

A diverse group of stylized, cartoon-like people of various ages, ethnicities, and genders are arranged in a crowd on the left side of the image. They are wearing various colored clothing. A white diagonal line separates this group from the purple background on the right.

RecruitFirst

TALENT TRENDS & MARKET INTELLIGENCE

Insights for business growth
in the Healthcare sector



CHANGE IS HERE TO STAY

It's been 2 years since the first wave of COVID-19 hit Singapore's shores. Through lockdowns, travel restrictions, and vaccination rollouts, the country has adapted to the ever-changing situation and understood that what we once thought would come to pass is here to stay for the long run.

While COVID-19 has impacted almost every aspect of our lives, it has undeniably left an indelible mark on the healthcare industry. Coupled with Singapore's newest Healthier SG plans to cater to an ageing population, the industry has undergone and is expected to continue seeing a change in terms of hiring practices and diversification of healthcare-roles.

Having brought to the forefront the importance of healthcare workers, the pandemic has emphasized the hard work and risk that these professionals put themselves in. As the world works towards new ways to combat the virus, it has become evident that healthcare is an industry that will always be in demand.

Contrasted with other industries that were forced to come to a standstill when the pandemic struck, many people are turning towards healthcare-related jobs because of an increased passion and realisation of its importance, as well as an understanding that **the industry is not limited to just doctors and nurses, it also includes a whole host of ancillary and allied health professionals such as pharmacists, phlebotomists, therapists etc, that are as instrumental to a country's healthcare system.**



DEMAND THROUGH HEALTHIER SG

In tandem with this observation is Singapore's newly introduced Healthier SG plan, which aims to cater to the health needs of an ageing population. With the idea of focusing on preventive care and promoting better health on a community level, it also has plans for better and more infrastructure, as well as increased support for healthcare professionals. All in all, this will lead to the increase in demand for gerontology specialists as well as project planning professionals who are able to apply a variety of analytical, organisational, and design skills to put these new initiatives in place.

NEW FORMS OF HEALTHCARE

Other emerging forms of healthcare, such as telemedicine, are also becoming more prominent in Singapore, and the relevant professionals in IT infrastructure, marketing, and data analytics will be required as well. With these emerging functions, companies will benefit from staying on top of trends, applying new technologies to their work where possible to stay relevant. Companies can also consider increasing their brand awareness by providing online educational resources that shed light on various healthcare topics. These serve as a good way to inform the public about the best healthcare practices while promoting the company's various services.



A NEW STANDARD

IN SALARIES FOR TEMPS

Singapore's healthcare industry was quick to respond to changes in the DORSCON level and started making use of recruitment companies to begin hiring en masse early. An interesting point to note is the way **the healthcare industry has influenced the increase in pay rates for temporary jobs.**

During the height of the pandemic, when Safe Entry check-ins were compulsory and temperature screeners in high demand, the average salaries for hourly-rated roles rose to \$15/hour, due to the perceived risk that they carried. This caused employers in other industries to consider raising their hourly rates, just so that they could keep their salaries competitive. Some companies responded with a 50% increase in salaries offered, while those who decided to stick to the pre-COVID standards found themselves having to settle with choosing from a shrinking pool of candidates. Despite the decrease in COVID-related temporary jobs, candidates will continue to expect raised rates from all employers across the board.





CONSIDER THESE WHEN HIRING

1. FAST-PACED VISUALS MEDIUMS

Platforms such as Instagram, Tik Tok and Telegram have become the new job portals. Talents are drawn to roles that are marketed to them, much like how a consumer brand markets their products. The eye-catching visuals coupled with short, to-the-point messaging is aligned with how today's generation prefers to consume information.

2. 360-DEGREE EXPERIENCE

For fresh graduates or those early in their career, consider packaging a role as a 360-degree Management Trainee Program if the environment allows for it. A role that provides a holistic space to contribute and learn could potentially attract promising talents who are looking for more than just a run-of-the-mill job.

There has also been an increase in group, scenario-based, or 'activity day' interviews, which help companies understand a candidate's thought processes and teamwork abilities more thoroughly.

3. TRANSFERRABLE SKILLSETS

While it is common for companies to prioritise hard skills as a requirement for hiring, it might be better to place the emphasis on transferrable skillsets instead. Work towards devoting time and resources to building technical skillsets from the ground up after an employee has joined the company. This ensures that incumbents have the right attitude and mindset to learn and grow, and might increase company loyalty as well once they see that their career growth is being taken care of.

CAREER CONSIDERATIONS

OF HEALTHCARE PROFESSIONALS



Competitive remuneration and benefits package that includes family care leave, COVID-19 Healthcare Award special bonuses



Commemoration of special appreciation days, such as Nurses Day



Additional perks and benefits such as gyms and childcare services on premise



Location of work



Remote work arrangements and flexible working hours



WORK WITH A RECRUITER

Despite recent challenges, it is hard to deny that the job market is shifting to become one where job seekers now have a wealth of information and choices at their fingertips. Companies need to ensure that they stand out from competitors so as to attract the best talent.

A disciplined hiring process, as well as constant contact with other thought leaders, headhunters and prominent figures in the Human Resource field will help you stay abreast of trends in your industry. The past few years have taught us to embrace change, and we must continue to do so in order to build a team of highly skilled professionals who can work together to achieve organisational goals.

SALARY GUIDE

JOB TITLE	EDUCATION QUALIFICATION REQUIREMENTS	YEARS OF INDUSTRY EXPERIENCE	SALARY (SGD)
Healthcare Assistant/Porters	PSLE	1-2 years	\$1,300 - \$1,800
Senior/Patient Service Associate	GCE N/O-Level to Diploma	1-2 years	\$1,600 - \$2,400
General Administrative Roles (Corporate, Operational – Admin & Ancillary)	GCE N/O-Level to Diploma	1-3 years	\$1,600 - \$2,400
Senior Level General Administrative Roles (Corporate, Operational – Admin & Ancillary)	GCE N/O-Level to Diploma	4 years and above	\$2,400 - \$3,500
Executive (Corporate, Admin & Ancillary Vacancies)	Degree	1-5 years	\$3,000 - \$4,500
Senior Executive (Corporate, Admin & Ancillary Vacancies)	Degree	5 years and above	\$4,000 - \$5,000

SALARY GUIDE

JOB TITLE	EDUCATION QUALIFICATION REQUIREMENTS	YEARS OF INDUSTRY EXPERIENCE	SALARY (SGD)
Assistant Manager (Corporate, Admin & Ancillary Vacancies)	Degree	5 years and above	\$5,000 - \$5,500
Social Work Assistant	GCE A-Level, NITEC/Higher NITEC/Diploma	1-2 years	\$1,700 - \$2,500
Medical Social Worker	Degree	1-2 years	\$3,300 - \$4,200
Therapy Assistant	NITEC/Higher NITEC/Diploma	1-2 years	\$2,000 - \$2,400
Pharmacy Assistant/Technician	Diploma	1-2 years	\$2,200 - \$2,400
Pharmacists, Medical Lab Technologists	Degree	1-2 years	\$3,300 - \$4,200

MEET OUR TEAM



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SCAN TO SAVE JANET'S
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