



**PointClickCare®** | **Apploi**

White Paper

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# **The Workforce Advantage:** How Modern Senior Living Communities Are Hiring Smarter

# Executive Summary

Senior living operators continue to face persistent labor shortages and sustained competition for frontline staff, and within this environment, hiring outcomes are driven less by access to candidates and more by how efficiently organizations convert interest into completed, start-ready hires. As a result, hiring and onboarding play a key role in influencing staffing stability, labor costs, and overall service consistency.

Despite this, many organizations currently use archaic and disjointed systems and processes, leading to slow response times, extended vacancy durations, and candidate disengagement. This in turn contributes to greater reliance on overtime and agency labor, elevating costs while placing additional strain on existing staff and reinforcing ongoing workforce instability.

Modern hiring and onboarding workflows however are addressing these challenges through a single, continuous system, where job distribution, candidate engagement, interview scheduling, and onboarding requirements move in coordination rather than through manual handoffs. PointClickCare's Apploi suite of products, including Apploi Hire, Apploi Onboard, and Apploi Schedule, enables this end-to-end coordination by unifying recruiting, onboarding, and workforce management within a single connected solution.

Pointclickcare's Apploi suite of products improves speed, reduces friction, and increases visibility across the hiring lifecycle, allowing organizations to move candidates from application to start date more efficiently without adding operational burden. As these improvements take hold, their impact compounds over time, as faster hiring reduces vacancy exposure, lower vacancy exposure decreases reliance on high-cost labor substitutes, and reduced staffing pressure supports greater workforce stability and retention.

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## Introduction: Operational Constraints

Hiring and onboarding in senior living are often treated as administrative functions, but in practice they operate as core systems that directly affect staffing stability, labor costs, and service consistency in a constrained labor environment. This is especially important as operators continue to face persistent workforce shortages, high turnover, and intense competition for a limited pool of qualified candidates. Because these conditions are structural, driven by demographic and labor market dynamics that are unlikely to reverse in the near future, hiring outcomes depend less on access to candidates and more on how effectively you can convert interest into completed hires.

When organizations compete for the same candidates and compensation differences are small, speed becomes a key differentiator. In this environment, the organizations that respond first, schedule interviews quickly, and move efficiently through requirements are more likely to secure hires. While you cannot control labor supply, you can control how efficiently your hiring process converts interest into filled roles.

# The Hidden Cost of Manual Hiring

In many senior living organizations, HR teams manage hiring across multiple disconnected systems, where job postings, applicant tracking, interview scheduling, credential verification, and onboarding documentation exist in separate tools that do not share data. As a result, moving a candidate from application to start date requires continuous manual coordination across steps that should otherwise function as a unified process.

While each step may seem minor on its own, together they determine whether roles are filled quickly or remain open. When vacancies remain unfilled, organizations increase reliance on overtime and agency labor, which raises costs and strains existing staff, and over time contributes to burnout, turnover, and ongoing staffing instability. Extended vacancies can cost a typical senior living community hundreds of thousands of dollars annually through lost revenue, overtime, and agency labor premiums.<sup>1</sup>

HR teams also carry a heavy administrative load, with managers spending large portions of their day on routine tasks instead of engaging candidates or building talent pipelines. Rather than improving outcomes, this constant task-switching slows hiring cycles, limits strategic focus, and stretches already constrained resources. The result is not just inefficiency, but a persistent drain on HR capacity that increases costs, delays execution, and ultimately undermines operational stability.

## Fragmented Hiring Systems



**Daily impact:** HR teams spend significant time navigating systems, switching platforms, and manually coordinating hiring steps



**Annual impact:** Time is diverted away from candidate engagement, hiring decisions, and pipeline development



**Operational result:** Slower time-to-hire, increased candidate drop-off, and rising labor costs

The impact extends directly to candidates, shaping how they perceive both the role and the organization, and as response times slow, candidates interpret these gaps as signals. Many applicants pursue multiple opportunities at once, so delayed communication often signals uncertainty or disorganization, even when you are actively working behind the scenes. This can lead to missed opportunities, roles that remain open longer, and additional costs such as agency fees.

