

# Redefining How Recruiters And Candidates Connect

Daniel Reynolds, Fusion Marketing Group

Darla Burton, Mary Washington Healthcare



# Today's Workshop



# Fusion Marketing Group, Inc.

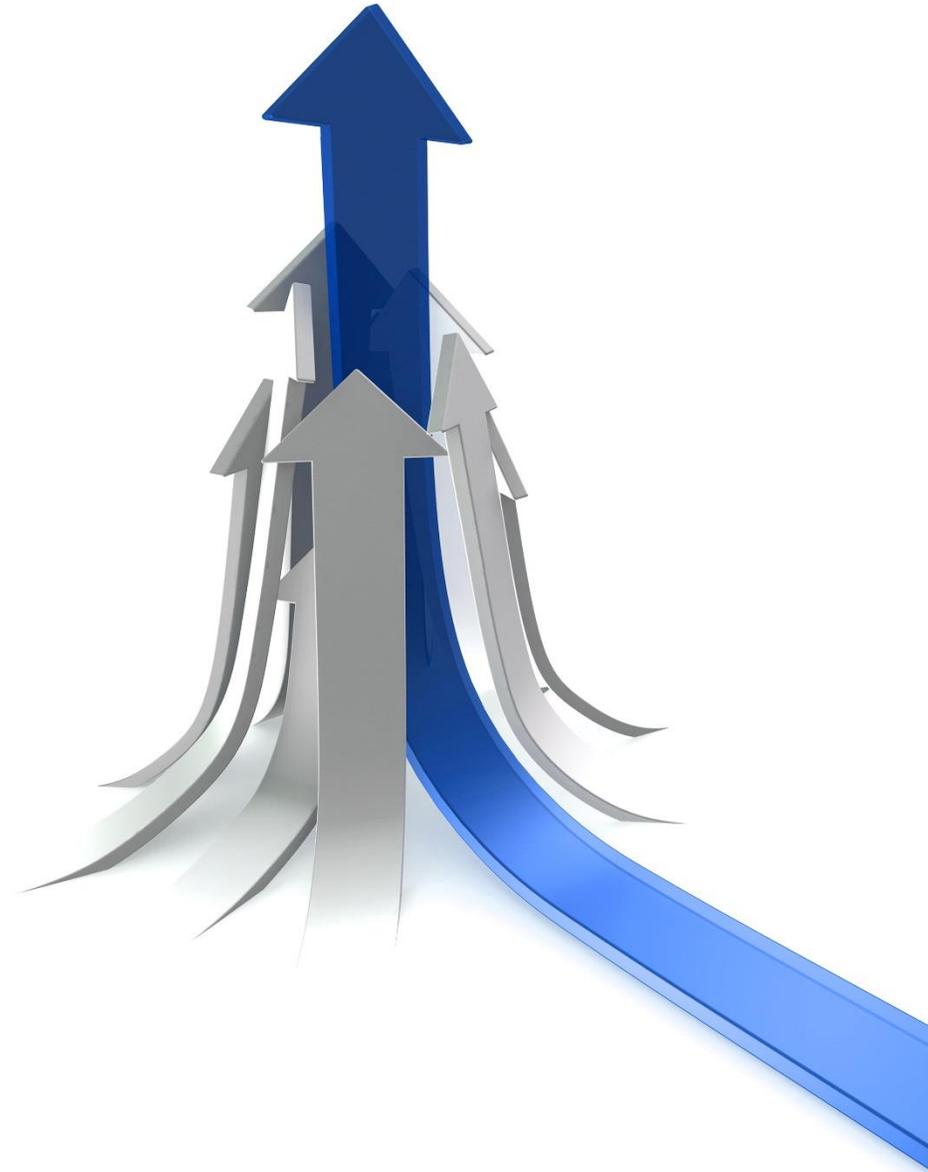
The only **healthcare-focused** recruitment marketing firm

Our **expertise is recognized** by healthcare industry groups

**Solutions** include tracking & analytics, employer brand development, advertising and digital marketing

The pre-eminent authority in **data driven recruitment marketing**

Fully leverage real-time **analytics** and ongoing proprietary **research** to create the first true **data-driven** recruitment process





# Fusion Advanced Analytics

How Analytics Works And Guides Data Driven  
Marketing Decisions



# Best In Class Consumer Tools For Recruitment

Established, credible and customized

*Neiman Marcus*

 **PayPal**

**sears**



# Real-time Analytics Deliver A Data-driven Recruitment Process

Covers **all marketing channels**

**Tracks all touch points** on the candidate's journey

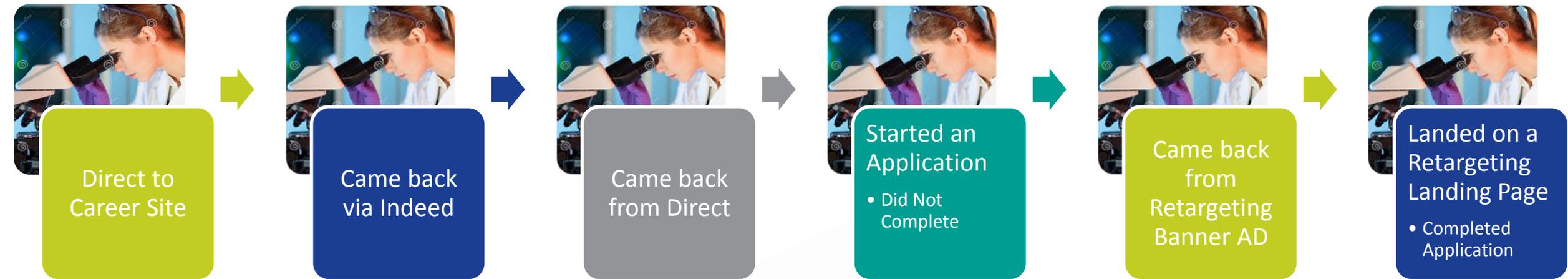
**Measures** career site performance

**Eliminates guesswork** and focuses on what works



# Every Piece Of Marketing Is Tracked

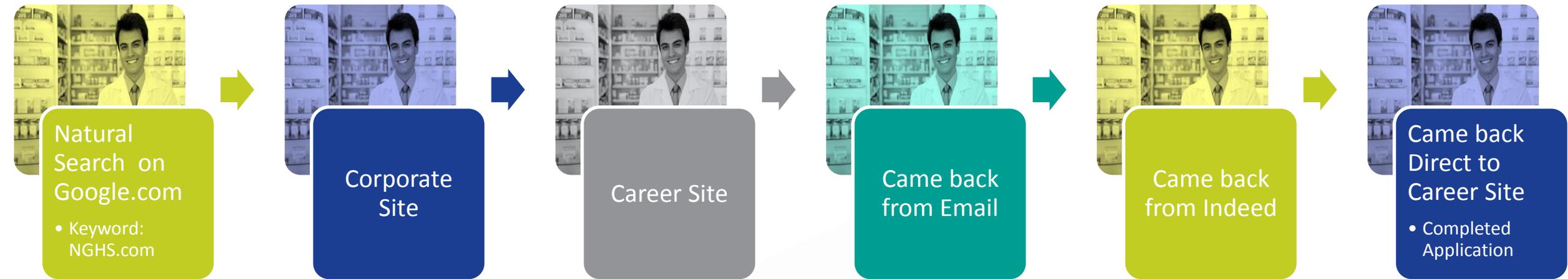
## Candidate Path of Lab Professional



**HIRE**

# Every Piece Of Marketing Is Tracked

## Candidate Path of Pharmacist from Atlanta



**HIRE**

# Not Relying On A Drop Down

Secondary Phone

How did you hear about us? \*

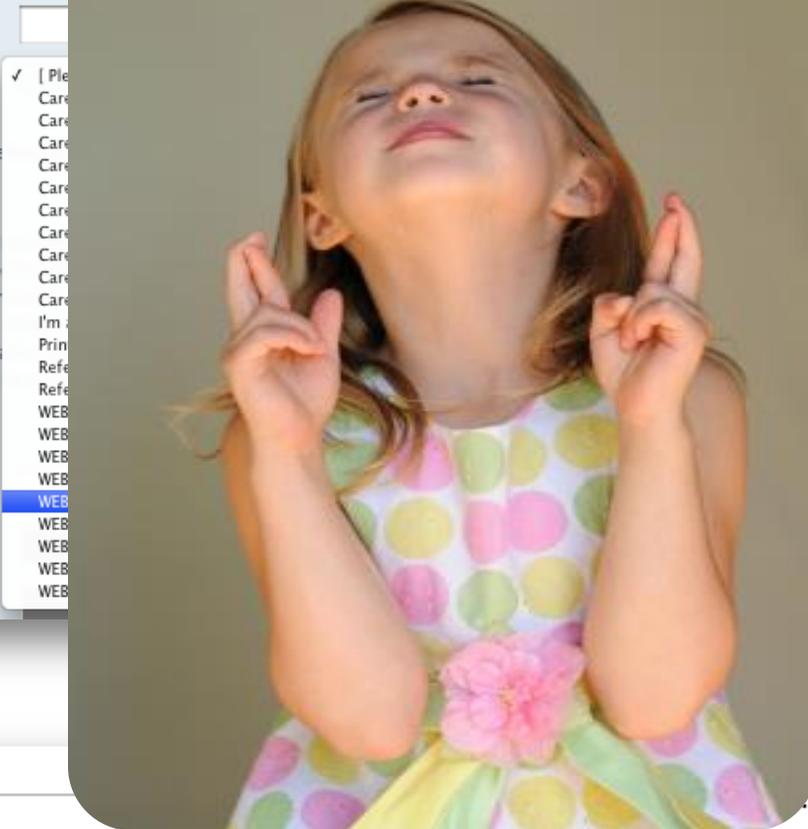
The email address you enter below will be used to contact you regarding your interest in employment.

In order to update your submission at a later date, you will need to define a password in the area provided. Passwords must be at least 8 characters long and contain both letters and numbers. Password fields will only become active if you enter an Email Address field, then clicking in the field.

Email Address\*

Password

Confirm Password



How did you hear about this job.

