

# Jobvite Optimizes Recruitment Marketing for Enterprise Healthcare

## Healthcare is NO PLACE for the faint of heart.

By 2025, the U.S. will have a shortage of 500,000 nurses.

By 2025, there will be a shortage of 90K+ physicians.

By 2060, the number of Americans over 65 will double.

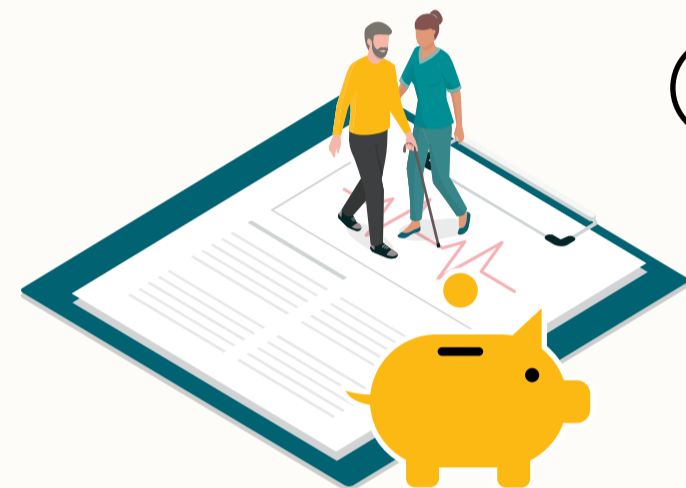
And the COMPETITION for healthcare talent is FIERCE.



## So how can you win in enterprise healthcare recruiting? Here are 6 innovative ways.

### 1 Build Your Own Proprietary Talent Asset.

Make your candidate relationship management system the hub for sourcing new talent, enhancing talent pipelines, delivering personalized content and improving candidate engagement.



### 2 Control Your Costs.

If you want to be a leader in the space, you have to reduce your spend. Jobvite clients have reduced their own advertising spend by 45% by knowing where their best candidates come from.

### 3 Build Personalized, Targeted Career Sites.

Create targeted career sites specifically for strategic audiences, like nurses. Leading health systems are winning great candidates with targeted microsites with relevant, personalized messaging to key audiences.



### 4 Engage Candidates. At Every Step.

Interact with candidates on social. Give them news trends and relevant content they can relate to on an individual level. Text candidates the way successful health systems like CHN do by using tools like Jobvite Text. It's faster and more direct. And it's highly personalized.

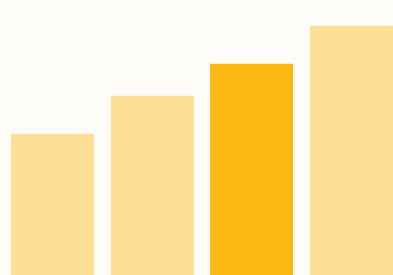
### 5 Build Audience-Specific Talent Networks.

Targeted talent networks for physicians, nurses or other key audiences allow you to notify candidates of new job opportunities, share company updates and build relationships, so you can more easily find talent when you need it.



### 6 Measure Results. Then Refine.

You can't improve what you don't measure. A recruitment marketing platform that's fully integrated with your ATS gives you analytics to know where your best healthcare talent comes from. Those analytics help you make better decisions, get more targeted in finding top talent and improve your recruiting strategy for the long-term.



## Partner With An Expert in Healthcare Recruiting

Jobvite has deep expertise in helping leading healthcare organizations find and attract top healthcare professionals. We work with some of the largest enterprise healthcare organizations to find high quality talent. And we'd love to talk with you about how we can help you attract more patient-centric candidates for your health system.

#### SOURCES

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