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2015 Healthcare Job Search Insights Report

A comprehensive report exploring the healthcare job seeker journey, brought to you by the Health Career Center



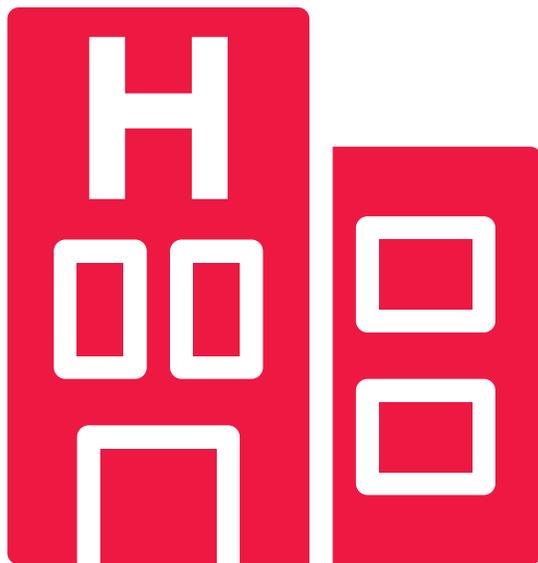
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Background:

Our annual snapshot of healthcare job seeker behaviors and preferences



Health Career Center conducted an online survey of both clinical and non-clinical healthcare professionals. The survey included questions about the healthcare 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 November 25, 2014 through December 4, 2014. It was promoted to job seekers registered with the Health Career Center. A total of 362 healthcare professionals completed the survey.

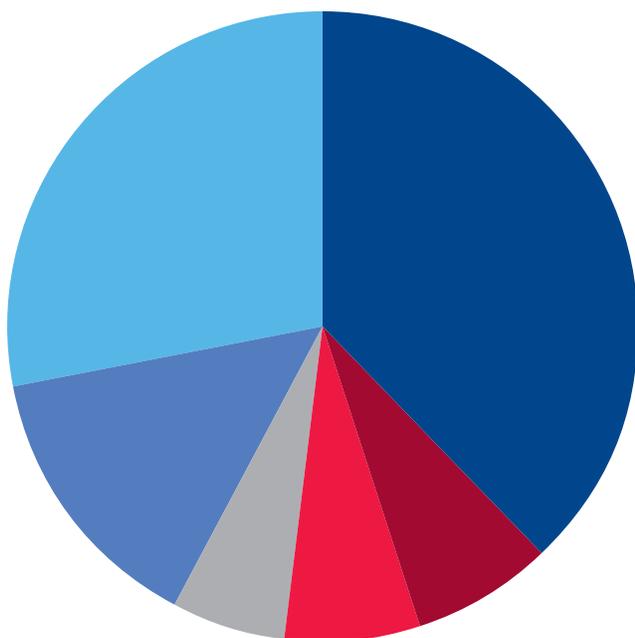
Part 1

Setting the stage: Who participated?



An overview of Healthcare Job Search Insights survey participants including discipline, experience, education and employment status.

Top disciplines represented



38% nursing

28% other

14% administrative/clerical

7% allied health

7% executive

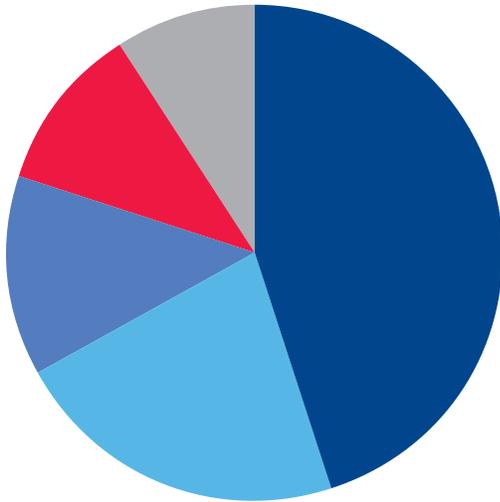
6% operations

Others include academic/research, advanced practice nurses/physician assistants, hospitality/facility/environmental support, IT, mental health/social services, nursing support, pharmacy, risk management.