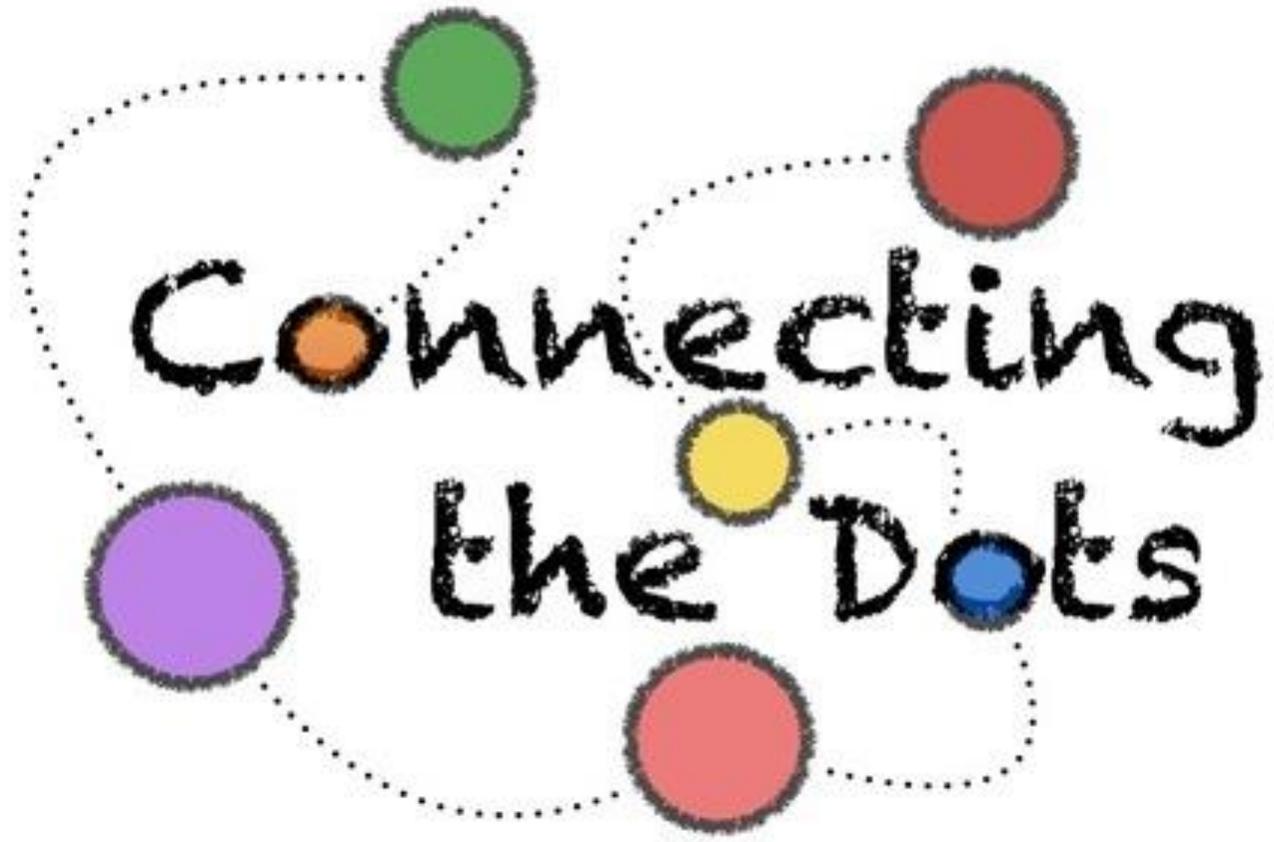
How did you hear about us?

Type of Degree:

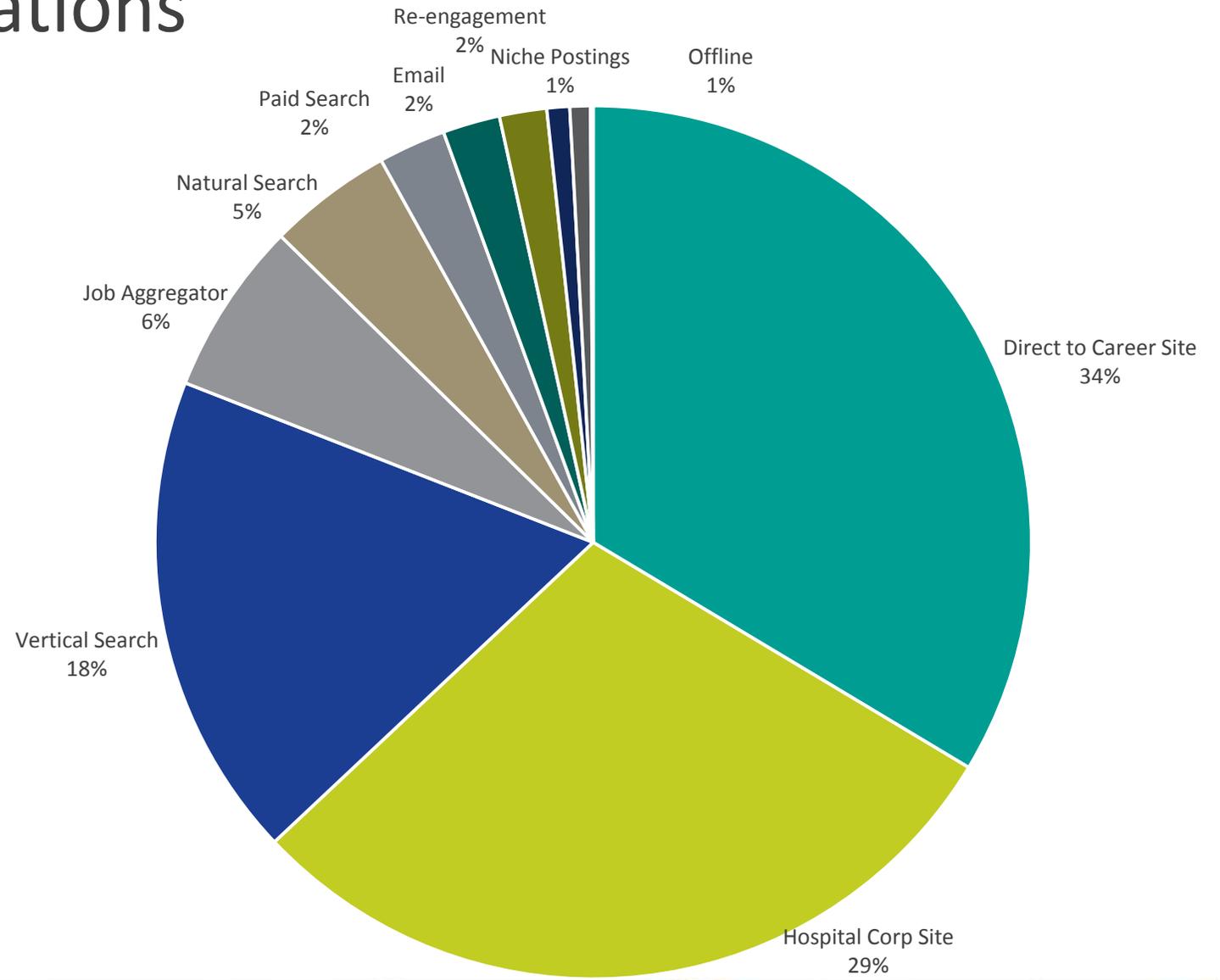
Most Recent Experience:

Salary Expectation:





# Track Source of Applications



# Applications Coming Direct To Career Site And Hospital Corporate Site

All Applications

**50%**

Nursing Applications

**62%**

Rehab Applications

**58%**



# Evaluate Marketing Channels And Make Data-driven Decisions

## Eliminate high cost, unproductive channels and re-allocate dollars

Approximately **\$100K in unproductive channels** identified through Analytics

**Shifted marketing channels** to be more effective

Contract/Campaign	Results (6 months)	Implication
ZipRecruiter	11 hires	Extend from trial
Events	300 hires	More out of market
ERP	195 hires	Refresh creative and use online platform
Direct mail	Fewer than 15 hires	Reduce frequency and cut for events

Contract/Campaign	Results (1 year)	Implication
Monster	3 hires in 1 year	Eliminated contract (\$18,000)
Campus RN	1 hire in 1 year	Eliminated contract (\$12,550)
Dice	0 hires in 1 year	Eliminated contract (\$10,500)
Experienced RN	3 hires in 1 year	Eliminated contract (\$12,550)
Print	1 hire in 1 year	Reduced print spend by 60%
Mall Banner	0 hires/9 apps	Eliminated for future budgets(\$16,000)

# See Where People Are Clicking On Your Site

The screenshot shows the Mary Washington Healthcare website with several click map overlays. The navigation bar includes links for Home, About, Physicians & Mid-Levels, Nursing, Allied Health, Students, Locations, and Search Jobs. A search bar is visible with the text "Search All Jobs". The main content area features a large image of healthcare professionals. Below the image, there are several click map overlays showing the number of clicks and the percentage of users who clicked on specific elements. The overlays are as follows:

- CONTACT HR: Clicks: 438 (2/25)
- Search All Jobs: Clicks: 48 (5/25)
- Hot Jobs: Clicks: 67 (4/25)
- Nurse: Clicks: 1,106 (1/25)
- RN-ED: Clicks: 22 (9/25)
- Nurse Manager: Clicks: 31 (7/25)
- PT/OT: Clicks: 113 (3/25)
- Ultrasound: Clicks: 48 (5/25)
- Mary Washington Hospital Jobs: Clicks: 31 (7/25)
- Stafford Hospital Jobs: Clicks: 113 (3/25)
- Physician Jobs: Clicks: 48 (6/25)

## Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for success.

MWHC offers all the benefits of a big city healthcare system in the beautiful setting of the Virginia countryside, with easy access to Washington, DC and Richmond. Our regional medical system includes two hospitals - [Mary Washington Hospital](#) and [Stafford Hospital](#). Our Centers of Excellence include [Regional Cancer Center](#), [Virginia Heart & Vascular Institute](#), [Human Motion Institute](#), [Women's Health Institute](#) and [The Neurosciences Center](#). [Search our current job openings](#)