Over time, these patterns reinforce one another, as vacancies increase workload, increased workload raises burnout and turnover risk, and turnover creates additional vacancies, so what begins as fragmented process design becomes a persistent operational and financial challenge.

**Operational Impact Across Teams**

When start dates are uncertain, teams must plan staffing coverage without reliable timelines, which leads to reactive scheduling decisions. As a result, organizations experience persistent understaffing, redistributed workloads, and increased strain on staff, making it more difficult to maintain morale and deliver consistent care and services over time.

**Hiring delays affect nearly every operational function involved in staffing and coverage planning:**

<b>ADMINISTRATIVE TEAMS</b>	<b>FINANCE TEAMS</b>	<b>HR TEAMS</b>
Administrative teams absorb the impact through overtime and agency staffing. In senior living, agency labor often carries premiums of 40 to 60 percent above base wages, <sup>2</sup> and temporary staff may be less familiar with residents, routines, and established workflows, creating additional operational friction and supervision requirements.	Finance teams see these pressures reflected in labor costs that exceed budget projections. However, without integrated data across hiring, onboarding, and scheduling, they often lack visibility into root causes such as vacancy duration or time-to-hire, which makes it difficult to isolate where inefficiencies originate.	HR teams experience the strain most directly. Instead of focusing on candidate evaluation, pipeline development, or retention strategy, much of their time is spent coordinating processes, tracking status across systems, and resolving breakdowns caused by fragmentation. As administrative load increases, strategic recruiting and workforce planning are pushed aside.

# Market Conditions, Candidate Behavior, and Execution

## Market Conditions



**40-50% annual turnover** in frontline roles<sup>2</sup>



**Double-digit vacancy rates** across senior living

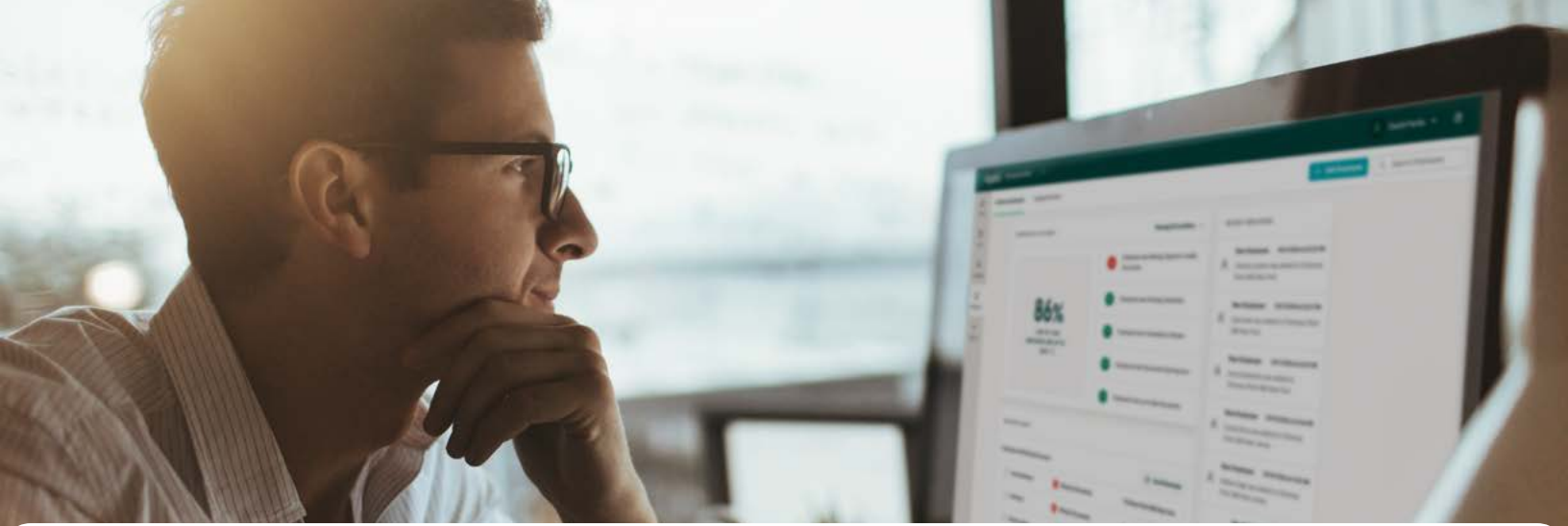


**Population 65+ growing faster** than working-age population

Senior living continues to operate under sustained workforce pressure, with many frontline roles experiencing double-digit vacancy rates and annual turnover between 40 and 50 percent. These conditions create an environment where execution speed often determines whether roles are filled or remain open, rather than differences in job attractiveness alone.

