

MedMatch Leadership Hiring Toolkit

How Long-Term Care & Retirement Leaders Can Attract, Evaluate, and Retain Top Healthcare Talent

PRESENTED BY MEDMATCH RECRUITMENT

CANADA'S HEALTHCARE LEADERSHIP SPECIALISTS



MedMatch

The Healthcare Leadership Crisis

Canada's long-term care and senior living sector faces an unprecedented leadership shortage. An aging executive workforce, accelerating retirements, and surging demand for care services are converging — creating a critical gap at the very moment strong leadership matters most.

1 in 3

Leaders Retiring

Senior healthcare leaders expected to retire by 2030

43%

Turnover Rate

Average annual leadership turnover in long-term care

\$500K+

Cost Impact

Estimated cost of a single failed senior leadership hire



What's Driving the Gap?

→ Aging Workforce

Over 40% of current executives are within 10 years of retirement age

→ Rising Demand

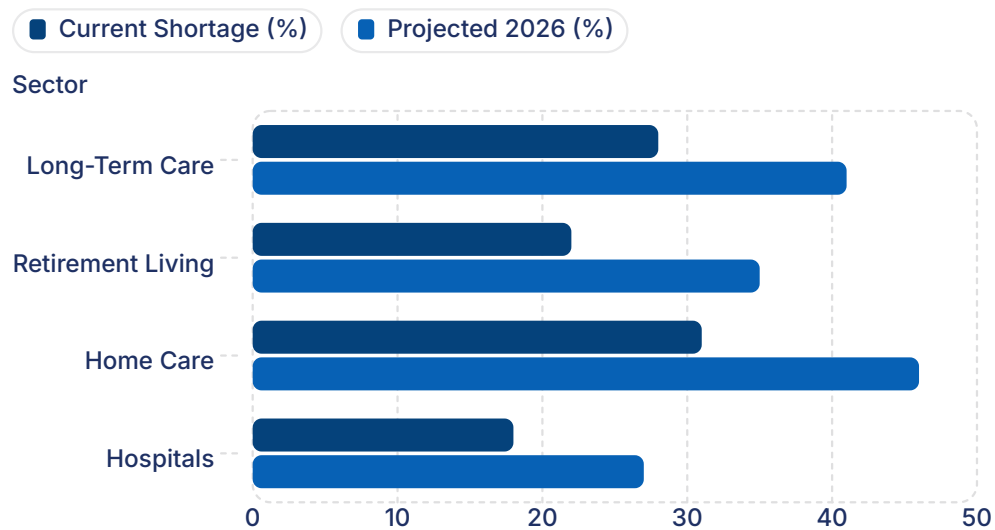
Canada's 65+ population will double by 2036, intensifying the need for experienced operators

→ Thin Pipeline

Fewer mid-level leaders are being developed to step into executive roles

Workforce Trends in Senior Care (2026–2027)

The forces reshaping healthcare leadership are not temporary. Burnout, heightened competition for experienced talent, and the ongoing retirement wave are redefining how organizations must approach hiring.



Key Trends to Watch

Leadership Retirement Wave

Sector-wide succession gaps accelerating through 2027

Burnout & Turnover

Post-pandemic fatigue continues to drive unexpected departures

Talent Competition

Private equity-backed operators and health systems competing for same leaders

Operator Demand

Boards demanding seasoned leaders who can deliver quality and financial results

The True Cost of a Bad Hire

A failed leadership hire in healthcare is far more than a financial setback — it disrupts resident care, destabilizes teams, and erodes organizational culture. The full cost is often underestimated until it's too late.



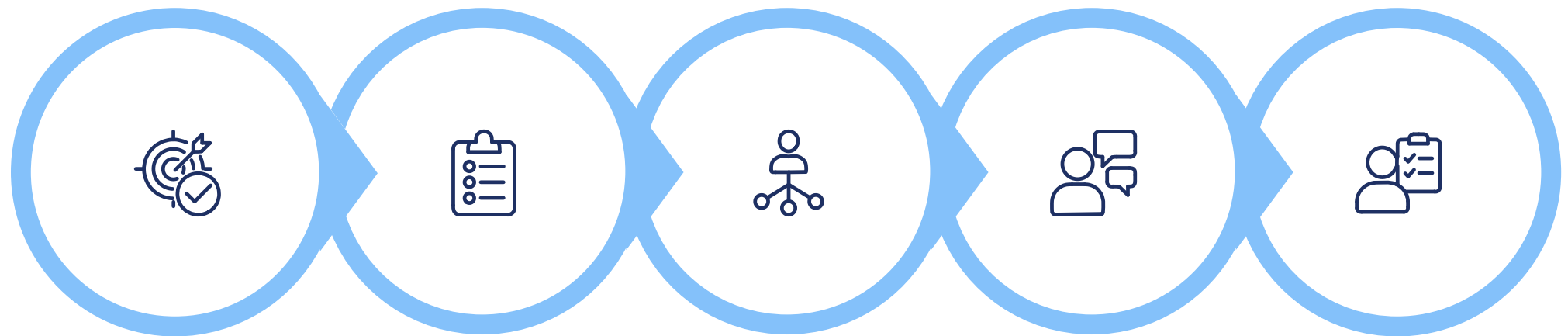
⚠️ The Hidden Multiplier Effect

When a senior leader fails, direct costs are only the beginning. Staff morale drops, care quality suffers, and the resulting turnover creates a ripple effect that can cost **2–3× the original hire's annual salary**.