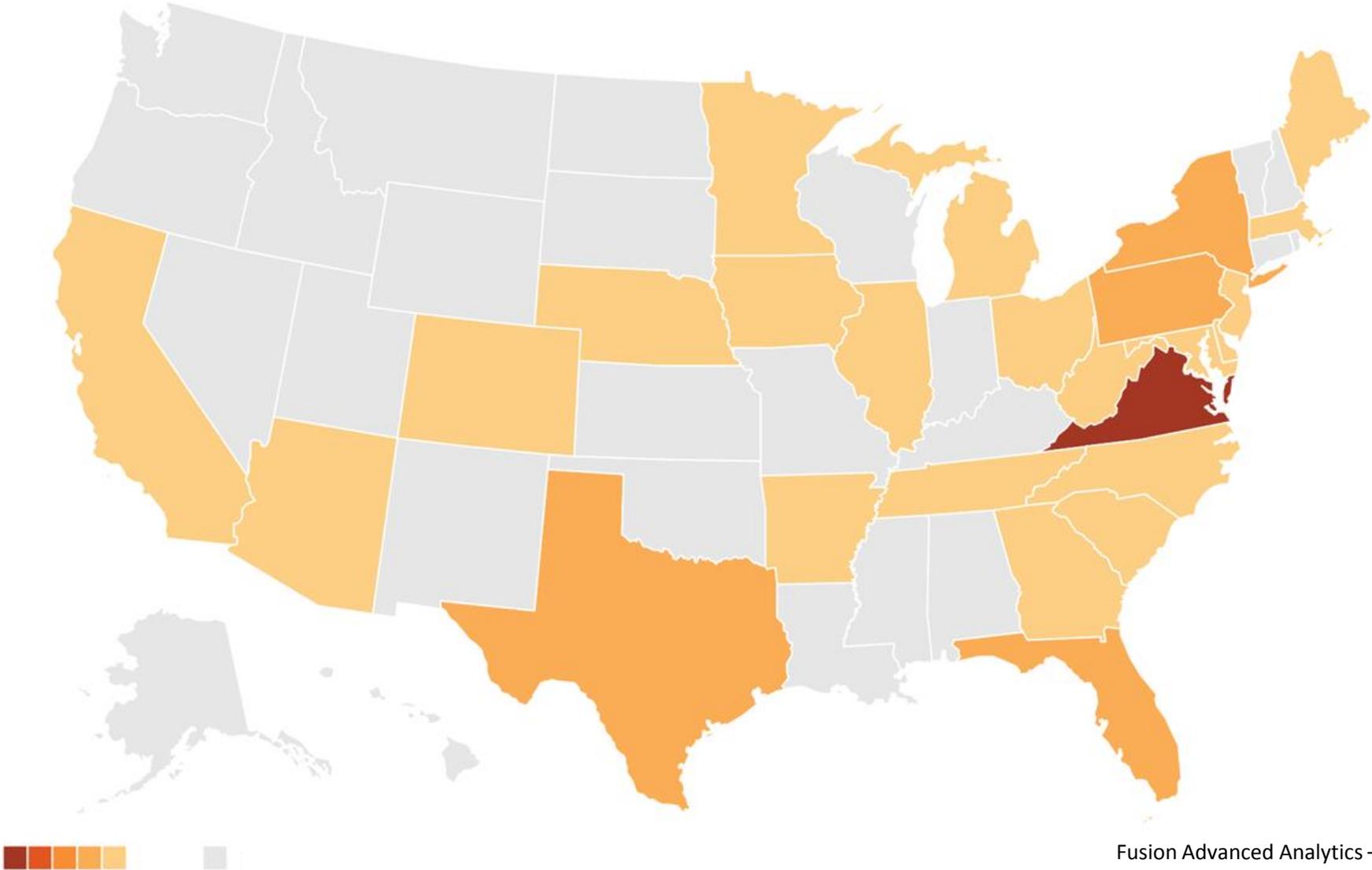


## Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win Leadership Award](#)
- [Home Health Named HomeCare Elite](#)

# See Where Your Applicants And Hires Are Coming From

## Geographic Analysis



# Drop Off Rates

AVERAGE DROP OFF RATE OF VISITOR  
TO APPLICATION COMPLETE

**90%**

AVERAGE IMPROVEMENT RATE IN  
DROP OFF

**1.8%**



# Insight Into Behavior Of Active Job Seekers

## Segmented behavior by job type on your career website



### Registered Nurses

Visit 4 times and look at 5.3 jobs before completing application



### Business/IT Professionals

Visit 3.25 times and look at 5.5 jobs before completing application



### Rehab Professionals

Visit 2.5 times and look at 6 jobs before completing application



# Fusion's Proprietary Research

Exploring the “why” behind the numbers from the candidate’s point of view



Survey of 400 RNs completed 2013

Therapist Survey completed 2014

Physician Survey completed Spring 2015

Ongoing in-depth interviews in all disciplines



# Utilizing Fusion's Proprietary Research

A hospital employer's website is the most likely place a RN will look for a job.



**“** They have personally taken the time and know what's going on in their facility. **”**

- RN, Critical Care. 15+ years.



# Utilizing Fusion's Proprietary Research

## The majority of RNs have a select set of hospitals

“ In town there's usually about 3 or 4 that I check routinely. ”  
- RN, Telemetry, 21+ years.

SOURCE OF KNOWLEDGE OF HOSPITALS

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**73%**

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**ALREADY  
AWARE**



# Utilizing Fusion's Proprietary Research

When arriving at an employer's website, RNs are looking for JOBS



**“ I went straight to the website and then went straight to the career site or job search. ”**

- RN, Critical Care. 21+ years.

Source: National Online RN Survey, 2013

Q.14 When you're actively searching for a new job, how important is each of the following types of information to you when you are considering new employers to pursue? (5-point numerical scale.)

# Utilizing Fusion's Proprietary Research

## Referrals are a top source of job information



RNs



PT/OT

Source: National Online RN Survey, 2013  
Q.12 How likely would you be to use each of these ways to find a job? (5-point verbal scale)

Source: National Online Rehab Survey, 2014  
Q.12 How likely would you be to use each of these ways to find a job? (5-point verbal scale)

# Utilizing Fusion's Proprietary Research

## Open houses give candidates real-time feedback



**55%**

of **RNs** are likely to **attend open houses** to cast a broader net to find job opportunities

Open houses offer candidates:

- Face-to-face conversation
- Immediate feedback

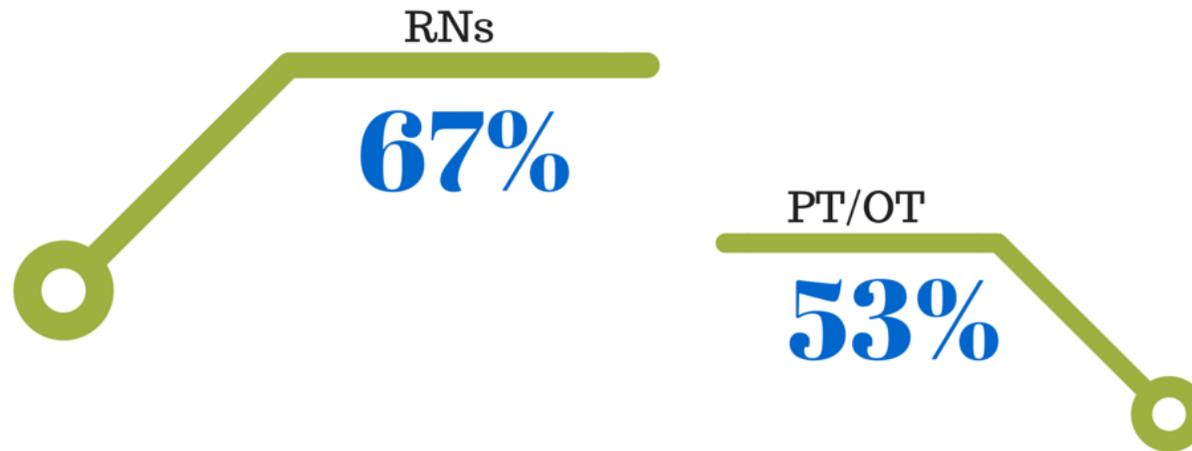


Source: National Online RN Survey, 2013

Q.12 How likely would you be to use each of these ways to find a job? (5-point verbal scale)

# Utilizing Fusion's Proprietary Research

## Social media is not the primary source for RNs and Rehab professionals



Source: National Online RN Survey, 2013 Q.12 How likely would you be to use each of these ways to find a job? (5-point verbal scale)  
Source: National Online Rehab Survey, 2014 Q.10 How likely would you be to use each of these ways to find a job?



Applicants are  
looking for YOU



Drop Off



Referrals

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# FIVE THINGS

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It's all about  
jOBS



Multiple Visits

**Darla Burton, PHR, SHRM-CP**  
**HR Director--**  
**Director, Physician and Associate Recruitment**



**Mary Washington**  
**Healthcare**





- Not-for-profit regional system
- Two hospitals
- 28 healthcare facilities
- Level II Trauma Center
- 3,500 Associates
- 6 Recruiters
- Magnet-designated facility
- Physician & Associate Recruitment





IT'S THAT KIND OF  
SUMMER EVENT



2016  
ILX



\$229 Per Month + \$2,999 DUE ON DELIVERY

[CLICK HERE](#)

Ads by Google

Finance 19 months at 4.99% / per year \$1,000 down payment. Includes extra payment for no security deposit. Finance must meet credit. Finance qualifies required. Offer valid through 8/31/16.

# Who's Who?

- Organization
- Number of open positions
- How long have you been at your organization
- Biggest challenge



# Today's Game Plan

- Candidate Experience
- Converting Direct Traffic
- Search Engine Optimization
- Candidate Sourcing
- Re-engagement
- Tracking & Analytics



BREAK TIME



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

Re-engagement

Tracking & Analytics

# CANDIDATE EXPERIENCE



What is “Candidate Experience”?

# Consumer Example

The screenshot shows a mobile application interface. At the top, there is a status bar with 'Verizon', '3:09 PM', and '75%' battery. Below this is a navigation bar with a back arrow, a search bar containing 'HomeAway', and a profile icon for 'Georgia'. The main content area features a post from 'HomeAway' dated 'Friday at 4:04 PM'. The post text reads: 'From the Hamptons to Hawaii, check out these five oceanfront estates where you can soak up the sun, curl up with a good book, and unwind in luxurious style.' Below the text is a URL: 'http://bit.ly/LuxBeachHomes'. A large image below the text shows a beach scene with a table and chairs, overlaid with the text 'Five fabulous rentals on the beach' and a blue button that says 'SEE THEM ALL'. To the right of the post is a search bar and a list of active users with their names and last active times: Robin Huskey (ACTIVE 4M AGO), Elaine Sonner (ACTIVE 3H AGO), Melyssa Bernstein (ACTIVE 1H AGO), Michelle Gwira Krantz (ACTIVE 1H AGO), Lynn Filby, Marianne Santilli (ACTIVE 22M AGO), Amber Cimo (ACTIVE 1H AGO), Natalie Filby (ACTIVE 23M AGO), and JoAnna Hall Moore (ACTIVE 12M AGO). At the bottom of the screen is a navigation bar with icons for 'News Feed', 'Requests', 'Messenger', 'Notifications', and 'More'. On the far right, there is a vertical sidebar with a home icon and some partially visible text like 'earch', 'EAS:', 'des', 're', 'onth', 'nation', and 'ties'. At the bottom right, there is a section titled 'RECENT ARTICLES:'.

# Your Employer Brand Is Defined By The Candidate Experience

The **candidate experience** is a critical factor in building your **employer brand**

It starts with the **first touch**, which is often **your career website**



# Continuity Among All Digital Elements For Employer Brand

The screenshot shows the corporate website with a green header and navigation menu. A prominent banner features a portrait of Michael P. McDermott, MD, with the text "Together, we will make Mary Washington Healthcare the best it has ever been." Below this, there are sections for "ER Wait Times" showing 73 min for Lee's Hill, 27 min for Mary Washington Hospital, and 15 min for Stafford Hospital. Other sections include "News", "Upcoming Events", "Our Blog", and "Video Highlights".

