



CAREERBUILDER AND INAVERO 2015 OPPORTUNITIES IN STAFFING HEALTH CARE SECTOR KEY TAKEAWAYS

REFERRALS ARE THE NO. 1 WAY TO JUDGE A FIRM'S QUALITY



Referrals continue to be the top way client (91%) and candidates (84%) judge the quality of a staffing firm.

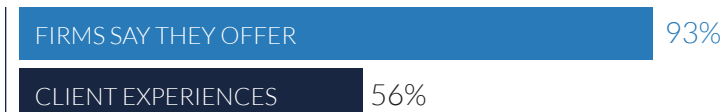
REHIRING: THE UNTAPPED GOLDMINE



Only 3 in 10 (29%) health care sector placed talent are rehired.

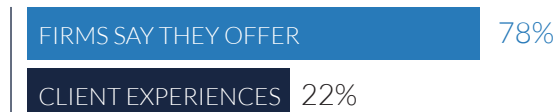
PERCEPTION GAPS: EXPERIENCE VS. REALITY

Respond to client emails/voicemails in two hours:



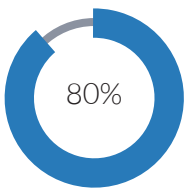
GAP: 37%

Direct candidates to additional resources to help in their search:

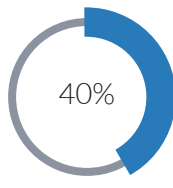


GAP: 56%

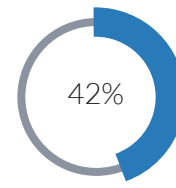
CANDIDATES' CHANGING PERCEPTIONS OF THE APPLICATION PROCESS



Length of typical application is the same or longer



Responsiveness of hiring managers has gotten worse

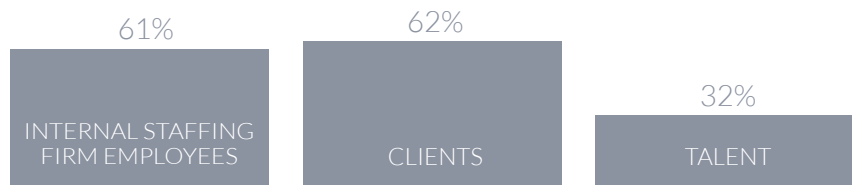


Amount of human contact has decreased

CLIENTS AND CANDIDATES ARE MOBILE - ARE YOU?

Only **54%** of health care staffing firms **know** whether they have a mobile-optimized website.

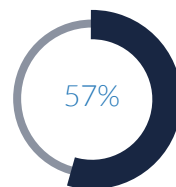
A nonmobile-optimized website negatively impacts perceptions of a staffing firm:



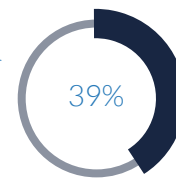
REACHING OUT TO CANDIDATES

4x Average number of times health care candidates are contacted by recruiters per month

LOOKING FOR THEIR NEXT JOB



of candidates begin looking for next job before end of current assignment.



of candidates contacted by recruiter before end of current assignment.



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