, education reimbursement

What is one thing that your organization does to support the workforce that you are really proud of?

CEs and trainings ,
internal growth
opportunities

Professional leadership
development

Leadership
development and paid
time off

On-site childcare

Paid holidays

Offer childcare for
employees

What is one thing that you wish your organization would/could do to support the workforce?

Tuition reimbursement.

Tuition reimbursement

Reimbursement for
higher education

More time off

Healthcare

Pay all health insurance

Work from home

Actually listen to employee
surveys and feedback
rather than be defensive

What is one thing that you wish your organization would/could do to support the workforce?

Tuition Reimbursement

Daycare

Student loan
reimbursement

More flexible schedule
/work hours

Greater flexibility in
schedules

remote job flexibility

Limit work week to 4
days

Tuition reimbursement

What is one thing that you wish your organization would/could do to support the workforce?

Better work life balance

Possibility of a shorter work week

Paid childcare

On-site childcare

Tuition Benefits

More employee incentives

Meditation and movement breaks

Guaranteed Bonuses/raises



What is one thing that you wish your organization would/could do to support the workforce?

Student loan reimbursement.

Large format team building

Payout unused PTO at of employment.

Pay for formal education

Wellness Center

More Retreats More Professional Growth Workshops

More flexible schedule

Bring in quality applicants

What is one thing that you wish your organization would/could do to support the workforce?

In workplace massage therapy

Dog care

Childcare cost reimbursement

Consistent leadership and management training as well as job specific skill development

Flexible scheduling

Tuition pay

Pay for schooling degrees relevant to the work

More help with professional development and continuing ed reimbursement

What is one thing that you wish your organization would/could do to support the workforce?

Pay all health insurance

Childcare

Doggy day care

Tuition reimbursement

Enrich training that is meaningful

More Global Communication Strategies to streamline core values

Flexible schedule

4 10 hour days

What is one thing that you wish your organization would/could do to support the workforce?

Assistance with needs
for CEU's

Doggy daycare

Volunteer PTO

What is one thing that you will consider implementing when you return from NAATP 2025?

Volunteer Days

Military Spouse
Employment
Sponsorship

Earned wage access

More tailored job
description

Make job postings more
personal

Increase education
benefits

Proactive feedback loops
with staff. Responding to
ALL reviews online rehires
and stay chats

Pet insurance

What is one thing that you will consider implementing when you return from NAATP 2025?

Academic alliances expanded.

MSEP

Volunteer day.

AARP

AI applicant screening

Changing our job postings

Implement volunteer days

30 day post new hire for feedback

What is one thing that you will consider implementing when you return from NAATP 2025?

Stay interviews

Pet insurance

PTO Enhancement

Love the pet insurance idea

Ceu reimbursement
state license
reimbursement

Core values committee

Volunteer days

Increased job fair
presence.

What is one thing that you will consider implementing when you return from NAATP 2025?

EWA

Re-evaluate job listings,
more heartstrings

Better interactive
classes

Talk with HR to see if
additional benefits could be
sought to compete with
other agencies

Quick mental health
break at more meetings

Ask existing staff what
led them to us and
keeps them with us.

Academic alliances

Talk with others about
what I learned.

What is one thing that you will consider implementing when you return from NAATP 2025?

MSEP

More appealing job listings

Hairless cat day care...

On site voodoo doughnuts

Student rotations

Early earnings

Share your slide deck with our HR Director!

Summarize and look at all employee benefits to share back to staff and remind them what's offered

What is one thing that you will consider implementing when you return from NAATP 2025?

Teaching and training
on what is learned at the
conference