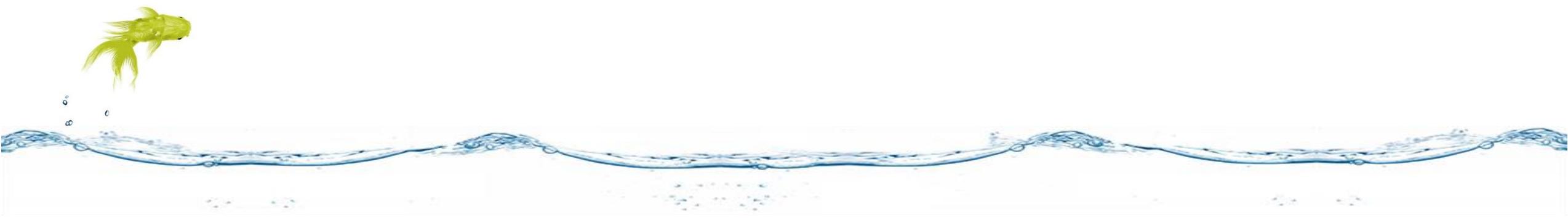
Corporate Website

The screenshot displays the career website with a search bar and a "Search All Jobs" button. A central image shows a diverse group of healthcare professionals. Below the image, there are links for "Hot Jobs" including RN - Float Pool, RN-ED, RN-CathLab, PT/OT, and Ultrasound. A "Take a Closer Look" section lists various roles and departments.

Career Website

The screenshot shows a landing page for "Jobs at Mary Washington Healthcare". It features images of Mary Washington Hospital and Stafford Hospital. A "Keep in Touch" form is visible on the right side, with fields for First Name, Last Name, Job/ Specialty, and other contact information. The page also includes a "Mary Washington Healthcare is HERE for You!" message.

Landing Page Platform



# Candidate Experience

Click 1. Corporate homepage – click on careers

The screenshot shows the Mary Washington Healthcare corporate homepage. At the top, there is a green navigation bar with links for "Pay My Bill", "Donate Now", "Patients", "Medical Professionals", and "Associates". Below this is the Mary Washington Healthcare logo with the tagline "Here for You." and social media icons for RSS, Facebook, Twitter, YouTube, and Pinterest. A search bar is located on the right side of the header. The main navigation bar is blue and includes links for "Home", "Find a Doctor", "About Us", "Services", "Locations", "Centers of Excellence", "Contact Us", and "Careers".

The main content area features a large banner for "NEW! 3D MAMMOGRAPHY. HIGHER ACCURACY. GREATER PEACE OF MIND." with a pink background and a "Learn More" button. Below the banner is a carousel of dots. To the right of the banner is a "Find a Doctor" search box with a text input field for "Enter Doctor's Name", a "Select Specialty" dropdown menu, and a "Search" button. Below the search box is a "Centers of Excellence" section with a list of categories: "Bones & Joints", "Brain Health", "Cancer Care", "Heart Health", and "Women & Children".

Below the main content area is an "ER Wait Times" section with a green background. It displays wait times for three locations: Lee's Hill EMERGENCY (20 min), Mary Washington HOSPITAL (25 min), and Stafford HOSPITAL (31 min). Each location has a "More info" button. A dropdown menu shows "11:00 am Today" and a "Go" button.

The bottom of the page is divided into four columns: "News", "Upcoming Events", "Our Blog", and "Video Highlights".

- News:** Mary Washington Healthcare Associate Scholarship Reception and Award Presentation, 19 June 2015.
- Upcoming Events:** Music Therapy (Thu. 25 Jun, 2015 (1:00 pm - 2:30 pm)) and Tobacco Cessation Support - MWH.
- Our Blog:** What Cancer Cannot Do, 19 June 2015. Over 5,000 of our family and friends in the Fredericksburg region will be diagnosed with cancer this...
- Video Highlights:** MWHC - Reese Medical Associate... (with a video player thumbnail).

# Candidate Experience

Click 2. Career site homepage – click on Nurse Practitioner Hot Job

The screenshot shows the Mary Washington Healthcare career site homepage. At the top left is the logo with the tagline "Mary Washington Healthcare Here for You." To the right is a "CONTACT HR" button and a link to "View Mobile Site". A dark navigation bar contains links for Home, About, Physicians & Mid-Levels, Nursing, Allied Health, Students, Locations, and Search Jobs. Below the navigation is a large photo of five diverse healthcare professionals. To the right of the photo is a green search bar labeled "Search All Jobs" with a magnifying glass icon. Below the search bar is a "Hot Jobs" section with a list of job categories: Nurse Practitioner (blue), RN-ED (purple), Nurse Manager (green), PT/OT (red), and Ultrasound (orange). At the bottom of the page is a dark green bar with four icons and links: a hospital icon for "Mary Washington Hospital Jobs", another hospital icon for "Stafford Hospital Jobs", a heart with a pulse line for "Physician Jobs", and an arrow icon for "Quick Job Links". Each link is followed by the text "Click here to view »".

## Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for success.



## Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win](#)

# Candidate Experience

Click 3. Job description– click on Apply Online

[Send this job to a friend](#)

Nurse Practitioner (NP) Various Opportunities /Specialties	
Department:	MWHC Future Opportunities
Req#:	29416
Schedule:	
Shift:	
Hours:	
Job Details:	<p>NURSE PRACTITIONERS/NPs</p> <p>As one of Virginia's fastest growing healthcare systems and the region's premier provider, we offer career growth in an environment designed for success. Our state-of-the-art facilities are complemented with our heritage of providing excellent care to the community for over 100 years. This combination means that with even the most advanced technology and innovative practices, we don't forget the importance of the human touch.</p> <p><b>Do you have what it takes?</b></p> <ul style="list-style-type: none"><li>• Virginia NP License required</li><li>• Previous experience as a NP preferred</li><li>• AHA BLS Required</li><li>• Current approval for prescriptive authority in Virginia</li><li>• Valid DEA certificate</li><li>• Critical Care Experience preferred</li></ul> <p>We realize the importance of a great environment – on and off the job. Our location in beautiful Fredericksburg makes work/life balance come easy. Without a commute, you have more free time to explore the area, spend time with family and friends or simply relax. Rotating shifts help you plan your work around life. Our competitive benefits plan includes comprehensive healthcare coverage, tuition reimbursement, paid vacation and more.</p>



[Click Here to Apply Online](#)



# Candidate Experience

Click 4. Register and begin application

**Applicant Login**

**First Time Applying?**

[Apply Now!](#)

---

**Returning user? Please login:**

User Name:

Password:

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[Forgot User Name or Password?](#)

You can check the current status of your application on the "Applicant Profile page" which is found after you log in with your User name and password.

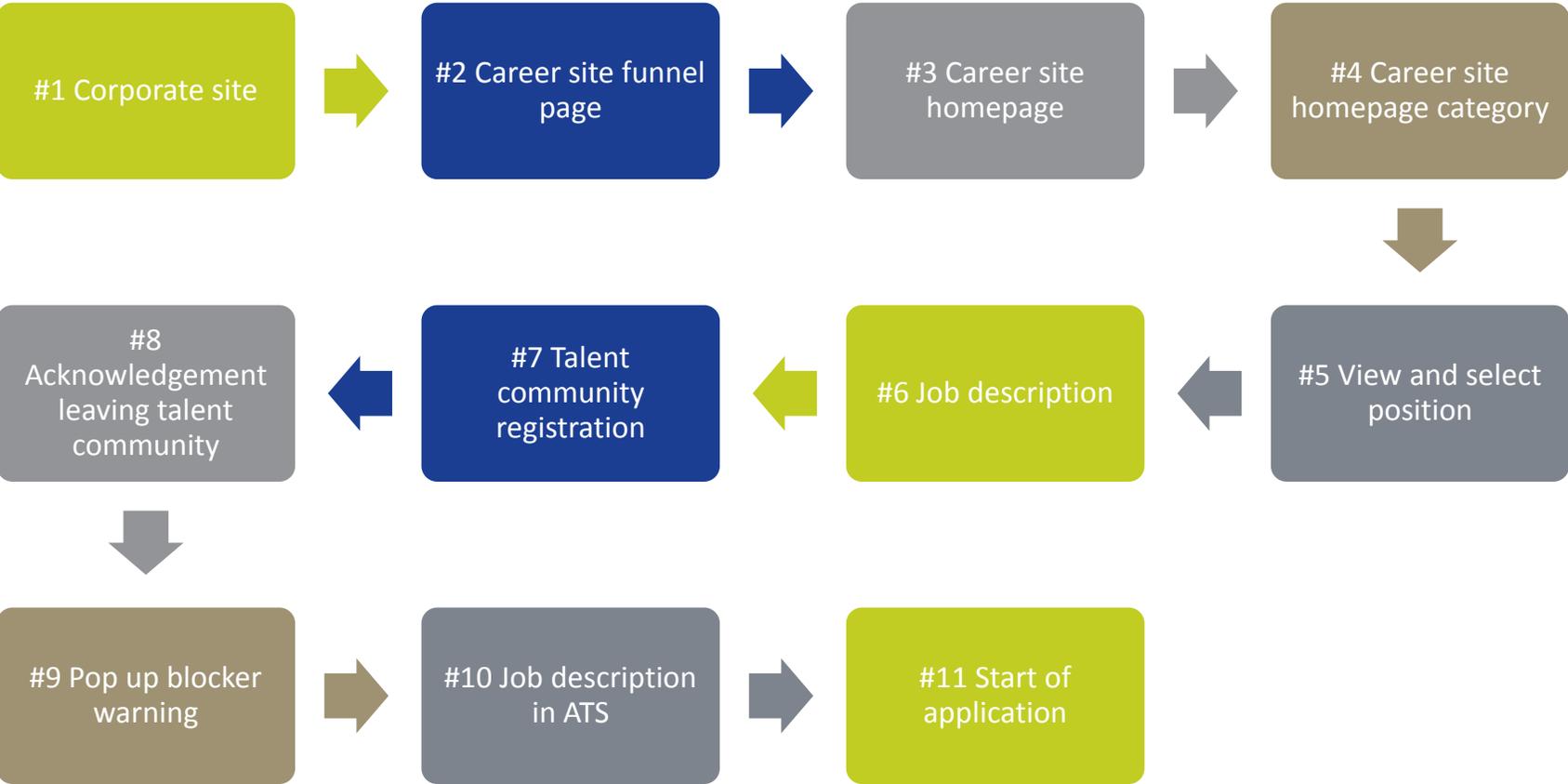


# MWHC Flow Chart Of Candidate Experience



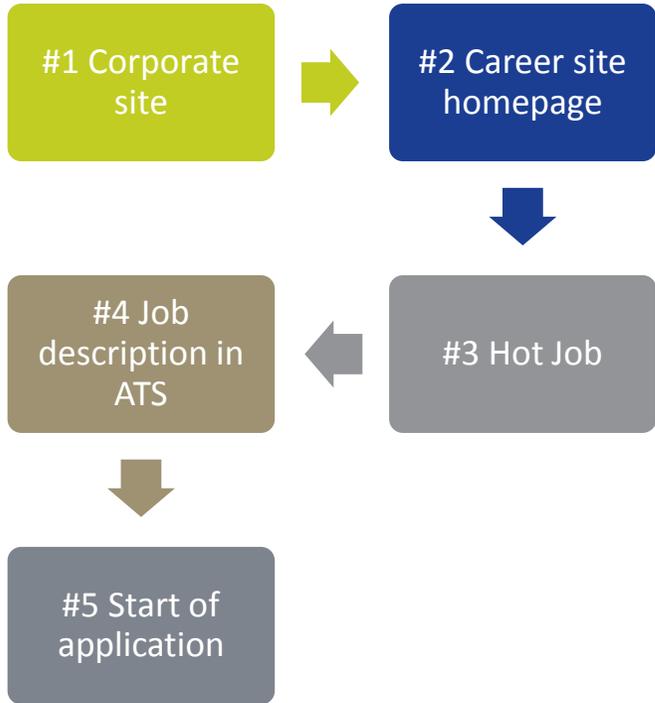
# Not-so-good Flow Chart Candidate Experience