Candidate behavior reinforces this execution pressure, as a large share of job seekers now apply via mobile devices, and when applications are not optimized for mobile, abandonment rates increase. For direct care staff in particular, applications are often completed in short windows between shifts or during commutes, so even modest friction can interrupt completion and reduce follow-through. As a result, desktop-only or multi-step application processes reduce funnel volume and increase reliance on paid sourcing channels.

Onboarding delays related to licensing checks, background screening, vaccination records, and training documentation can also impact operations and lead to additional costs, since start dates can slip and missing requirements may surface late. This stage also carries elevated drop-off risk, as unclear expectations or slow progress can lead candidates to accept competing offers.



## Modern Recruiting With Apploi Hire

Modern recruitment infrastructure addresses these challenges by aligning hiring and onboarding activities within a single connected workflow. Instead of managing disconnected systems, teams can coordinate job distribution, candidate communication, interview scheduling, and credential collection in one environment. When these steps are connected, information moves more efficiently, handoffs are reduced, and response times improve without increasing workload.

### Introducing PointClickCare's Apploi suite of products

PointClickCare's Apploi suite addresses hiring and onboarding challenges through three integrated products:



**Apploi Hire** streamlines hiring by managing job postings, applicants, and interviews in one place, helping to move qualified applicants through the pipeline more efficiently.



**Apploi Onboard** supports workforce readiness through digital onboarding workflows, credential and document collection, and ongoing staff compliance tracking, making it easier to prepare new hires to work.



**Apploi Schedule** extends the suite by helping teams build schedules, fill open shifts, and align staffing with availability and credentials.

The Apploi suite addresses fragmented hiring by unifying job distribution, applicant tracking, scheduling, credentialing, and onboarding into a single connected workflow, reducing manual coordination, accelerating time-to-hire, and improving candidate throughput while lowering operational strain across HR, finance, and administrative teams.

## Hiring Velocity Through Connected Workflows

Within Apploi Hire, candidate progress is visible in real time, allowing teams to move from application to action without delay. Applications are available for immediate review, interview invitations are sent without back-and-forth coordination, and candidate status updates automatically as they move through the process. This reduces delays between candidate action and employer response, a critical factor in determining whether strong candidates are secured or lost to faster-moving opportunities.

Embedded AI-powered automation further supports this workflow by improving coordination and reducing manual effort across key steps. Apploi Hire essentially surfaces relevant insights, prioritizes candidates based on role fit, and supports communication and engagement activities. It also assists with optimizing messaging and streamlining interview coordination, allowing hiring teams to focus more attention on high-value hiring decisions rather than administrative tasks.

### Learn More about PointClickCare's Apploi Hire and Onboard

[View Demo](#)



## Job Distribution and Candidate Prioritization

Instead of manually posting roles across multiple job boards, Apploi Hire enables single-source posting, which means that roles are created once and distributed automatically across relevant job boards. As a result, performance metrics are captured across those channels, allowing teams to evaluate results and make informed adjustments to distribution.

Because roles are distributed and tracked in this way, incoming applications are then matched based on defined criteria, which allows teams to prioritize candidates most likely to advance, thereby improving overall time-to-hire.

## Re-Engaging Existing Candidates

Apploi Hire reduces reliance on sourcing new candidates by leveraging prior applicant history. This means candidates who have previously applied, interviewed, or withdrawn can be re-engaged when new opportunities arise.

Since these individuals are already familiar with your organization and have previously expressed interest, re-engagement often results in faster responses, higher conversion rates, and lower cost per hire compared to cold outreach.