Candidates are out there...

Although **83%** of respondents are employed, **52%** are seeking new employment or looking for advancement.

Participants have a high level of experience and education



Experience in discipline:

20+ years: 45%

10-19 years: 22%

6-9 years: 13%

3-5 years: 11%

0-2 years: 9%

Educational attainment:

Bachelor's degree 29%

Master's degree 28%

Associate's degree 17%

Other 26%



Other includes MD, Ph.D., some graduate coursework, technical/vocational school, some undergraduate coursework, high school diploma, some high school.

Part 2

The journey begins: Where are healthcare job seekers looking?



Resources: While online venues are widely used during a job search, in-person tactics ranked high as well.

The top 5 resources used when conducting a job search

75% use online job boards

48% use search engines

75% use company websites

44% network

69% use family/friend connections



The average healthcare job seeker uses 4.3 resources during his/her search.



HR Insight: Don't overlook the importance of the employer "brand" that your website conveys. Provide job seekers with as much information as possible about what it's like to work for your organization.





Social media: LinkedIn tops other channels

When asked what social channel is most effective for online job searches, LinkedIn garnered 52% of responses, followed by “none” which accumulated 26% of responses.

Resume distribution: A close call

The top 3 methods include online and personal tactics:

- 34%** Uploading resumes to online job boards/recruitment sites
- 30%** Using friends or colleagues
- 30%** Direct mail/email to organizations



In order of importance (most to least), other methods include: in-person visits to organizations, maintaining social profiles, job/career fairs, posting resumes to message boards.



HR Insight: Although time consuming, consider consulting resume databases. Many job seekers are using them – and you should, too.



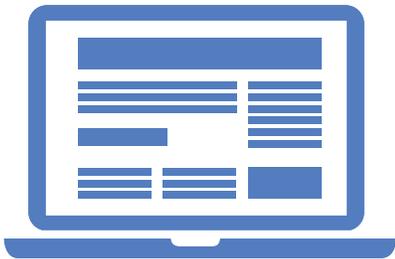
Networking: Relationships with former colleagues are #1

Healthcare job seekers network in many ways, but the most effective methods are:

24% Keeping in touch with former colleagues

18% Membership in professional societies and associations

17% Attending conferences/seminars



HR Insight: It's vital to implement an integrated recruitment advertising approach. In addition to using online job boards and your company website, consider search engine marketing, social media, career fairs and other outreach methods.



Part 3

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



In-demand information: All about the employer

During the search process, job seekers digest many types of information to help guide them through their journey to a new role. What's most valuable to them is...

