



2022 RECRUITING METRICS

Healthcare Industry

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

The number of applicants received divided by the number of jobs posted

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire

The number of days it took to contact an applicant who became a hire

Average Days to Hire

The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

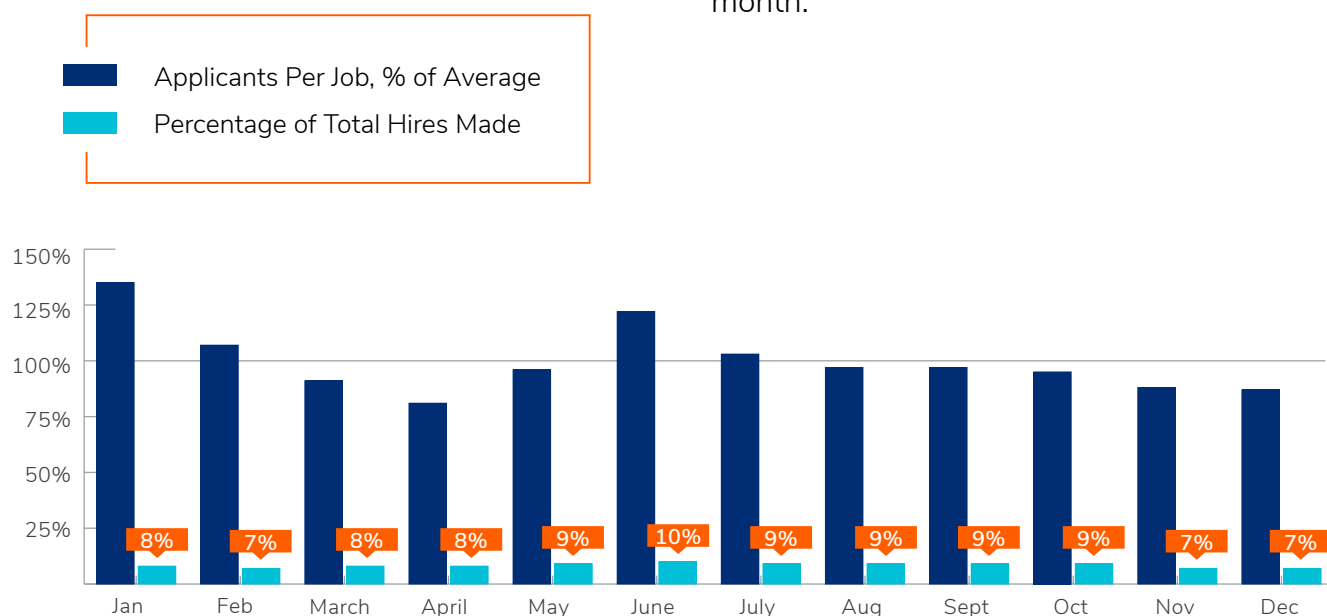
Healthcare Industry

BENCHMARK DATA

- **Views Per Job:** 640
- **Applicants Per Job:** 14
- **Applicants Per Hire:** 33
- **Average Days to Contact:** 7.2
- **Average Days to Contact Hire:** 4.6
- **Average Days to Hire:** 19.5

THE BEST TIME TO HIRE

Like most industries in our study, healthcare saw the most applicant activity at the beginning of the year (peaking in **January**), but also enjoyed a nice spike in applicants in **June**. Luckily, healthcare employers capitalized on the June spike and made their highest percentage of hires during that month.






APPLICANT SOURCES

Custom sources are very effective channels for recruiting high-quality candidates in the healthcare industry. **Healthcare companies receive only 5% of their applicants from custom sources but a whopping 23% of hires.** In 2021, our clients made use of custom sources such as industry-specific job boards like [myCNAjobs](#), local and state government job boards, career fairs, and referral programs for employees and customers.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	76%	9%	10%	5%	<1%
% of Hires	48%	6%	19%	23%	4%
% of Applicants Hired	2%	2%	6%	15%	26%