11 clicks to start the application

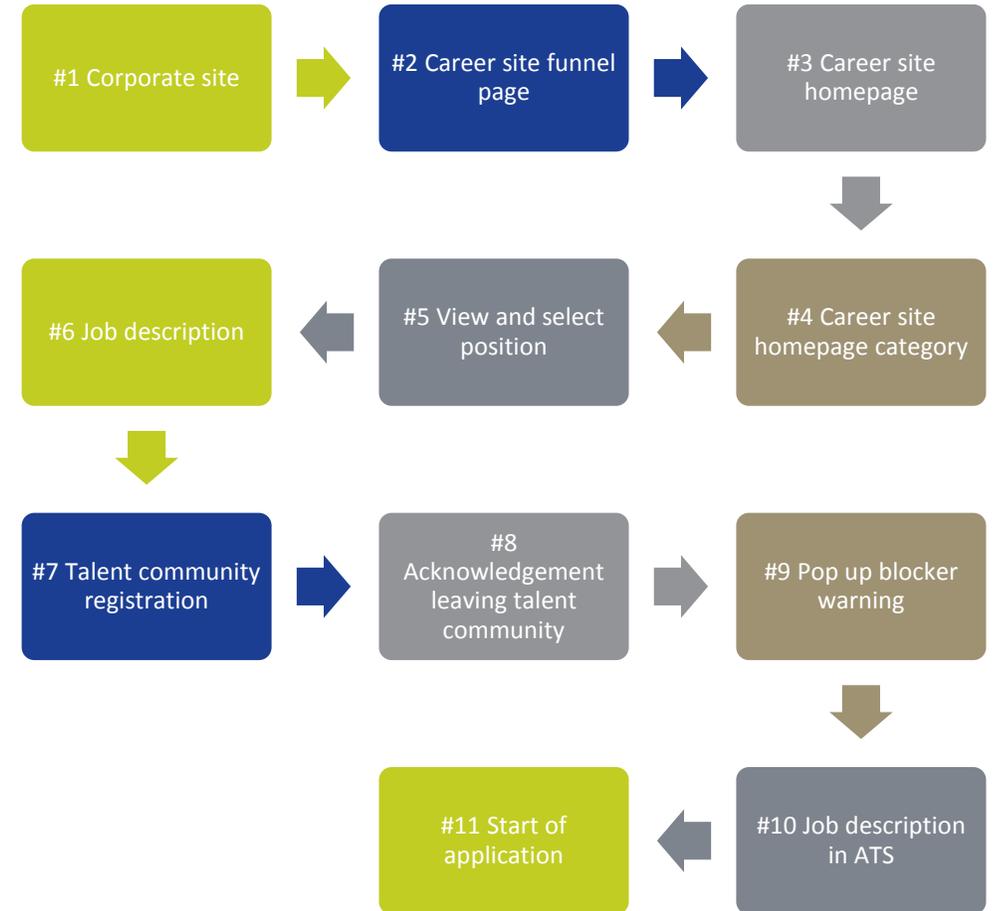




## MWHC Experience



## "Other" Experience



# Not-so-good Candidate Experience

**Applicant Login**

**First Time Applying?**

[Apply Now!](#)

---

**Returning user? Please login:**

User Name:

Password:

---

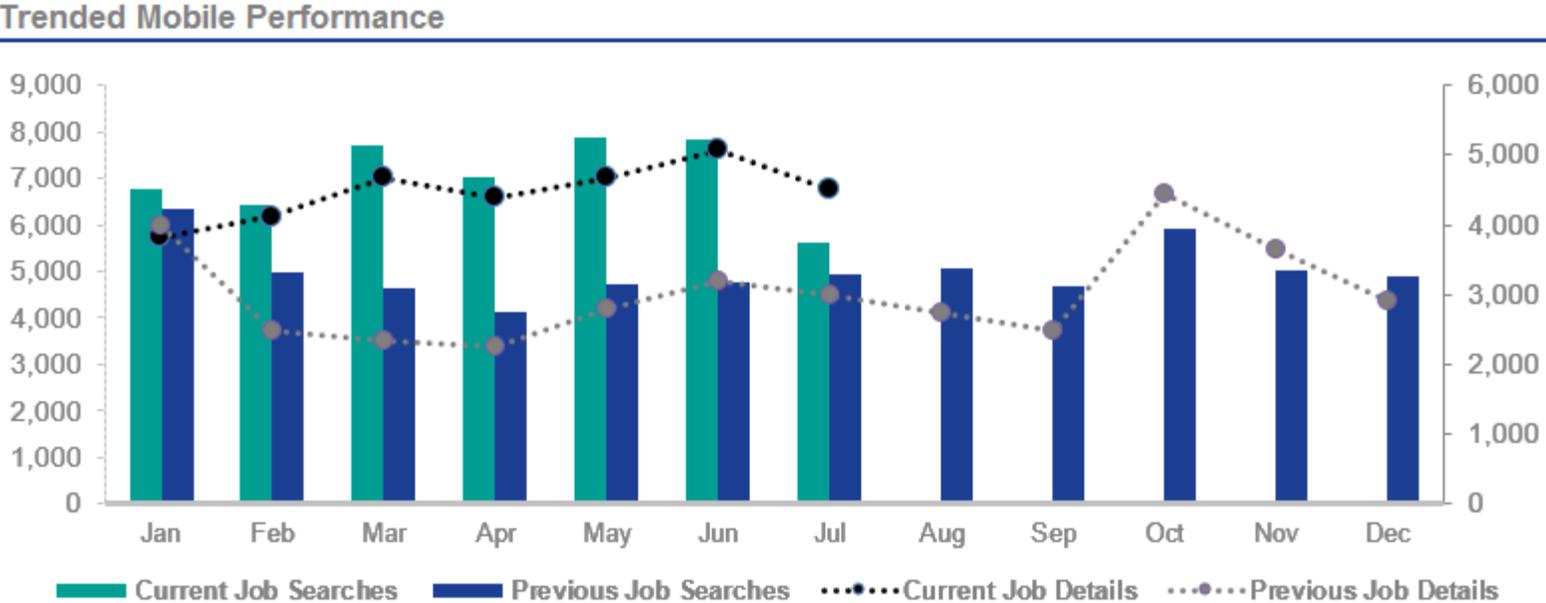
[Forgot User Name or Password?](#)

You can check the current status of your application on the "Applicant Profile page" which is found after you log in with your User name and password.



# The Candidate Experience – Going Mobile

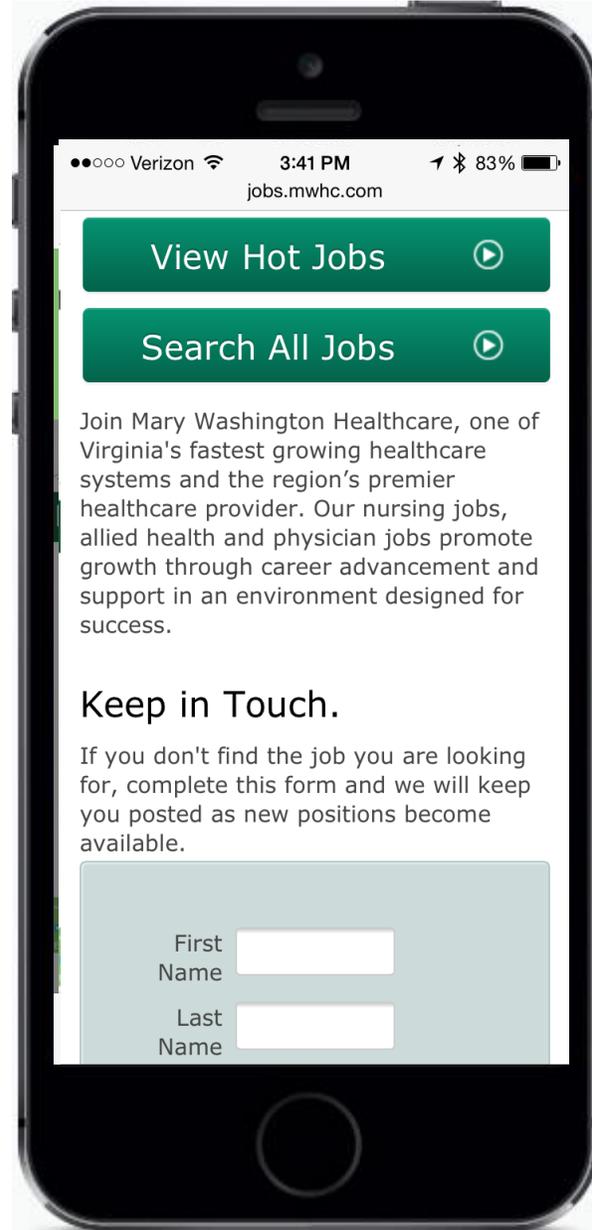
Activity continues to grow



*Job Details Viewed from a Mobile Device have doubled Year Over Year*



# The MWHC Mobile Experience



# Landing Pages

## Candidate friendly experiences promoting critical openings

- Ties communications together from offline, email, online banners to strengthen the campaign messaging
- Jobs can be brought to every landing page via an iFrame
- Landing pages are responsive, providing the best possible candidate experience



Mary Washington Healthcare *Here for You.*

Jobs at Mary Washington Healthcare

Mary Washington Hospital Stafford Hospital

Mary Washington Healthcare is HERE for You!

If you're a highly motivated, experienced healthcare professional we have opportunities for you. As medical innovations and technologies continue to advance, so does MWHC. With two hospitals and expanding facilities throughout the area, we offer all the benefits of a big city healthcare system while located in the beautiful Virginia countryside. Our continued growth offers continued opportunities. See where your career can take you at Mary Washington Healthcare.

**Keep in Touch**

If you don't find the position you're looking for, complete the short form and we'll have a touch with you as new opportunities arise.