Information about employers and specific roles within an organization

79%

Information about healthcare career paths/career development

60%

Tips on preparing for an interview

35%

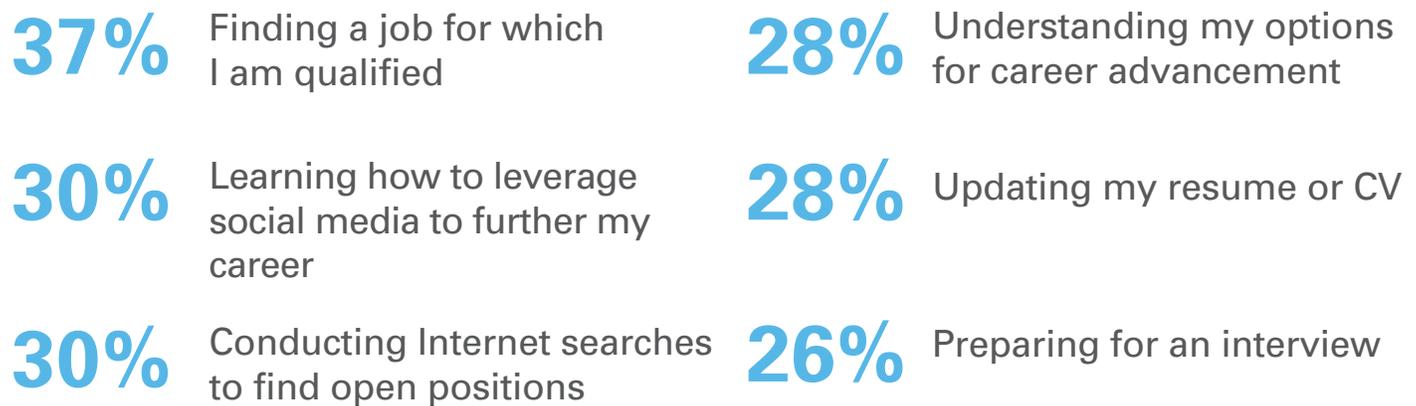


HR Insight: The more information, the better! In a succinct way, provide as much information as you can about your organization, the specific role you're advertising and opportunities for advancement/the career path for that role.



Job search challenges: Am I qualified?

The journey to a new job can be daunting at times. Of the tasks required during a job search, here's what job seekers found most challenging...



Contact methods: Email me, please!

It's flattering when a recruiter reaches out to a candidate about an open position. But what's the most preferred way to connect, according to healthcare job seekers?

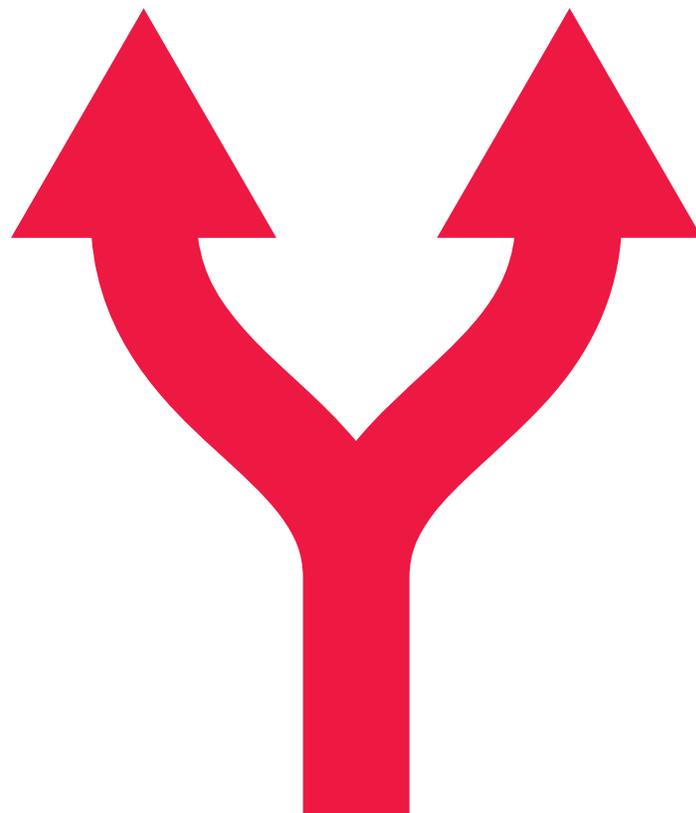


HR Insight: When writing job descriptions, be clear and concise. Remember not to overstate or understate the qualifications needed for the position. Also, provide details about the path to advancement for that particular position, if possible.



Part 4

The end of the journey: Deciding factors for healthcare job seekers



Compensation, benefits, etc.: What really matters?

Job seekers evaluate a number of items before deciding to take the next step with an employer. What's at the top of their list?

74% Competitive compensation

64% Great benefits (health insurance, vacation policy, etc.)

48% Flexible hours/scheduling

35% Clear long-term growth opportunities

33% Training and development programs

31% Cultural fit



 **HR Insight:** While competitive compensation is important, great benefits are not far behind. Offset an average salary with great health insurance, a flexible vacation/holiday policy and on-the-job perks to make an offer more appealing.



Join the Conversation on AHA SmartMarket



Now that you've reviewed this report, it's time to talk about it with your HR and recruiter peers on www.AHASmartMarket.com.

About Health Career Center

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.

Employers: Broaden your job posting reach through a gateway to 2.7 million members of more than 300 prestigious healthcare professional associations and societies.

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

Contact us at careercenter@aha.org or 800.242.4677.