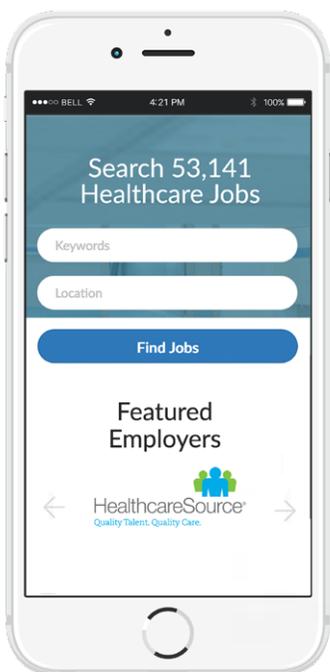


As competition for talent in the healthcare industry continues to expand, you need a way to reach qualified talent and advocate why they should want to work for you.

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 Board<sup>SM</sup> 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, **30% of open positions go unfilled for an average of four months**, and these roles are often critical to clinical and non-clinical operations<sup>2</sup>. 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. 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<sup>®</sup> 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.



## Solutions to Help You

As the only talent management solutions provider to include a job board as part of its platform, HealthcareSource is redefining the components of a complete talent acquisition portfolio.

HealthcareSource Job Board is part of a comprehensive talent acquisition suite that includes a cutting-edge applicant tracking and onboarding system, a modular recruitment marketing solution, and AHA-endorsed behavioral and reference assessments. We also provide a complete set of supporting services including The Recruiter Academy<sup>SM</sup> by Lean Human Capital, a web-based certified recruiter program for healthcare recruiters, and our RecruitX program, a two-phased approach (Discovery and Community) to help talent acquisition teams become more efficient and effective through data-driven decisions.

## HealthcareSource Quality Talent Suite<sup>SM</sup>

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

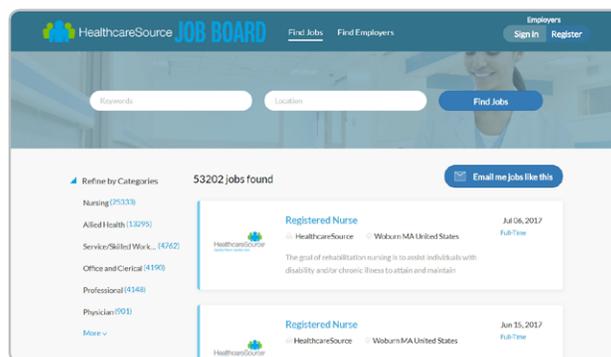
- HealthcareSource Position Manager<sup>®</sup>
- HealthcareSource Recruitment Marketing<sup>SM</sup>
- The Recruiter Academy<sup>SM</sup>
- Lean Human Capital RecruitX<sup>SM</sup>
- HealthcareSource Leadership Assessment<sup>SM</sup>
- HealthcareSource Reference Assessment<sup>SM</sup>

- **Sponsored Job Posting** — (*Branded 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 among the top listings 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, because 42% of candidates believe company values are the most valuable marketing content<sup>3</sup>, 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.

## Help Top-Tier Talent to Find You



Imagine your organization is a person walking into a crowded room. Would you steal the spotlight or go unnoticed? In an industry rife with increased competition for talent due to expanding health networks, consolidation, and an unprecedented demand for services, you must help candidates more easily find your organization and open positions.

The Job Alerts feature in HealthcareSource Job Board sends candidates email alerts when positions become available that align with their career goals, based on category, type, or location. Classifying your job postings is a simple, yet impactful way of enabling candidates to more easily find you in the very crowded marketplace. Additionally, through an integration with Google, posting jobs on HealthcareSource Job Board makes them eligible to appear above the natural search listings in Google Search results. This provides candidates an additional opportunity to discover your postings.

<sup>3</sup> "2016 Talent Board North American Candidate Experience Research Report." The Talent Board, 2016.