First Name:

Last Name:

Job/Specialty (required):

Specialty (required):

Email Address (required):

Phone Number:

City:

State/Province:

Comments:

Category: Allied health  
Location: All  
Schedule: All  
Results: 4 Job(s) [Details](#) [New Search](#)

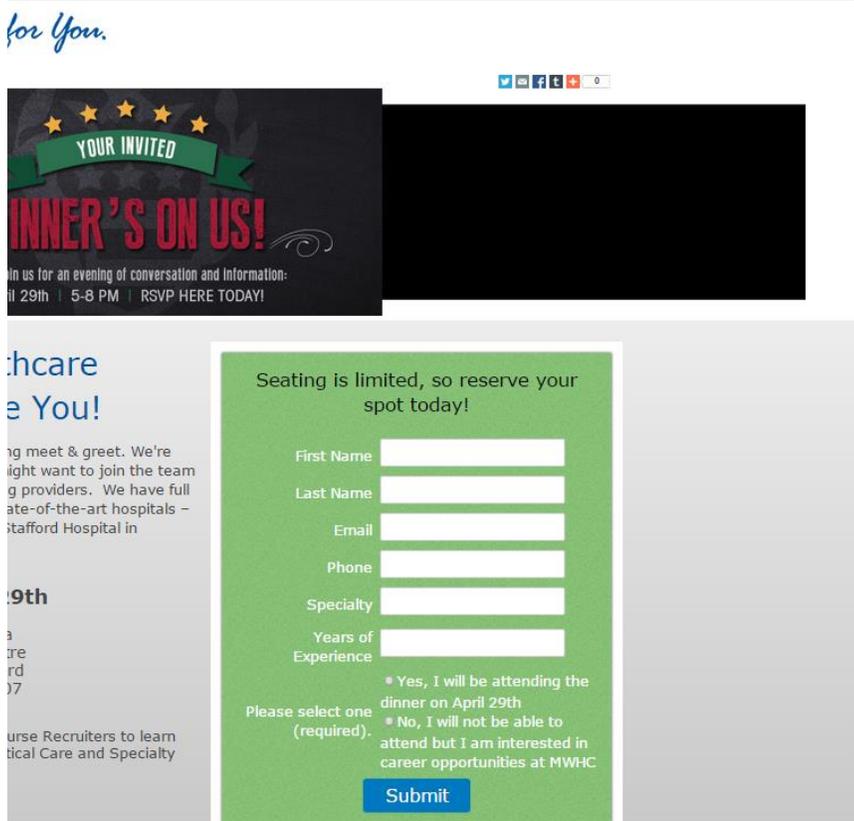
Displaying Records 1-4 of 4 Records Returned

The new member information about a job or your data on the site or to new member data check the box next to the job title and job type. You will receive a notification by email at the time of the job.

# Landing Page for Campaign Promoting Off-Site Hiring Event for RNs

Marketing Initiati

- Paid Search
- Homepage M:
- Facebook Disp
- Direct Mail
- Dynamic Cont
- Remarketing E
- Retargeting B:



# Landing Page for Campaign Promoting Float Pool RNs

## Marketing Initiatives Include:

- Paid Search
- Homepage Marketing
- Remarketing Emails
- Retargeting Banner Ads
- Direct Mail



## Make a Splash!

Become a Float Pool RN at Mary Washington Healthcare.

Our RNs dive head-first into everything they do, leading with care, compassion and dedication. They work as a team to deliver the most positive patient outcomes. With Mary Washington Hospital's Magnet status and Stafford Hospital's combination of high tech and high touch, a float pool RN job puts you in an environment designed for success.

And while you won't need Floaties to work, you will enjoy:

- Earn up to \$50/hour
- Flexible schedule designed by you in our online scheduling software
- Diverse assignments and challenges
- A variety of contracts to choose from
- Only one weekend shift per month
- One major and one minor holiday per year required
- One shift per week minimum required
- Opportunities for full time hours with a signed commitment for a specific period of time. Length of commitments vary and may be repeated up to a maximum of 26 weeks per year

**Current Associates:** At this time we are not accepting internal transfers into float pool positions.

\*\$45/hour for new hires choosing not to commit to f/t or a designated period

\$50/hour for new hires who sign a 4-13 week commitment

**Category:** All

**Location:** All

**Schedule:** All

**Results:** 1 Job(s)

[Reset](#) [New Search](#)

Displaying Records 1-1 of 1 Records Returned

To view detailed information about a job or jobs click on the title or to view multiple jobs check the box next to the job titles and click the "view selected jobs" button located at the foot of the page.

Select	Date	Position/Department/Facility	Schedule
<input type="checkbox"/>	Jun-2-15	Registered Nurse (RN) Float Pool Nursing Administration Mary Washington Hospital, Fredericksburg, VA	PRN various shifts

## Keep in Touch

If you don't find the position you're looking for, complete the short form and we'll stay in touch with you as new opportunities arise.

First Name

Last Name

Job/ Specialty  
(required)  (choose one)

Specialty  
(required)

Email Address  
(required)

Phone Number

City

State/ Province  (choose one)

Comments

# Landing Page Can Improve The Candidate Experience

The Google logo is centered on the page, rendered in its characteristic multi-colored font.

Emergency room nurse jobs

Google Search

I'm Feeling Lucky

Follow in the footsteps of music legends. Step inside Abbey Road Studios with Google.

1. Search



# Landing Page – Improve The Candidate Experience

## Targeted campaigns with discipline keywords

Google emergency room nurse jobs

Web News Maps Images Shopping More Search tools

About 18,200,000 results (0.24 seconds)

- 125+ ER RN Jobs - Get a Contract Emergency Room Job**  
www.nursingjobsonly.com/  
Pick Your State & Apply Online.  
Over 1,000 Contract Jobs · Over 1,000 Travel Jobs
- ER RN Jobs - HCAEastFloridaJobs.com**  
www.hcaeastfloridajobs.com/  
Become an Emergency Room RN at HCA East Florida. Apply Now!
- Emergency Dept. RN Jobs - FloridaHospitalCareers.com**  
www.floridahospitalcareers.com/  
Find ED RN jobs now at Florida Hospital in Orlando area
- Emergency Room Nurse Jobs, Employment | Indeed.com**  
www.indeed.com/q-Emergency-Room-Nurse-jobs.html · Indeed.com  
Jobs 1 - 10 of 24089 - 24089 Emergency Room Nurse Jobs available on Indeed.com. one search. all jobs.
- Er Nurse Jobs, Employment | Indeed.com**  
www.indeed.com/q-Er-Nurse-jobs.html · Indeed.com  
Jobs 1 - 10 of 32374 - The ideal Travel ER for this position experience, meets all the ER skill set requirements, is flex
- Emergency Department Nursing Jobs | Nurse.com**  
www.nurse.com/jobs/emergency-department-nursing-jobs ·  
Results 1 - 50 of 737 - Job City : Deerfield Beach Job State : Florida Specialty : Nursing: Emergency Room Job Description : MedPro Healthcare Staffing, a Joint ...
- Registered Nurse Emergency Department Jobs | LinkedIn**  
https://www.linkedin.com/job/registered-nurse-emergency-depa... · LinkedIn  
Apply to 8800 Registered Nurse Emergency Department jobs on LinkedIn. Sign up today, leverage your professional network, and get hired. New Registered ...
- Nursing: RN ER Jobs**  
jobs.monster.com > Healthcare · Monster.com  
Seeking experienced RN ED nurse with at least 2+ years experience working in ED/emergency room \$10K sign on bonus is available JOB SUMMARY: The ...
- ER Travel Nursing Jobs**  
er.travelnursing.org/Jobs ·  
Earn More \$ as an ER Travel Nurse. Great Benefits. Apply in 1 Minute!
- Emergency Room CNS Jobs**  
www.healthcareers.com/NursingJobs ·  
Local Advanced Practice Nurse Jobs. Find Your Next Career Now.
- High Paying RN Jobs**  
www.legalnurse.com/GetCertified ·  
3.5 ★★★★★ rating for legalnurse.com Kiss 12-Hr. Shifts Goodbye! Get Our Free Info Packet and Book.
- Emergency Room Jobs**  
jobs.mwhc.com/ ·  
Join Mary Washington Healthcare in the Emergency Dept. Apply now. Stafford, VA
- Emergency Nursing Jobs**  
info.nghscareers.com/ ·  
Join NGHSC near Atlanta. RN openings in the ED. Apply now.
- Travel Nursing Jobs in SD**  
www.scripps.org/Nursing-Jobs ·  
Search Jobs With Scripps. Work For a California Health Care Leader!
- Emergency Room Jobs**  
www.kpsphysicianstaffing.com/ ·  
Setting You Up On A Path Of Career Development. ER Jobs Available Now!
- Looking for Nurse Jobs?**  
www.onwardhealthcare.com/apply+now ·

### 1. Search



Emergency room nurse jobs

Google Search

I'm Feeling Lucky

Keyword:  
Emergency room nurse jobs

### 2. Search Results

# Hard To Fill Positions – Improve The Candidate Experience

Targeted campaigns with discipline keywords



## ED Nursing at Mary Washington

With three facilities offering full-service emergency care – Mary Washington Hospital, Stafford Hospital, and the Emergency and Outpatient Center at Lee’s Hill – we offer state-of-the-art care to more than 100,000 patients each year.

Care is managed through a nationally recognized system (RATED-ER) created by our physicians and nurses that allows us to care for the most critically ill patients, while at the same time providing timely care for patients who can be treated and sent home.

### Search ED Nursing Jobs

Category: All  
 Location: All  
 Schedule: All  
 Results: 8 Job(s)

Reset New Search

Displaying Records 1-8 of 8 Records Returned

To view detailed information about a job or jobs click on the title or to view multiple jobs check the box next to the job titles and click the "view selected jobs" button located at the foot of the page.

Select	Date	Position/Department/Facility	Schedule
<input type="checkbox"/>	May-6-15	Manager, Patient Care for the ED ED-Emergency Dept Mgr Mary Washington Hospital, Fredericksburg, VA	full-time various shifts Manager Position, Various Shifts, including Nights & som

### Keep in Touch

If you don't find the position you're looking for, complete the short form and we'll stay in touch with you as new opportunities arise.

