Illinois Health and Hospital Association

Date: September 08, 2026 Time: 11:00 AM

Webinar: 11 a.m.-12 p.m.

This program is complimentary for IHA members.

Maintaining a strong human connection with prospective and current clinicians remains essential as healthcare organizations increasingly adopt digital tools to streamline processes and improve efficiency. Thoughtfully integrating technology without losing the personal touch can drive trust, satisfaction, and long-term workforce partnerships. This webinar will examine emerging innovations, best practices for blending technology with relational engagement, and strategies that ensure people remain at the heart of every interaction.

- Understand how technology can enhance (but not replace) the human experience within healthcare workforce solutions.
- Explore best practices for balancing automation with personalized communication throughout the recruitment and clinician support journey.
- Identify strategies for leveraging tech-enabled insights while preserving empathy, trust, and meaningful connections across care teams and workforce partnerships.

This program is designed for hospital and health system leaders responsible for workforce strategy, recruitment, retention, clinician engagement, staffing operations, and technology-enabled workforce solutions including:

- Human resources executives
- Nursing leaders
- Clinical operations leaders

Kerry Sirkka

Chief Recruitment Officer, Medical Solutions

Kerry Sirkka leads recruitment strategies to drive growth in travel nursing and healthcare staffing nationwide. With over 20 years of experience in the industry, she has held senior leadership roles at IntelyCare and AMN Healthcare, contributing to significant advancements in healthcare staffing and technology.