THE MOST COST-EFFECTIVE HEALTHCARE RECRUITMENT SOLUTION IN THE COUNTRY
The Healthcare Recruitment Need

The healthcare industry is facing significant talent shortages — an estimated **1.2 million** staffing gap for nurses by 2022 and **94,700** staffing gap for physicians by 2025.*

- **55%** of the time, hospitals throughout the country can’t find enough quality candidates.
- **26%** of physicians plan on leaving their present healthcare organization within the next two years.
- **23%** of nurses plan on leaving their present healthcare organization within the next two years.

In five years, these numbers nearly triple!

The healthcare industry needs a **cost-effective recruitment solution** that targets quality healthcare professionals and helps combat workforce shortages and turnover issues.
Current Methods Are Tedious and Ineffective

Employers are forced to utilize too many different resources that are neither niche, cost-effective or efficient. ATS systems and internal HR departments are bogged down with non-quality applications while time is wasted on managing multiple platforms and hundreds of resumes that aren’t a fit.
HospitalCareers uses a comprehensive, niche marketing strategy to target quality candidates.

Marketing Avenues for Quality Candidates

- Targeted Search Engine Visibility
- Google For Jobs Integration
- Programmatic Job Distribution
- 33 Hospital Association Partners
- Hospital Association Websites
- Multiple State-Wide Recruitment Websites
- New Graduates at Colleges & Universities

80% of job seekers begin their job search on a search engine.
Hard-To-Fill Jobs are Distributed Across Hundreds of Online Resources

33 Hospital Association Partners in Our Network
Streamline the Job Posting & Application Process

1. Job Scraping which directs candidates into your application tracking system or application process.
2. HR professionals don’t have to manage multiple platforms or manually post job openings.
3. Employers capture the candidate’s information, resumes, and applications via their own systems.
4. Employer Dashboards provide ROI by keeping track of jobs, views and apply clicks driven into your ATS.

Interactive & Branded Profile Pages
Affordable Pricing Cuts Down the Cost Per Hire

A cost-effective annual fee provides unlimited job postings, candidates, applications, and hires.

We reduce healthcare recruiting costs-per-hire over 60%.

**Pricing**

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**Average Cost Per Hire:** $4,129

* Society for Human Resource Management (SHRM)
A Healthcare Platform With Proven Results

Gender
- 31% Male
- 69% Female

Work Experience
- >5 Years: 29%
- 10+ Years: 47%

Age
- 18-24: 28%
- 25-34: 24%
- 35+: 48%

Average Job Stats Per Employer
- 32,000 Job Views Annually
- 1,700 Apply Clicks Annually
- 500 Jobs Listed Annually

- 207,000+ Registered Users
- 27,000+ Job Openings
- 4,200+ Healthcare Organizations
- 255,000+ Page Views per Month
- 90,000+ Visitors per Month
- 22,000+ Newsletter Subscribers

Over 4,200+ hospitals, clinics and systems trust HospitalCareers to manage their recruitment
Community Health Network
Scott Sendelweck, HR Digital Marketing Manager

HospitalCareers has been a great partner in the search for talented healthcare professionals. The toolset is easy to use and the results have been great! In less than a year, we have obtained 120,000 job views and over 4,000 apply clicks. The analytics show that we are reaching the correct target audience and attracting the best talent to our healthcare network.

University of Kentucky
Emily Curtsinger, HR Employment Manager

We began posting jobs on HospitalCareers.com two years ago and it has proven to be an effective recruitment platform for UK HealthCare. We have had multiple hires who reported finding their job opportunity on HospitalCareers and we have received hundreds of qualified applicants thanks to this resource. Healthcare is such a competitive market that finding a job board which produces qualified applicants and hires is extremely valuable.

MaineHealth
Jamie Galanif
Marketing Partner, Talent Acquisition

• **FY18 Overall Referrals to our Careers Site: 937**
  Conversion Rate: 38.53%

• **FY19 Overall Referrals to our Careers Site: 745**
  Conversion Rate: 55.57%
  Total Applications YTD: 636
  Total Hires YTD: 36

We continue to see a steady climb in the referral traffic from HospitalCareers to our website. The total # of applicants also continues to increase with a peak # in the month of February this year at 132 applicants citing HospitalCareers as their source for hearing about the position they applied for. Since October 1, 2018 we have hired 36 employees who stated on their applications that they heard about the opening through HospitalCareers. We look forward to continuing our partnership with your team!
What Employers Are Saying

Virginia Hospital Center
Laura Van Syckle, Director of Recruitment

Since 2014, there has been a steady increase in the total applicants through our applicant tracking system from VAHospitalCareers.com / HospitalCareers.com. We have had great success with hiring experienced RN’s in a variety of specialties including: NICU, PACU, & Cardiac Telemetry. We have also had great hires for pharmacists, IT support, Nursing support, and Clinical Nurse Educators. One position that was extremely hard to fill was our Clinical Nurse Educator for Oncology and it was our relationship with HospitalCareers that got us the qualified RN for this position.

• For 2016 we had 1,771 applicants resulting in 142 hires
• For 2017 we had 1,652 applicants resulting in 155 hires

Valir Health
Bill Turner, Vice President - Human Resources

90% of the candidates applying through HospitalCareers.com possess the requisite licensure and experience required for the position posted. We experience a very high percentage of candidates that do not possess the requisite licensure and experience when applying through other job boards.

• The automated nightly scrub process insures our job postings are current without manual updating and intervention, no worries about maintaining multiple job postings to multiple job boards.

• The value for a one year subscription for unlimited job postings is unparalleled. The features offered on this network would normally cost 10 times the amount of the annual subscription fee through another job board or recruitment web site.

INTEGRIS
Loree McMahan, Recruiting Manager

INTEGRIS has found HospitalCareers.com beneficial for exposure in recruiting. We feel that serious healthcare professionals look to entities such as Oklahoma Hospital Association for specific positions to find employers engaged with the learning component and involvement on a local and national level. HospitalCareers scrapes our job board for all jobs which makes it easy to work with them.
THANK YOU!
HospitalCareers is the healthcare industry’s leading career destination site, connecting healthcare candidates and hospitals to find their perfect match!

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