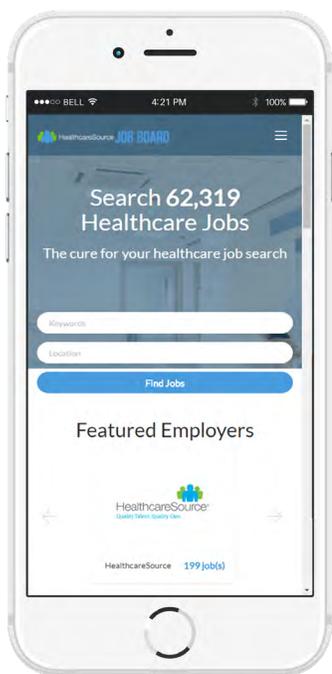


As competition for talent in the healthcare industry continues to expand, you need a way to reach qualified talent and advocate why they should want to work for you.

An organization's brand is a critical factor in talent attraction; the perception candidates have will entice or deter them from learning more or even applying.

HealthcareSource Job BoardSM enables you to advertise your open positions to a community of qualified healthcare professionals. Expanding your visibility among candidates will strengthen your brand and increase your attractiveness to potential applicants.



HealthcareSource Job Board

Challenges in Healthcare Recruiting

When it comes to staffing a healthcare organization, finding the necessary qualified volume of candidates to fill open positions is increasingly challenging. Too often, recruiters post their requisitions to their career site and a traditional generalist job board (one that covers all industries), and then pray the “right” candidates will find them and apply. Yet, **34% of open positions go unfilled for an average of 134 days**, and these roles are often critical to clinical and non-clinical operations². With future projections estimating significant nursing and physician shortages, HR professionals need to shift from a reactive approach to a proactive recruitment strategy.

The critical first step in a proactive recruitment strategy is to determine how to spread the word about your staffing vacancies. Deciding whether to post jobs on a generalist or a niche (industry-specific) job board is an important choice, as the quality of the applications you'll receive will have lasting impacts on your organization.

Generalist job boards undoubtedly see more candidate traffic than their niche counterparts. However, the applications you'll receive from those boards may not be as targeted as you need. Valuable time and resources can be spent reviewing applications for candidates who don't meet your positions' criteria. And the number of applications for candidates who do meet your criteria may be limited as candidates become overwhelmed and discouraged from sifting through thousands of job ads. All the while, your critical roles will remain vacant. To continue to provide a high-quality patient experience, you may need to pay overtime and agency fees to fully staff your organization.

Increase Your Prominence Within the Healthcare Talent Landscape

HealthcareSource Job Board is a niche, healthcare-only job board that enables you to post your open positions and demonstrate your employer brand to targeted, qualified candidates. Most job boards utilize a keyword search that relies on Boolean logic, which often omits relevant jobs and overwhelms candidates with irrelevant job listings. **HealthcareSource Job Board features Google's Cloud Job Discovery**, providing candidates access to Google's advanced search and machine learning capabilities designed to better understand both job content and candidates' intent. When candidates can access more relevant, targeted opportunities that meet their specific criteria, you will be able to increase apply rates and accelerate candidate conversion.

HealthcareSource Job Board also incorporates a Job Alerts feature to send candidates email alerts when positions become available that align with their career goals. Based on category, type, or location, job posting classifications are a simple, yet impactful way of enabling candidates to more easily find you in the very crowded marketplace. All job postings on HealthcareSource Job Board are also eligible to appear in Google's tiled job search results, above any natural search listings. This provides candidates an additional opportunity to discover your postings and apply.



Solutions to Help You

Addressing your healthcare recruiting challenges requires a solution based on industry expertise and an eye toward the future. HealthcareSource combines leading software with world-class recruiter training and advisory services. Our talent acquisition solution capabilities include:

- Automated sourcing and candidate relationship management
- Applicant tracking with mobile apply
- Seamless posting to HealthcareSource Job Board
- Scientifically validated behavioral assessments
- Automated reference checking
- Recruitment advisory services to develop lean recruitment strategies

HealthcareSource
Quality Talent SuiteSM

Together, our software and services can help your recruitment team perform at an elite level.

- HealthcareSource Position ManagerSM
- HealthcareSource Senior Living • Post-AcuteSM
- HealthcareSource Recruitment MarketingSM
- Lean Human Capital RecruitXSM
- The Recruiter AcademySM
- HealthcareSource Staff AssessmentSM
- HealthcareSource Leadership AssessmentSM

Help Top-Tier Talent to Find You

With multiple job posting and employer branding product options, you can separate your organization from the masses, showcase your culture and employee values, and let candidates imagine their lives as contributing members of your team.

Job Posting Products

- **Standard Job Posting** — Job postings often provide candidates a first impression of your organization. The messages you convey in these posts can persuade or deter talent from applying. Entice candidates to pay attention to your organization by providing them information that is specific to their interests and needs. Standard job postings appear in the job search results for 30 days. However, for HealthcareSource Position Manager[®] and HealthcareSource Senior Living & Post-AcuteSM clients, all active jobs will automatically broadcast and stay on HealthcareSource Job Board as standard job postings — at no additional cost — until they are filled.
- **Branded Job Posting** — (*Standard plus...*) Add your logo to your job posting to provide candidates a first glimpse into your organization's image. The colors, fonts, symbols, and/or pictures represented in your logo each portray a piece of your brand identity and will help candidates recognize who you are and what you're all about.
- **Sponsored Job Posting** — (*Branded Job Postings plus...*) Job postings located near the top of candidates' search results will inevitably get more hits, so why not give your post a boost? Sponsored job postings are always at the top of relevant search results and are visually emphasized for additional appeal.
- **Featured Job Posting** — (*Sponsored plus...*) To recruit top talent, you must consistently remind your target candidates that you're looking for them. Featured job postings are placed on the home page of HealthcareSource Job Board for maximum exposure. Keeping your postings "in sight" will keep your organization "top of mind" for both active and passive candidates.

Employer Branding Products

- **Company Profile** — Strong candidates research potential employer organizations throughout their candidate journey. To ensure your target candidates want to learn more and eventually apply, you need to provide information on your organization that is interesting and pertinent to their specific interests and needs. For example, 49% of candidates believe company values are the most valuable marketing content, an increase of 15% from 2016³. As such, using a company profile to communicate your organization's mission, vision, and values is a great way for candidates to assess their potential fit within your organization.
- **Featured Employer** — (*Company Profile plus...*) The candidate journey begins with awareness. Ensuring your organization is easily discoverable will help candidates become familiar with your organization and eventually lead to brand recognition and recall. Candidates who have familiarity with an organization will inevitably be more curious about employment opportunities than those with which they have little or no familiarity. Get closer to candidates and stand out from your competition by featuring your organization in the Featured Employer rotation on the home page of HealthcareSource Job Board.

