

Recruitment Marketing

January 2020



+10% Y/Y

43,585
VISITS



+5% Y/Y

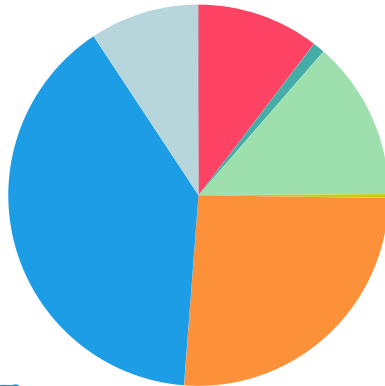
90,234
JOB VIEWS



-11% Y/Y

8,685
APPS

APPS BY CHANNEL



Numbers reflect activity that was generated by a paid marketing channel.

KPI



20%
CONVERSION RATE
-5% Y/Y

Nurse Sourcing Metrics



105

Hours
spent
sourcing

LAST
MONTH

83



109

New
reach
outs

111



30

Candidates
prescreened

18



24

Candidates
submitted
to recruiters

15



5

Interviews
with hiring
managers

4



3

Offers
extended

0



1

Candidates
hired

0

1.14 LHMC Exp. RN Event Results



83
RSVPs



51
Attendees



8
Hires



39
Interviews



10
Offers



\$ 351
Per Hire