### Speed of Response and Scheduling

Applai Hire engages candidates within minutes of application, confirming receipt, answering common questions, and presenting available interview times. This immediate engagement helps reduce delays at the point where candidate interest is highest.

Candidates can then schedule interviews without manual coordination, which removes the need for back-and-forth communication and reduces delays during the most time-sensitive stages of the process.

### Mobile-First Candidate Experience

Applai Hire is designed for a mobile-first candidate experience, reflecting how many applicants engage with opportunities during breaks or between shifts. Candidates can complete applications, upload documents, and sign forms directly from their phones, with progress automatically saved so they can return and finish the process across multiple short sessions when needed.

### Candidate Communication

Within Applai Hire, communication through email and SMS helps keep candidates informed throughout the hiring journey, ensuring they receive timely updates as they move through each stage of the process.

SMS is especially effective for frontline and community-based roles where quick access and responsiveness are critical, helping maintain engagement when candidates are not actively checking email.

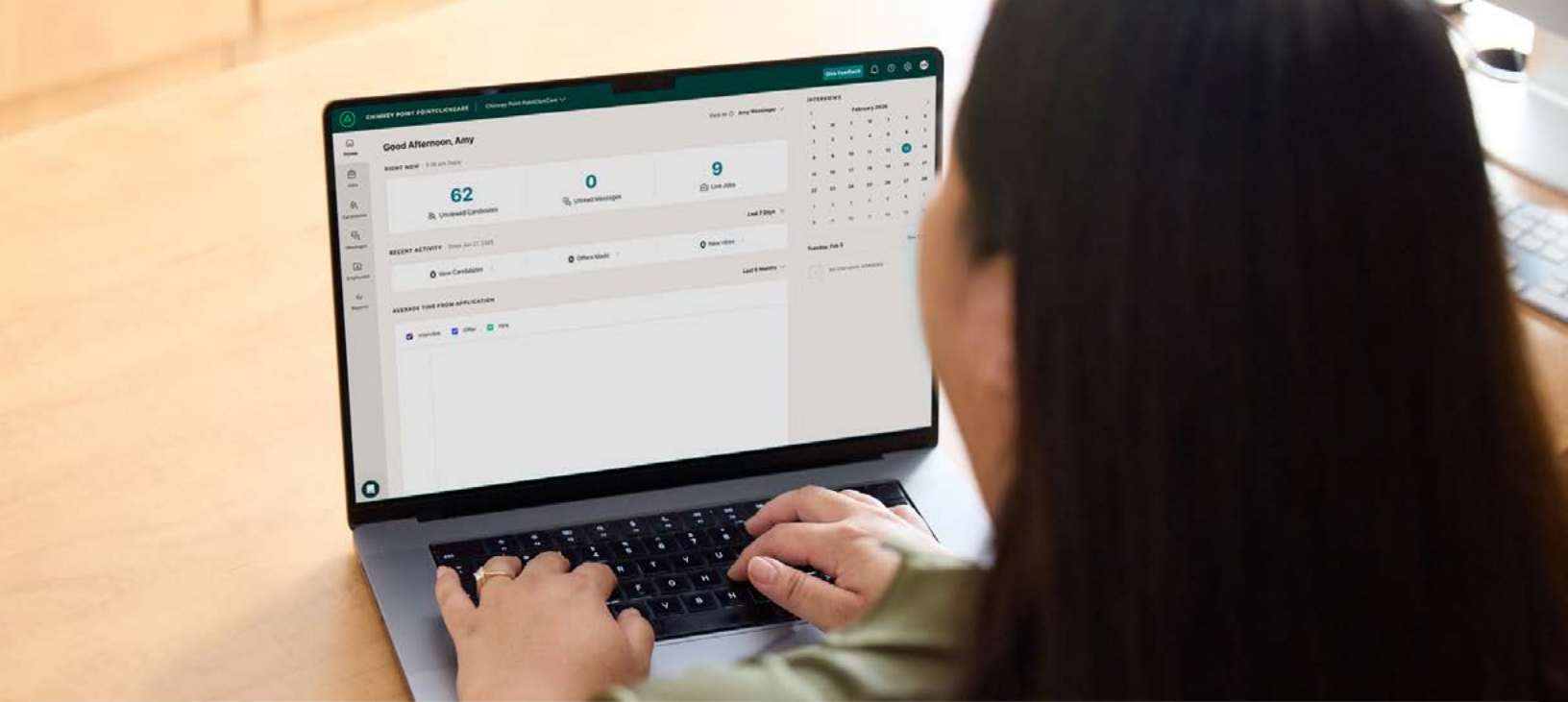
### Portfolio-level Hiring Visibility

For multi-community operators, Applai Hire provides visibility into hiring performance across the portfolio, including time-to-hire, applicant flow, cost per hire, and conversion rates. This allows you to see performance patterns across locations rather than in isolation.

With this visibility, you can identify where roles fill quickly, where delays persist, and which practices can be replicated across communities.

**Organizations using Applai Hire have reported:**

- 90%** reduction in cost per applicant<sup>4</sup>
- 4x** increase in applicant volume<sup>4</sup>



## Accelerating Workforce Readiness With Aploi Onboard

Aploi Onboard addresses the critical period between offer acceptance and a new hire's first shift, one of the most vulnerable points in the hiring journey where candidates are most likely to disengage if onboarding is slow, fragmented, or unclear.

In many organizations, this stage is still managed through manual processes. HR teams must determine role- and location-specific requirements, assemble onboarding packets across multiple systems, and resolve gaps only after incomplete submissions are returned. This creates unnecessary administrative burden, delays, and a disjointed experience for new hires.

Aploi Onboard streamlines this process by automating onboarding workflows and centralizing requirements from the moment an offer is accepted. It helps ensure accuracy, improves compliance, and reduces friction for both HR teams and new hires.

When onboarding is done well, it strengthens the transition from acceptance to start date, helping new hires arrive prepared, confident, and ready for their first shift.

