

Recruitment Marketing

March 2020



39,523
VISITS

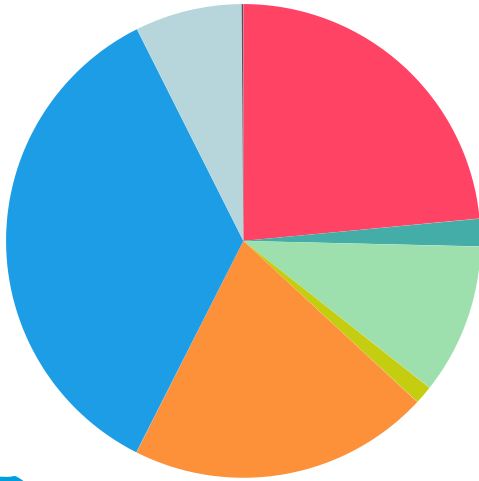


52,878
JOB VIEWS



6,521
APPS

APPS BY CHANNEL



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

- 24% GOOGLE + BING PAID SEARCH
- 35% LINKEDIN
- 7% INDEED SPONSORED
- 2% APPCAST
- >1% NICHE POSTING
- 10% HOMEPAGE POP-UP
- 21% RETARGETING
- 2% TALENT COMMUNITY EVENT EMAILS

KPI



16%
CONVERSION RATE
-10% Y/Y

COVID-19 Response

Beth Israel Lahey Health
Lahey Hospital & Medical Center

COVID-19 Update: The safety of our patients, their families, our staff and our guests is always our top priority. That is why we are conducting our new hire orientation virtually. If you have any questions, please call Kara at 781-744-7931.

Welcome to our Virtual
New Hire Orientation

A virtual orientation platform was developed for Beverly, LHMC, Shared Services and Winchester to allow new hires to complete their orientation virtually.

Beth Israel Lahey Health
Lahey Hospital & Medical Center

COVID-19 Update: We are still serving the community's needs and we need you now more than ever to make a difference in your community.



SUPPORT
LAHEY HOSPITAL & MEDICAL
CENTER

Thank you for your interest in Lahey Hospital & Medical Center, a member of Beth Israel Lahey Health. We appreciate your interest in helping to serve your community during this time of need.
Please fill out our form to show your interest in supporting LHMC. As our needs increase, we will reach out as your skill set fits our needs.
Filling out this form indicates that you are interested in volunteer opportunities and is not considered a replacement for an employment application. If you are interested in applying for positions with LHMC please [click here to apply online](#).



A new marketing campaign was designed to attract community responders in clinical areas to help fill needs at LHMC.