

2017 Healthcare Job Search INSIGHTS REPORT

A Comprehensive Report
Exploring The Journey of a Healthcare Job Seeker



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Background

HealthCareerCenter.com conducted an online survey of both clinical and non-clinical health care professionals to gain insight into the job search process. The survey included questions about the health care job seeker journey: how they search for jobs, their needs during the process, the benefits they seek when evaluating employers and more.

The survey was fielded from October 20, 2016 – November 21, 2016 and drew responses from a total of 884 health care professionals.

Setting the stage: Who participated?

Top disciplines represented

- 29% Nursing & Nursing Support
- 17% Operations, Risk Management, Executive
- 15% Administrative/clerical
- 9% Allied health
- 5% Mental health/social services
- 4% Information technology
- 21% Other

“Other” includes academic/research, advanced practice nurses/physician assistants, hospitality/facility/environmental support, pharmacy, and more.

Participants have a high level of experience and education

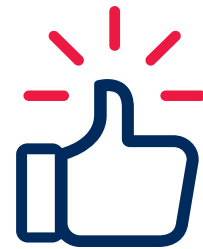
Experience in discipline

- 20+ years – 36%
- 10-19 years – 23%
- 6-9 years – 15%
- 3-5 years – 15%
- 0-2 years – 11%

Education

- MD or Ph.D – 5%
- Master’s degree – 28%
- Bachelor’s degree – 26%
- Associate’s degree – 18%
- Other – 33%

“Other” includes some graduate coursework, technical/vocational school, some undergraduate coursework, high school diploma, some high school.



Candidates are out there...

Although 76% of respondents are employed, 43% are seeking new employment or looking for advancement.



HR INSIGHT:

Integrated recruitment advertising activities is essential for finding the right candidate.

While recruitment advertising tends to focus on online job boards, your company website, and social media, look into career fairs, search engine marketing, and other recruitment outreach efforts.

Incentivize your employees with referral programs and provide them with ways to help promote your open positions through social media.



HR INSIGHT:

Understanding why candidates seek new employment is a great tool for retention within your organization. With the top three responses revolving around company culture and compensation, be sure you are analyzing and updating these factors to improve employee retention.

The journey begins: Where are health care job seekers looking?

RESOURCES: While online tools are widely used during a job search, in-person tactics ranked high as well

The top 5 resources used when conducting a job search

- **78%** use online job boards (19% of those niche)
- **64%** referrals from friends/colleagues
- **57%** use company websites
- **36%** professional networks (online & offline)
- **22%** Social media/social networks

Understand why a candidate is seeking employment.

The top 5 reasons that prompt a new job search

- **52%** Compensation
- **51%** Work Environment
- **47%** Lack of advancement opportunities
- **44%** Unemployment
- **41%** See what opportunities are available

Millennials also cited flexible hours (**51%**) as a reason to seek new employment.



Social media: LinkedIn

In previous surveys, when asked what social media channel is most effective for online job searches, LinkedIn always represents the top response. This year we inquired about how job seekers utilize LinkedIn.



- **38%** Search for job openings through LinkedIn
- **33%** Connect with individuals from desired organizations
- **25%** Apply for jobs through LinkedIn
- **23%** Build your personal and social brand through LinkedIn

Understand how a candidate found employment.

The top 3 methods used to find their most current or recent job include both online and personal tactics:

- Online job board – **30%**
- Referral from a friend, colleague or family – **28%**
- Company career website – **17%**

In order of importance (most to least) other methods include: I was approached by the organization, recruiter, temporary agency, social media/social network, and job/career fair (virtual or in-person).

NETWORKING: Maintaining relationships with former colleagues is key

Health care job seekers network in a variety of ways, they claim the most effective methods are:

- Keeping in touch with former colleagues – **24%**
- Engaging with recruiters – **17%**
- Membership in professional societies and associations – **17%**
- Networking through social media – **14%**

Other methods used include: attending conferences/seminars, message boards or industry forums, and job/career fairs.



Millennials find membership in professional societies and associations less effective than the average healthcare job seekers (**12%**).

Those with **20+** years of experience noted that attending conferences/seminars (**17%**) was an effective method for networking.



HR INSIGHT: Resume databases and online job boards, like HealthCareerCenter.com, can help you reach the jobseekers you are looking for. Not only are job seekers using job boards to conduct a job search, they are successful in finding the jobs they eventually land using these tactics as well.

This couldn't be truer for millennials as **41%** used an online job board to find their job.



A look at the numbers.

How many jobs are candidates applying for?

- 0 – 3 jobs – **36%**
- 4 – 7 jobs – **31%**
- More than 12 jobs – **23%**
- 8 – 12 jobs – **11%**



Those with **20+** years of experience trended similarly to the average.

While millennial respondents saw a different breakdown here with most applying to **12+ jobs (30%)**, then **4 – 7 jobs (29%)**, **8 – 12 jobs (21%)** and **0 – 3 jobs (20%)**.





HR INSIGHT:
Competition is fierce for the right candidates – what can your organization offer that is unique from competitors? How can your organization make the application and interview process as seamless and enjoyable for the candidate as possible to avoid losing them to the competition?



HR INSIGHT:
The more information, the better! In a succinct way, provide as much information as you can about your organization, the specific role you're seeking to fill, opportunities for advancement in that role, and how the organization and teams are structured. The employer "brand" your organization conveys is important to jobseekers. Share your organization's culture, career path, structure, training and more!