*Custom source: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

View-to-applicant conversion	Time to Contact
	
Applicant-to-interview conversion	7.2 days Healthcare Industry
	
Interview-to-hire conversion	7.3 days Average Across All Industries
	

KEY TAKEAWAYS

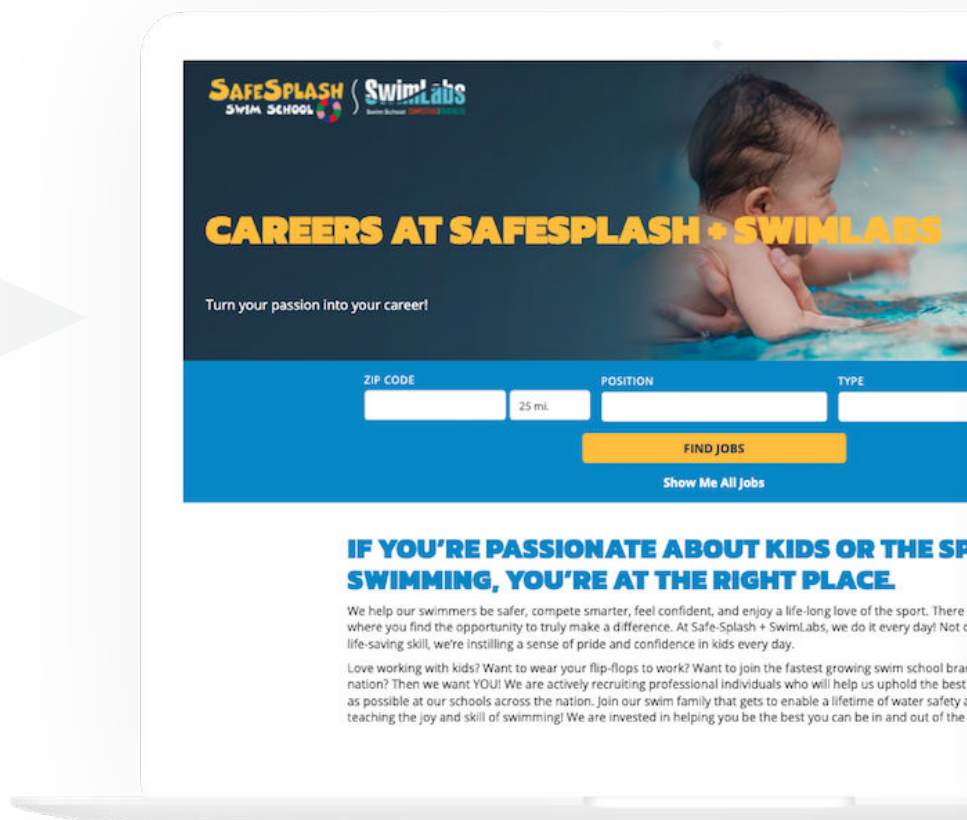
- ➔ Our healthcare employers (largely home healthcare businesses) typically see a lower-than-average amount of applicants per job, likely because the field is more specialized than our other industries. In 2020, healthcare employers averaged 32 applicants per job posting, but in 2021, that number dropped to just 14 applicants per job posting.
- ➔ A low view-to-applicant conversion rate means that job seekers are seeing your job postings, but aren't applying. **Make sure your job postings are compelling** and are updated to reflect competitive pay and benefits as well as COVID-19 safety protocols. For more advice on hiring in the healthcare industry, check out our in-depth resource, [Home Care: A Guide to Recruiting Caregivers During COVID-19](#).
- ➔ Healthcare employers should take the time to **explore niche applicant sources**: industry-specific job boards, local and university job boards, and more. [CareerPlug](#) integrates with two major healthcare industry job boards – [myCNAjobs](#) and the [Home Care Association of America](#) – which means that with just one click, your jobs are automatically distributed where the best applicants are searching.

How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive [careers page](#) that showcases [employee testimonials](#), aspects of your company culture, and your [core values](#).

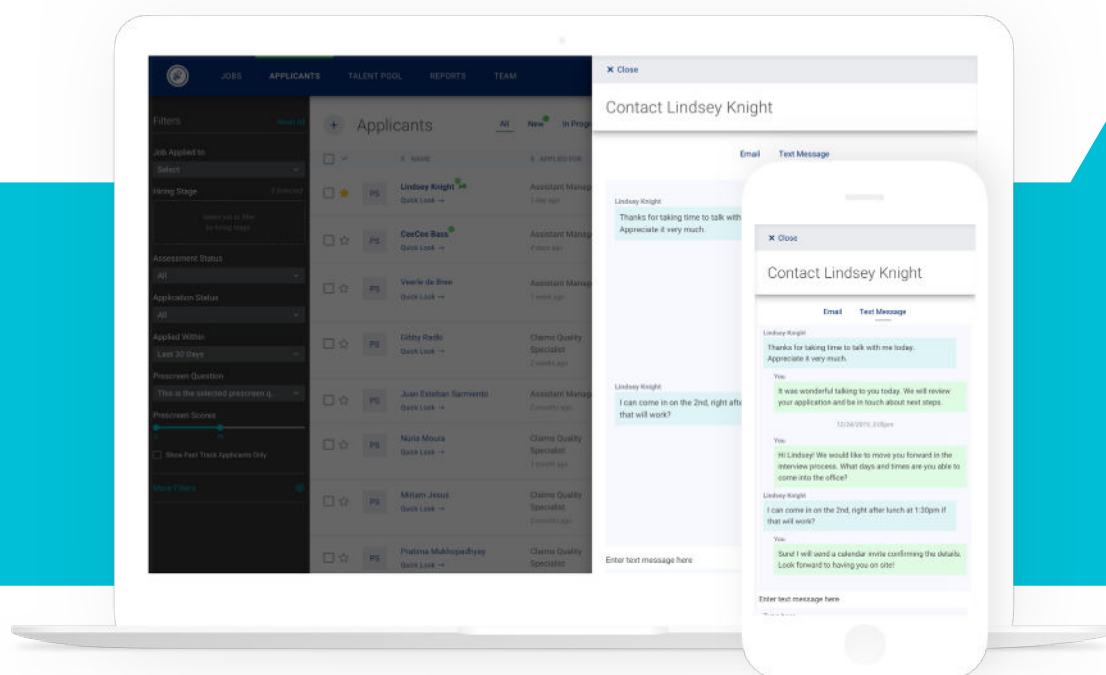


2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were [concerned about the declining number of applicants](#) to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most.** As an employer, it's crucial that you write [enticing job descriptions](#) so that candidates are compelled to apply to your business and not your competitors. Practice [pay transparency](#) by offering [competitive pay and benefits](#) and advertising it in the job posting.

3. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of [custom sources](#) like industry-specific job boards, community message boards, local and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants.** Plan on targeting them before your next round of hiring.



4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to **communicate with candidates faster.** Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you [quickly evaluate candidates](#) using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 14,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.

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