

2016 Health Care Job Search Insights Report

A comprehensive report exploring the health care job seeker journey, brought to you by the HealthCareerCenter.com



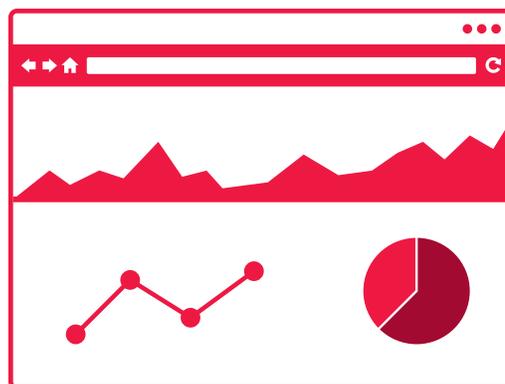
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Background:

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 February 1 - 15, 2016 and drew responses from a total of 456 health care professionals.

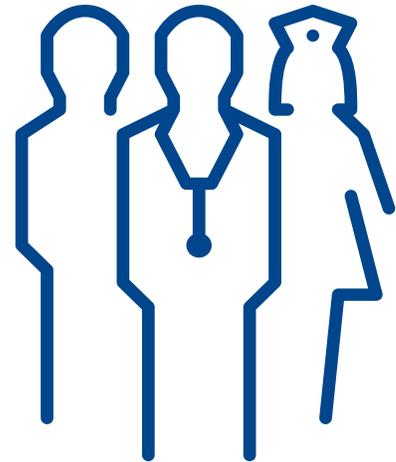


Part 1

Setting the stage: Who participated?

Top disciplines represented

- 18%** Nursing & Nursing Support
- 17%** Operations, Risk Management, Executive
- 16%** Administrative/clerical
- 12%** Allied health
- 7%** Mental health/social services
- 6%** Information technology
- 24%** Other



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

Part 1

Setting the stage: Who participated?

Participants have a high level of experience and education



Experience in discipline:

- 20+ years – **33%**
- 10-19 years – **23%**
- 3-5 years – **18%**
- 0-2 years – **15%**
- 6-9 years – **12%**

Education:

- MD or Ph.D – **4%**
- Master's degree – **28%**
- Bachelor's degree – **26%**
- Associate's degree – **14%**
- Other – **28%**

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

Candidates are out there...

Although **72%** of respondents are employed, **42%** are seeking new employment or looking for advancement.

Part 2

The journey begins: Where are health care 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:

- 69%** use online job boards
- 59%** use company websites
- 42%** use family/friend connections
- 35%** use search engines
- 33%** network



The healthcare job seeker uses 3 resources on average during his/her search.

HR Insight: Integrated recruitment advertising is imperative for recruiting success. Beyond online job boards and your company website, look into social media, career fairs, search engine marketing, and other recruitment outreach efforts.



Part 2

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



Social media: LinkedIn or nothing

When asked what social channel is most effective for online job searches, LinkedIn garnered **64%** of responses, followed by Google+ which accumulated **27%** of responses.

Resume distribution: A close call

The top 3 methods include online and personal tactics:

- Uploading resumes to online job boards/recruitment sites – **33%**
- Direct mail/email to organizations – **26%**
- Using friends or colleagues – **25%**

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

Networking: Relationships with former colleagues are #1



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

- Keeping in touch with former colleagues – **21%**
- Engaging with recruiters – **18%**
- Membership in professional societies and associations – **18%**
- Networking through social media – **15%**

Part 3

What do health care 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 – **71%**
- Information about health care career paths/career development – **48%**
- Information about organizational and team structure – **46%**
- Tips on preparing for an interview – **39%**

Millennials want help with their resumes. **73%** said they want better access to resume writing tools.



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, and how the organization and teams are structured.



Part 3

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

 **HR Insight:** The employer “brand” your website conveys is important to jobseekers. Share your organization’s culture, career path, structure, training and more!



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 – **42%**
- Completing the application on the employer’s career site – **36%**
- Conducting Internet searches to find open positions – **28%**
- Updating my resume or CV – **27%**
- Preparing for an interview – **24%**
- Learning how to leverage social media to further my career – **23%**
- Understanding my options for career advancement – **20%**

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



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?

Contact methods: Email me, please!

It’s flattering when a recruiter reaches out by phone to a candidate about an open position. But what’s the most preferred way to connect, according to health care job seekers?

- Email – **60%**
- Phone call/voicemail – **32%**
- Social media – **3%**



Part 4

The end of the journey: Deciding factors for health care 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?

- Competitive compensation – **70%**
- Great benefits (health insurance, vacation policy, etc.) – **61%**
- Flexible hours/scheduling – **41%**
- Clear long-term growth opportunities – **39%**
- Training and development programs – **35%**
- Cultural fit – **28%**
- Perception of hiring manager and/or team – **27%**



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. This couldn't be more true for hiring millennials where 72% said great benefits are their #1 consideration when deciding to take a job followed by flexibility of working hours (61%), competitive salary (50%) and training and development support (50%).



Are jobseekers optimistic about finding a new job in healthcare?

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

Are you optimistic about finding a job in 2016?

- Very optimistic – **36%**
- Somewhat optimistic – **28%**
- Neutral – **24%**
- Not very optimistic – **7%**
- No optimistic at all – **6%**



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?

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