### **Position-Specific Digital Packets**

Aploi Onboard generates role- and location-specific digital packets when an offer is accepted. Required documents are assembled based on regulatory and community requirements, while unnecessary forms are excluded. This reduces manual packet creation and helps improve completeness and consistency.

## **Digital Signatures from Any Device**

With Appli Onboard, candidates can complete onboarding documents and submit electronic signatures from any internet-connected device, including smartphones, tablets, and computers. This eliminates the need for printing, scanning, or signing documents in person.

This flexibility is especially valuable for candidates with limited access to desktop computers. With fully mobile-friendly workflows, they can complete all required onboarding documents anytime, from anywhere, ensuring nothing delays their start date.

## **Automated Credential Management and Verification**

As onboarding progresses, Appli Onboard shifts credential collection earlier in the hiring workflow, beginning during application and interview stages rather than waiting until after offer acceptance.

Within the same workflow, credentials such as licenses, certifications, and background checks are tracked centrally and continuously monitored for status changes. Appli Onboard issues automated alerts at 90, 60, 30, and 15 days prior to expiration, with notifications sent to employees and HR teams and updates reflected in a shared dashboard. This maintains a consistent, real-time view of compliance readiness across active and incoming staff.

In manual processes, credential tracking is often handled separately from onboarding steps, leading to fragmented records and delayed updates. By keeping this tied to the onboarding workflow, Appli Onboard reduces reliance on separate tracking systems or individual follow-up.

## **Portfolio-Level Visibility**

Once onboarding is underway across multiple hires and locations, Appli Onboard aggregates status data into centralized dashboards showing completed, pending, and delayed steps within each workflow.

This enables comparison of onboarding timelines across communities and provides visibility into where delays are occurring within the process. Variations in completion time can be traced back to specific workflow differences, documentation requirements, or external dependencies such as background check turnaround times.

Because onboarding and scheduling are connected within the same system, credential status directly informs shift eligibility. Only fully cleared staff are eligible for scheduling, while expiring credentials are flagged in advance, ensuring compliance status is reflected in operational planning.

## Time Savings and Strategic Capacity

Across these steps, Appli Onboard reduces manual coordination by connecting packet creation, document collection, and credential tracking within a single onboarding workflow.