First Name

Last Name

Job/  
Specialty (required)

Specialty (required)

Email Address (required)

Phone Number

City

State/Province (choose one)

Comments

Submit

### 1. Search

Emergency room nurse jobs

Google Search I'm Feeling Lucky

Keyword:  
Emergency room nurse jobs

### 2. Search Results

125+ ER RN Jobs - Get a Contact Emergency Room Job

ER RN Jobs - HCAeastflorida.com

Emergency Dept RN Jobs - FloridaHospitalCareers.com

Emergency Room Nurse Jobs - Employment Indeed.com

ER Nurse Jobs - Employment Indeed.com

Emergency Department Nursing Jobs | Nurse.com

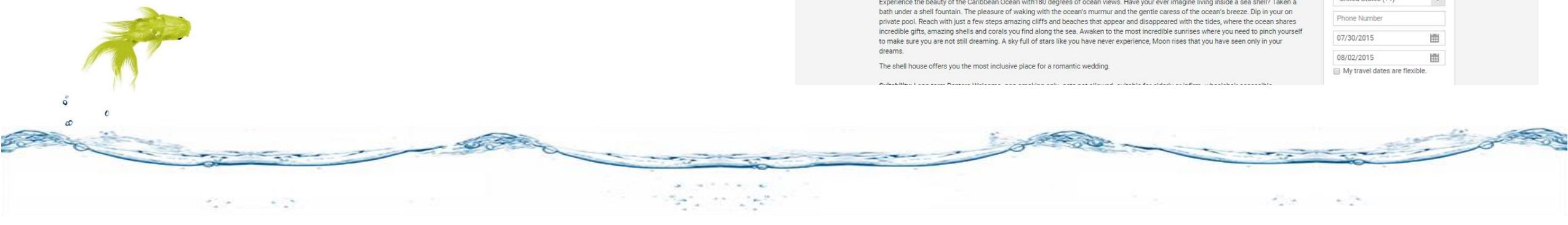
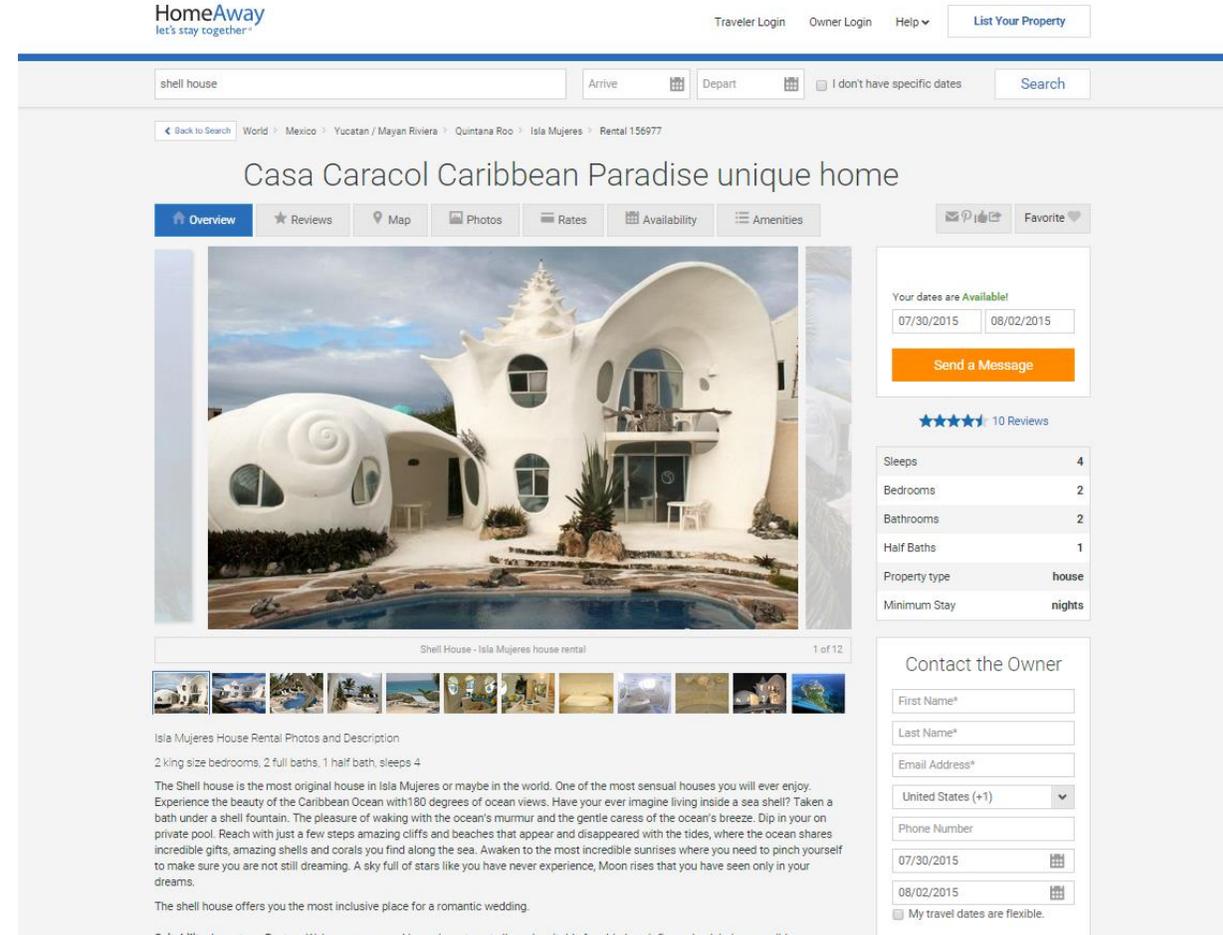
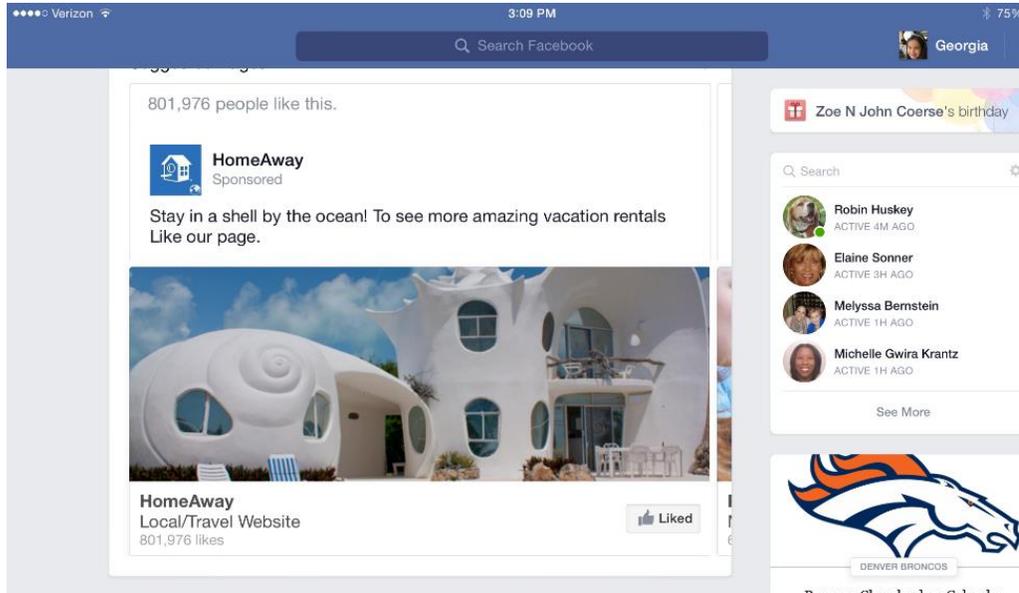
Registered Nurse Emergency Department Jobs | LinkedIn

Nursing RN ER Jobs

- Paid Search
- Emergency Room RNs

### 3. Landing Page

# Sea Shell House Example



# JOBS TITLES AND DESCRIPTIONS



# Which Direction Specialty Is Right For You?



15994	<a href="#">RN II</a> 3 West/4 West	Full Time 72 Night Shift weeknights plus poss weekend night
15995	<a href="#">RN II</a> 3 West/4 West	Full Time 72 Day Shift weekdays plus occ weekend day
16092	<a href="#">RN II</a> 5 South	Full Time 72 Night Shift variable



# MWHC Job Titles

Jul-9-14	<u>Medical Lab Technician (MLT)</u> Blood Bank Mary Washington Hospital, Fredericksburg, VA	full-time various shifts
Jun-3-15	<u>Occupational Therapist, OT</u> Home Health-Occ Therapy Mary Washington Home Health and Hospice, Fredericksburg, VA	Per Visit day shift Monday -Friday
Oct-14-14	<u>Occupational Therapist (OT) - Inpatient</u> Occupational Therapy Mary Washington Hospital, Fredericksburg, VA	full-time day shift days, weekends, holidays as needed
Jun-3-15	<u>Physical Therapist, PT</u> Home Health-Phys Therapy Mary Washington Home Health and Hospice, Fredericksburg, VA	Per Visit day shift M-F as needed with occ. weekend commitment
Oct-14-14	<u>Physical Therapist (PT) - Outpatient</u> SHC MOB Stafford Hospital, Stafford, VA	part-time day shift / evening shift T/Th 8am-6:30pm
May-13-14	<u>Physician Assistant (PA)</u> Physicians Edge Personnel Svcs Physicians Edge, LLC, Fredericksburg, VA	full-time day shift / evening shift
Jul-1-15	<u>Speech Pathologist (SLP), Inpatient</u> Speech Therapy Stafford Hospital, Stafford, VA	PRN day shift Variable as needed Monday-Saturday; 24 hours/pay period



# MWHC Job Titles

Jun-18-15	<u>Registered Nurse (RN), Radiology</u> Radiology Support Mary Washington Hospital, Fredericksburg, VA	part-time day shift / evening shift 32 hours per week days, weekends, and on call; some holidays
Jun-18-15	<u>Registered Nurse (RN) - Surgical Intermediate Care</u> Surgical Intermediate Care Mary Washington Hospital, Fredericksburg, VA	part-time night shift varies/12 hour nightshift
Jun-18-15	<u>Registered Nurse (RN) - Cardiac Progressive Care</u> Cardiac Progressive Care Mary Washington Hospital, Fredericksburg, VA	part-time day shift / evening shift Weekend/Holiday Commitment Required
Jun-18-15	<u>Registered Nurse (RN) - Cardiac Progressive Care</u> Cardiac Progressive Care Mary Washington Hospital, Fredericksburg, VA	full-time night shift
Jun-18-15	<u>Registered Nurse (RN) - Cardiac</u> CCS-3 North Cardiac Prog Mary Washington Hospital, Fredericksburg, VA	part-time day shift varies/ 12 hr. shifts
Jun-18-15	<u>Registered Nurse (RN) - Cardiac</u> CCS-3 North Cardiac Prog Mary Washington Hospital, Fredericksburg, VA	part-time night shift varies/ 12 hr. night shift
Jun-24-15	<u>Registered Nurse, RN- Renal/Resp</u> MCC-4 South Renal/Resp Mary Washington Hospital, Fredericksburg, VA	full-time day shift / evening shift days/evening/q other weekend/some holidays



6  
0

15994	<a href="#">RN II</a> 3 West/4 West	Full Time 72 Night Shift weeknights plus poss weekend night
15995	<a href="#">RN II</a> 3 West/4 West	Full Time 72 Day Shift weekdays plus occ weekend day
16092	<a href="#">RN II</a> 5 South	Full Time 72 Night Shift variable

