



healthcare

American Psychiatric Association: 60% career center growth

The American Psychiatric Association (APA) is the world's largest psychiatric association. It's long served as a valuable source of career opportunities for members and channel to access talent for the psychiatric industry.

success



7-figure
annual sales



60%
career center
growth



AMS
+ ecommerce
integration

summary

The APA increases value to members and employers while maximizing revenue.

challenges

The APA wanted to ensure its career center, which previously was part of a healthcare "career center network," best served the needs of members and employers while maximizing its own revenue.

solution

After conducting a thorough analysis of career center providers, APA decided to leave its "career center network" to create a new career center. APA partnered with YM Careers to establish APA JobCentral - The Career Hub for Psychiatry.



APA JobCentral has increased APA's value to members and its industry by introducing new, more efficient ways for job seekers and employers to connect. With increased sales and marketing support provided by YM Careers, as well as a more favorable economic partnership, APA has grown its career center revenue by an impressive 60% to date. Its revenue has risen every single month vs. the prior year since APA launched with YM Careers.

APA conducted a thorough review process and evaluated proposals from major providers of career center technology for associations. After a detailed analysis, APA chose to partner with YM Careers primarily based on the following:

selling for the association, not the network

APA's job postings are no longer discounted as a result of being bundled into packages of healthcare-related job posting credits that included jobs unrelated to psychiatry. As a result of this arrangement, the average revenue paid by an employer for a job posting at the APA career center has increased dramatically.

better products create more engagement

YM Careers' diverse products increase the flow of candidates to employers who pay APA for recruiting services, and also increase the revenue APA earns in exchange for the higher value delivered.

marketing that creates member value

YM Careers offered APA extensive marketing and other support to drive usage of the career center. Members who need to expand their teams and hire are reminded that APA is the industry's best channel to connect with and recruit new talent.

better economics

YM Careers provided APA a more favorable economic partnership based on the philosophy that the value of the career center begins with the power of the APA brand and the high quality of its member base.

a more engaging career website

The career center's homepage is highly engaging for both employers and job seekers, and features both job content and employer branding. Today, employer branding is also extended to the inner pages of the career center.

“In its first six months, our partnership has helped elevate the APA's role as a career resource for our industry. Feedback from employers about the quality of candidates is excellent, member engagement is up, and we are targeting north of seven figures ...”

Lindsey Fox
Advertising Manager