Cost Category	Estimated Range
Recruitment costs	\$25,000–\$45,000
Onboarding & ramp-up	\$15,000–\$30,000
Lost productivity	\$60,000–\$100,000
Staff turnover impact	\$80,000–\$150,000
Operational disruption	\$40,000–\$75,000

The Strategic Hiring Process

A structured, deliberate approach to leadership hiring reduces risk, shortens time-to-productivity, and dramatically improves retention. Here is the eight-stage process MedMatch uses with Canada's top healthcare organizations.



Define Needs

Build Profile

Source Candidates

Structured Interviews

Evaluate Skills

Define Needs

Align leadership expectations with board, HR, and operational realities before sourcing begins

Source Passively

The best candidates are rarely actively looking – they must be identified and approached strategically

Evaluate Rigorously

Structured interviews and competency scoring remove bias and surface true leadership capability

Onboard Intentionally

A 90-day onboarding plan is the single strongest predictor of first-year leader success

Leadership Interview Questions That Surface Real Capability

Generic interviews fail to reveal how a leader will perform under pressure. Use these structured, behavioural questions across five critical domains.



Clinical Leadership

"Describe a time you identified a systemic quality gap and drove measurable improvement in resident outcomes."



Team Leadership

"Tell me about a situation where you had to rebuild a demoralized team. What was your approach and what changed?"



Operational Management

"Walk me through how you managed a significant budget shortfall without compromising care standards."



Crisis Management

"Describe the most complex crisis you've navigated in a care setting. What did you learn about your leadership style?"



Resident & Family Engagement

"How have you built trust with families during a period of significant operational change or adverse events?"



What a Great Response Looks Like

Strong candidates provide specific examples with measurable outcomes, demonstrate self-awareness, and articulate what they would do differently. Vague, general answers are a red flag at the leadership level.

Leadership Competency Scorecard

Use this evaluation framework to score candidates consistently across your hiring panel. Scoring removes subjectivity and creates a defensible, equitable hiring process.

Competency	Score (1-5)	Notes
Clinical Knowledge & Acumen	_ / 5	
Leadership Style & Presence	_ / 5	
Operational Experience	_ / 5	
Team Culture Fit	_ / 5	
Strategic Thinking	_ / 5	
Communication Skills	_ / 5	
Crisis & Change Management	_ / 5	
Resident & Family Focus	_ / 5	
Total Score	_ / 40	