HR INSIGHT:
With qualifications being the #1 challenge for job seekers, be clear and concise on the necessary qualifications for each job.

How many jobs are candidates seriously considering?

- 2 – 3 organizations – **54%**
- 0 – 1 organization – **18%**
- 4-5 organizations – **15%**
- 6 or more organizations – **14%**

The journey continues: What do health care job seekers need during their search?

INFORMATION candidates want: All about the employer

Throughout the job search process, candidates absorb hordes of information to help guide them through their job search journey. Information from employers they find most vital is...

- Specific information on the roles within the organization – **69%**
- Company reviews from current or former employees – **57%**
- Information about organization's leadership and team – **46%**
- Information about general health care careers – **39%**
- Tips on preparing for an interview – **35%**

Job search challenges: Am I qualified?

Finding a new job can be a daunting journey. Here's what job seekers found most challenging...

- Finding a job for which I am qualified – **37%**
- Internet searches to find open positions - **30%**
- Learning how to leverage social media to further my career - **26%**
- Updating my resume or CV - **26%**
- Preparing for an interview – **24%**
- Understanding my options for career advancement – **24%**



Millennial respondents answered this question differently – finding a job for which I am qualified (**51%**), preparing for an interview (**44%**), and understanding my options for career advancement (**32%**) were tasks they found most challenging.

And those with 20+ year experience noted completing the application on the employer's career site as the most daunting task (**41%**).



Ease of Application

Be sure to continually review your application process. Where could potential candidates find difficulties, what you can do to make the process easier for them?

Job Seekers mainly utilize a computer or desktop when accessing job search information.

- Computer or Laptop – **77%**
- Mobile device – **17%**
- Tablet – **6%**



Millennials err toward mobile (**23%**) compared to the average healthcare job seeker, yet a majority prefer a computer or laptop (**70%**).



38% of survey respondents are likely to not apply for job because of a difficult application process.

Contact methods: Email me, please!

Healthcare job seekers prefer communication via email above all else. Other preferred ways to connect:

- Email – **63%**
- Phone call/voicemail – **28%**
- Text Message – **6%**



The communication preferences for Millennials was Email (**60%**), Phone call/voicemail (**37%**), Text Message (**1.7%**)

The end of the journey: deciding factors for health care job seekers

Beyond compensation and benefits – what do candidates want?

Job candidates evaluate a number of factors when weighing their options with potential employers. Consistently through the years of our survey, compensation and benefits were the most common responses. This year we wanted to examine what is important beyond those items, they are...

- Flexible hours/scheduling – **60%**
- Clear long-term growth opportunities – **58%**
- Training and development programs – **45%**
- Cultural fit – **37%**
- Perception of the hiring manager and/or team – **33%**
- Employee turnover – **27%**





Millennials valued these factors in a very similar manner except even more of this generation emphasized flexible hours/scheduling (69%) and clear long-term growth opportunities (66%).



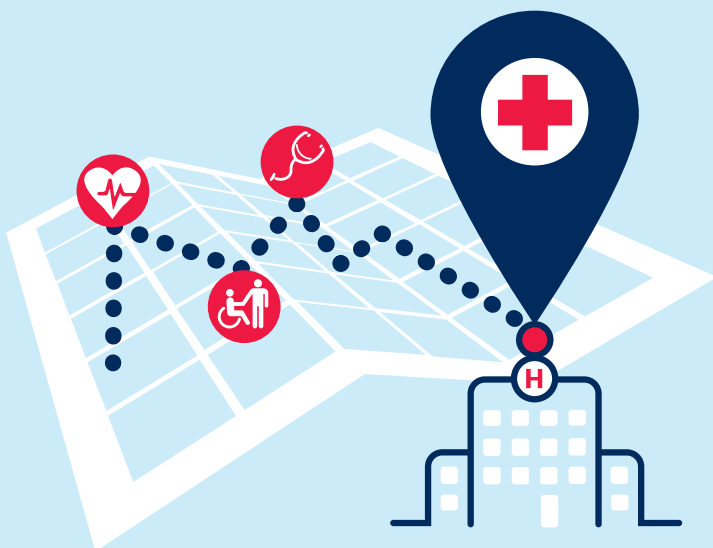
HR INSIGHT:

Compensation and benefits will always be a candidate's top priority when evaluating a job offer, but keep in mind that job seekers want to envision growth and a future with your organization as well.

Overall, jobseekers are optimistic about finding a new job in healthcare in 2017.

When asked, jobseekers conveyed strong optimism in finding a new job this year.

- Very optimistic – **30%**
- Somewhat optimistic – **29%**
- Neutral – **30%**
- Not very optimistic – **7%**
- No optimistic at all – **5%**



Health Career Center is brought to you by the American Hospital Association to connect healthcare employers and top talent in all disciplines through its online job board network. GOT 3 MINUTES? WATCH OUR VIDEO at www.healthcareercenter.com/reachtalent to see how we work.



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About HealthCareerCenter.com

HealthCareerCenter.com is brought to you by the American Hospital Association to connect health care employers and top talent in all disciplines through its online job board network.

Employers: Broaden your job posting reach through a gateway to 3 million members of more than 330 prestigious health care professional associations and societies.

Health care professionals: Access thousands of job opportunities from high-quality employers and benefit from career development tools and resources.

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Suggestions?

Do you have a request about what type of information you'd like to see in next year's report? Email us at careercenter@aha.org.