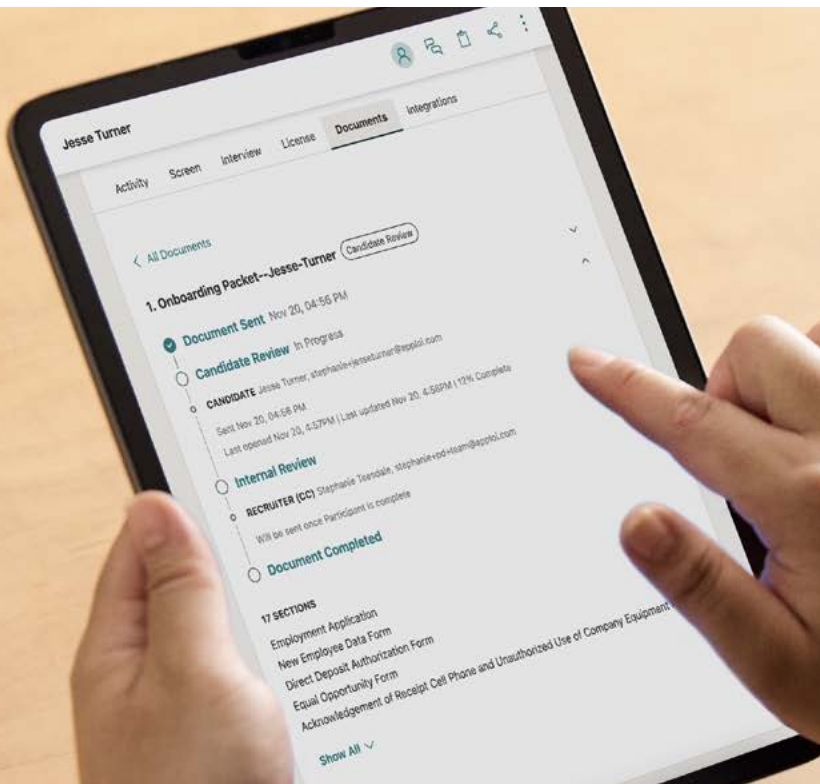
### Appli Onboard reduces fragmented administrative steps across onboarding workflows



**Result:** Less time spent reconciling status across systems and following up on incomplete information

At scale, this reduces repetition across hiring cycles and improves consistency in how onboarding is executed across locations.

Rather than functioning as a separate process, Appli Onboard integrates onboarding into a continuous workflow from offer acceptance through credential clearance and readiness for scheduling, reducing fragmentation and supporting more consistent execution across teams.





## Impact and Outcomes From Modern Hiring & Onboarding

Operational improvements in hiring and onboarding workflows translate into measurable financial and workforce outcomes when they reduce friction across the end-to-end hiring process. As organizations streamline manual coordination, accelerate credential verification, and improve visibility into candidate status, they can shorten time-to-hire, reduce vacancy duration, and limit reliance on agency staffing and overtime.

In high-pressure labor environments, these improvements are rarely isolated. Even incremental gains in speed and consistency tend to compound across roles and locations, influencing staffing stability and overall labor cost structure over time.

A PointClickCare customer operating under sustained pressure from rising recruitment costs, extended vacancies, and increased reliance on agency staffing and overtime reported:



**Aploi has been a game changer for us, not only reducing our monthly spend by \$230,000 and saving us nearly \$3 million annually on sponsorship ads, but also streamlining our hiring process and significantly reducing our over-budget labor costs by about \$15-16 million annually. The simplicity and end-user focus of their platform have been key to our success, ensuring high engagement and buy-in.<sup>3</sup>**

**— PointClickCare Customer**

## Impact of Using Applio Suite of Products<sup>3</sup>

\$ **3** million annual reduction in job advertising

\$ **15-16** million annual reduction in over-budget labor

### Vacancy Exposure and Labor Cost Accumulation

Over-budget labor costs are primarily a function of how long and how frequently roles remain unfilled. Each vacancy introduces operational pressure that must be absorbed through agency staffing, overtime, or temporary understaffing.

As these responses repeat across the workforce system, they begin to reinforce one another. Increased workload contributes to burnout and turnover, which then creates additional vacancies, further extending staffing pressure over time.