Scoring Guide

5 – Exceptional


Exceeds all expectations; multiple strong examples with measurable impact

3-4 – Proficient

Meets expectations; solid evidence of capability with room to grow

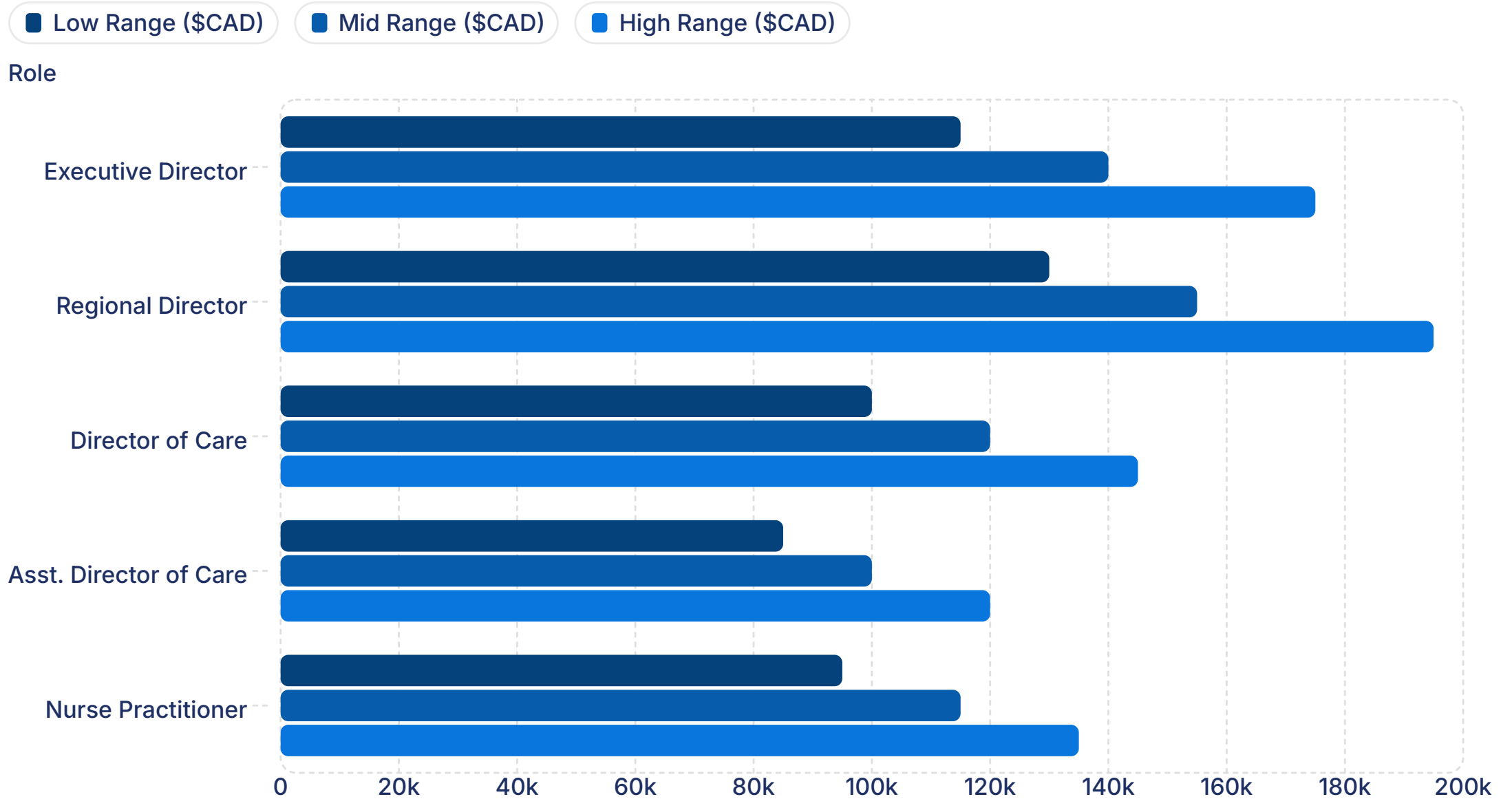
1-2 – Developing

Limited evidence; potential concerns that require deeper exploration

 **Recommended threshold:** Candidates scoring below 28/40 should not advance to final panel interviews without further assessment.

Salary Benchmarks for Healthcare Leadership in Canada

Competitive compensation is foundational to attracting and retaining exceptional leaders. These ranges reflect 2024–2025 Canadian market data across major provinces.



📌 **Market Intelligence:** Organizations offering below mid-range compensation are experiencing 30–40% longer time-to-fill on leadership roles. Total compensation — including benefits, flexibility, and development support — is increasingly the deciding factor for passive candidates.

Retention Strategies for Healthcare Leaders

Hiring exceptional leaders is only half the equation. Keeping them engaged, supported, and growing is where organizations win — or lose — the talent advantage.



Leadership Support

Regular check-ins with boards and senior leadership, access to executive coaching, and psychological safety to lead with confidence



Competitive Compensation

Market-aligned salaries, performance-based incentives, and total compensation packages that reflect the complexity of the role



Work-Life Balance

Flexible scheduling, adequate vacation, and workload sustainability — particularly critical in post-pandemic healthcare environments



Career Development

Clear advancement pathways, education funding, mentorship programs, and succession planning that signals long-term investment in the individual

The Future of Healthcare Leadership & Your Hiring Checklist

The Road Ahead (2025–2030)

About MedMatch Recruitment

MedMatch Recruitment is a Canadian healthcare recruitment firm specializing in leadership and clinical hiring across Long-Term Care, Retirement Living, Home Care, and Healthcare Organizations. We partner with organizations to identify and place exceptional healthcare leaders.

Book a Consultation

Ready to hire your next exceptional leader? Let's build your strategy together.

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Leadership Hiring Checklist



Define the Role Clearly

Scope, reporting structure, and success metrics documented before sourcing



Align Leadership Expectations

Board, HR, and operations aligned on the profile before interviews begin



Use Structured Interviews

All candidates evaluated against the same behavioural questions



Conduct Leadership References

Minimum two professional references, including direct supervisors



Assess Culture Fit

Panel includes at least one culture-focused conversation beyond skills



Plan the Onboarding Strategy

90-day onboarding plan prepared and shared before the leader's first day

→ Pipeline Development is Urgent

Organizations must invest in growing internal leaders now — the external market will not supply the volume required

→ Strategic Leaders in Demand

Boards require executives who can navigate regulation, technology, and quality simultaneously

→ Virtual & Tech-Enabled Leadership

Leaders with digital health fluency and virtual care experience will command significant premiums