In the case of the PointClickCare customer, a reduction in time-to-hire shortened the average vacancy window, reducing reliance on these compensatory labor mechanisms.<sup>2,4</sup>

### \$15–16 Million Labor Cost Reduction from Reduced Vacancy Reliance



**Reduced agency  
staffing utilization**



**Lower overtime  
dependency**



**Decreased turnover  
driven by workload  
imbalance**



**Reduced recurrence  
of staffing vacancies**

This illustrates how improvements in hiring speed directly reduce exposure to higher-cost labor interventions.

## Infrastructure and Hiring Velocity

In constrained labor markets, organizations compete within the same candidate pool, making speed and responsiveness critical determinants of hiring success.

When hiring workflows operate with lower latency, organizations are able to engage and move candidates through the process more quickly, which improves conversion rates even when compensation levels are comparable.

### A Reinforcing Hiring Efficiency Loop



**Faster response times increase hiring velocity**



**Higher velocity reduces vacancy exposure**



**Lower vacancy exposure stabilizes workforce operations**



**Greater stability improves retention**



**Improved retention reduces hiring pressure**

In contrast, fragmented systems introduce delays at each stage of the process. These delays extend vacancy exposure, which increases staffing pressure and reinforces reliance on higher-cost labor substitutes.

## Throughput and Recruitment Efficiency

In addition to improving speed, workflow efficiency also affects applicant volume and acquisition cost. Another PointClickCare customer seeking to increase applicant flow while reducing cost per applicant reported the following outcomes with Apploi:

- **4x monthly applicants** (from 40 to 200 monthly)
- **90% decrease in cost per applicant** (from \$35–40 to approximately \$4 per applicant)



**Apploi's innovation, ease of use, and exceptional customer service are unmatched. The platform has allowed us to quadruple the number of applicants we receive while spending just a fraction of the cost. Compared to other systems I've used, Apploi is truly a pleasure and a breeze to work with.<sup>4</sup>**

**— PointClickCare Customer**



## Getting Started: Building Your Workforce Advantage

Getting started with improving hiring and onboarding performance begins with a simple shift: moving from assumptions about where delays occur to a structured view of how work actually moves through the process today.

- 1** The first step is to map the end-to-end hiring flow as it exists in practice, not as it is intended on paper. This means tracing a single candidate from job posting through application, screening, interview, offer, onboarding, and first shift, and documenting each system, handoff, and owner involved at every stage.
- 2** Once the full flow is visible, the next step is to identify where information transfer depends on manual action. These are the points where data must be re-entered, updates must be checked across systems, or progress depends on someone actively moving the process forward rather than it happening automatically.
- 3** From there, organizations should focus on timing between stages rather than only activity within stages. The most meaningful delays are often not within a step itself, but in the gaps between steps, such as time between application and review, or offer acceptance and onboarding initiation.
- 4** With this structure in view, it becomes possible to separate structural delays from operational ones. Structural delays come from disconnected systems and unclear handoffs. Operational delays come from capacity constraints or process variation within a single step. Distinguishing between the two is critical because they require different solutions.
- 5** The final step in establishing a baseline is to compare outcomes across locations or teams using the same flow. This is where differences in execution typically become visible, even when roles, markets, and candidate pools are similar. Variation in speed and consistency often reflects differences in process structure more than external conditions.

## **The Imperative For Modern Hiring & Onboarding**

The workforce challenge is expected to intensify in the coming years, with approximately 10,000 Americans reaching age 65 daily.<sup>5</sup> Infrastructure and system capability are increasingly shaping competitive outcomes. Organizations with modern platforms consistently demonstrate stronger performance, including faster response times, higher application conversion rates, shorter time-to-fill, and improved staffing stability.

These advantages reinforce one another. Faster hiring reduces vacancy duration, which lowers reliance on agency staffing and overtime. Reduced staffing pressure improves retention. Improved retention reduces future hiring demand, freeing capacity for more strategic workforce development. Over time, organizations implementing a modern workforce infrastructure like Applio Hire and Onboard consistently improve hiring velocity, workforce stability, and cost outcomes.

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to help every provider deliver exceptional care.

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