Jun-18-15	<a href="#">Registered Nurse (RN), Radiology</a> Radiology Support Mary Washington Hospital, Fredericksburg, VA	part-time day shift / evening shift 32 hours per week days, weekends, and on call; some holidays
Jun-18-15	<a href="#">Registered Nurse (RN) - Surgical Intermediate Care</a> Surgical Intermediate Care Mary Washington Hospital, Fredericksburg, VA	part-time night shift varies/12 hour nightshift
Jun-18-15	<a href="#">Registered Nurse (RN) - Cardiac Progressive Care</a> Cardiac Progressive Care Mary Washington Hospital, Fredericksburg, VA	part-time day shift / evening shift Weekend/Holiday Commitment Required
Jun-18-15	<a href="#">Registered Nurse (RN) - Cardiac Progressive Care</a> Cardiac Progressive Care Mary Washington Hospital, Fredericksburg, VA	full-time night shift
Jun-18-15	<a href="#">Registered Nurse (RN) - Cardiac</a> CCS-3 North Cardiac Prog Mary Washington Hospital, Fredericksburg, VA	part-time day shift varies/ 12 hr. shifts
Jun-18-15	<a href="#">Registered Nurse (RN) - Cardiac</a> CCS-3 North Cardiac Prog Mary Washington Hospital, Fredericksburg, VA	part-time night shift varies/ 12 hr. night shift
Jun-24-15	<a href="#">Registered Nurse, RN- Renal/Resp</a> MCC-4 South Renal/Resp Mary Washington Hospital, Fredericksburg, VA	full-time day shift / evening shift days/evening/q other weekend/some holidays



# Looking For A Recruitment Job?

Select	Position/Department/Facility	Schedule
<input type="checkbox"/> 1. 	<a href="#">HR</a> Human Resources	full-time Day 8:00 a.m. to 4:30 p.m. (40 hrs per week)
<input type="checkbox"/> 2. 	<a href="#">HR</a> Human Resources	full-time Day 8:00 a.m. - 4:30 p.m.
<input type="checkbox"/> 3.	<a href="#">HR</a> Human Resources	full-time Day 8:00 a.m. - 4:30 p.m. Weekdays (40hrs per week)
<input type="checkbox"/> 4.	<a href="#">HR</a> Human Resources	full-time Day 8:00am - 4:30pm
<input type="checkbox"/> 5.	<a href="#">HR</a> Human Resources	per diem Day Variable
<input type="checkbox"/> 6.	<a href="#">HR</a> Human Resources	full-time Day 8-5
<input type="checkbox"/> 7. 	<a href="#">HR</a> Human Resources	full-time Day 8:30am to 5:00pm Occasional Weekend Shift
<input type="checkbox"/> 8.	<a href="#">HR</a> Human Resources	full-time Day 8:00 am - 4:30 pm



6  
0

# MWHC Job Description

[Send this job to a friend](#)

Jun-18-15	<a href="#">Registered Nurse (RN) - Surgical Intermediate Care</a> Surgical Intermediate Care Mary Washington Hospital, Fredericksburg, VA	part-time night shift varies/12 hour nightshift
-----------	--	---

Registered Nurse, RN	
<b>Department:</b>	Surgical Intermediate Care
<b>Req#:</b>	29403
<b>Schedule:</b>	part-time
<b>Shift:</b>	night shift
<b>Hours:</b>	varies/12 hour nightshift
<b>Job Details:</b>	<p>- Associates of Science or Certificate in Nursing - American Heart Association CPR - RN License</p> <p>The Surgical Intermediate Care Unit at MWH is a fast paced, high acuity unit providing an advanced level of care to post cardiac, thoracic, and neurosurgery patient populations</p> <ul style="list-style-type: none"><li>• <b>32 bed unit</b></li><li>• <b>Supports Vents</b></li><li>• <b>Surgical Post Ops</b></li><li>• <b>High Energy</b></li><li>• <b>1:4 nurse/patient ratio</b></li></ul> <p>This staff governed unit boasts a 4:1 patient to RN ratio, licensed support staff, and an interdisciplinary care model. In addition to our exciting and challenging scope of care we also offer a supportive team environment in which to grow and develop your professional practice.</p> <p>If you are a fan of critical thinking, shared governance, excellent patient outcomes, and interdisciplinary collaboration the Surgical Intermediate Care Unit team at MWH would love to talk to you.</p>

[Click Here to Apply Online](#)



# “Other” Job Description

15994	<a href="#">RN II</a> 3 West/4 West	Full Time 72 Night Shift weeknights plus poss weekend night
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RN II	
Location:	
Department:	3 West/4 West
Employment Status:	Full Time
Hours per Pay Period:	72
Shift:	Night Shift
Hours:	weeknights plus poss weekend night
Job Details:	<p>Basic Cardiac Life Support RN Required 2 years experience</p> <p>To deliver individualized nursing care to patients in accordance with established hospital guidelines, nursing care standards and policies and in accordance with external regulatory agencies.</p> <p>Registered Nurses use the nursing process to effectively plan and manage patient care. Biophysical, psychosocial, environmental, self-care, educational and discharge planning needs are addressed in all steps of the nursing process. This is demonstrated in base-line and comparative documentation, entered in a timely manner, and with evidence of age-appropriate consideration when care is planned, delivered, and evaluated.</p> <p>3 West/ 4 West is an inpatient BMT unit made up of two 18 bed units specializing in Allogeneic and Autologous Blood &amp; Marrow transplants.</p>

Please disable your pop-up blocker  
before starting the application process.



[Send this job to a friend](#)

<b>RN II</b>	
<b>Location:</b>	[REDACTED]
<b>Department:</b>	3 West/4 West
<b>Employment Status:</b>	Full Time
<b>Hours per Pay Period:</b>	72
<b>Shift:</b>	Night Shift
<b>Hours:</b>	weeknights plus poss weekend night
<b>Job Details:</b>	<p>Basic Cardiac Life Support RN Required 2 years experience</p> <p>To deliver individualized nursing care to patients in accordance with established hospital guidelines, nursing care standards and policies and in accordance with external regulatory agencies.</p> <p>Registered Nurses use the nursing process to effectively plan and manage patient care. Biophysical, psychosocial, environmental, self-care, educational and discharge planning needs are addressed in all steps of the nursing process. This is demonstrated in base-line and comparative documentation, entered in a timely manner, and with evidence of age-appropriate consideration when care is planned, delivered, and evaluated.</p> <p>3 West/ 4 West is an inpatient BMT unit made up of two 18 bed units specializing in Allogeneic and Autologous Blood &amp; Marrow transplants.</p>

Please disable your pop-up blocker before starting the application process.

<b>Registered Nurse, RN</b>	
<b>Department:</b>	Surgical Intermediate Care
<b>Req#:</b>	29403
<b>Schedule:</b>	part-time
<b>Shift:</b>	night shift
<b>Hours:</b>	varies/12 hour nightshift
<b>Job Details:</b>	<ul style="list-style-type: none"> <li>- Associates of Science or Certificate in Nursing</li> <li>- American Heart Association CPR</li> <li>- RN License</li> </ul> <p>The Surgical Intermediate Care Unit at MWH is a fast paced, high acuity unit providing an advanced level of care to post cardiac, thoracic, and neurosurgery patient populations</p> <ul style="list-style-type: none"> <li>• 32 bed unit</li> <li>• Supports Vents</li> <li>• Surgical Post Ops</li> <li>• High Energy</li> <li>• 1:4 nurse/patient ratio</li> </ul> <p>This staff governed unit boasts a 4:1 patient to RN ratio, licensed support staff, and an interdisciplinary care model. In addition to our exciting and challenging scope of care we also offer a supportive team environment in which to grow and develop your professional practice.</p> <p>If you are a fan of critical thinking, shared governance, excellent patient outcomes, and interdisciplinary collaboration the Surgical Intermediate Care Unit team at MWH would love to talk to you.</p>

[Click Here to Apply Online](#)

# What Is Important To Job Seekers?

<i>Total RN Sample</i>	<i>Total Very Important (336)</i>
Pay and benefits	76%
Shifts and schedules	70
Unit RN to patient ratios	66
Knowing there is a current opening	63
Pace, support and attitude on the floor	58
Nursing management reputation	54
Reputation in the medical community	48
Located close to my home	47
Recommendations from employees	45
Knowing there are often job openings	42
Unit capabilities and services	39
Located in a safe part of town	30
<i>Q.14 When you're actively searching for a new job, how important is each of the following types of information to you when you are considering new employers to pursue? Note: Responses indicate "Very Important" on a 5-point numerical scale.</i>	



# Job Descriptions Are Now Advertisements

RN II	
<b>Description:</b>	The RN II demonstrates an expanding knowledge base in the management of nursing care for specific types of patient populations and their families. The RN II applies more in-depth clinical reasoning and critical thinking skills. Demonstrates an increased capacity to problem-solve through application of the nursing process. Demonstrates and completes unit-specific Competent Clinical Pathway. Per Diem RN's will be evaluated using this performance document and department specific competencies. The skills and competencies are normally acquired through 1-3 years of related experience as a registered nurse.
<b>Requirements:</b>	Current licensure in the State of Florida as a Registered Nurse. RN1's and RN2's BSN preferred but not required. RN3's National Certification in area of specialty or BSN required. RN4's National Certification in area of specialty and BSN required. Pediatric Nursing experience preferred. Some positions may have specific experience requirements. Cognitive skill required to administer safe patient care. Read/write/speak and understand English. Auditory and visual ability to assess and provide nursing care. Ability to effectively interact with patients, families, physicians, ancillary and support staff. Ability to effectively manage within an environment of emotional and physical stress. Work hours may include weekend, holidays, other shifts and other units. May be required to be on call.
<b>Department:</b>	8S Subspec
<b>Location:</b>	
<b>Shift:</b>	Varies
<b>Hours/Pay Period:</b>	60
<b>Requisition #:</b>	15-006350-7800-10-0001
	<a href="#">Apply Now</a>

## **RN II** - new

★★★★★ [22 reviews](#) - Saint Petersburg, FL

The RN II applies more in-depth clinical reasoning and critical thinking skills. The RN II demonstrates an expanding knowledge base in the management of nursing...

2 days ago - [save job](#) - [email](#) - [more...](#)

[Send this job to a friend](#)

<b>RN II</b>	
<b>Location:</b>	
<b>Department:</b>	3 West/4 West
<b>Employment Status:</b>	Full Time
<b>Hours per Pay Period:</b>	72
<b>Shift:</b>	Night Shift
<b>Hours:</b>	weeknights plus poss weekend night
<b>Job Details:</b>	<p>Basic Cardiac Life Support RN Required 2 years experience</p> <p>To deliver individualized nursing care to patients in accordance with established hospital guidelines, nursing care standards and policies and in accordance with external regulatory agencies.</p> <p>Registered Nurses use the nursing process to effectively plan and manage patient care. Biophysical, psychosocial, environmental, self-care, educational and discharge planning needs are addressed in all steps of the nursing process. This is demonstrated in base-line and comparative documentation, entered in a timely manner, and with evidence of age-appropriate consideration when care is planned, delivered, and evaluated.</p> <p>3 West/ 4 West is an inpatient BMT unit made up of two 18 bed units specializing in Allogeneic and Autologous Blood &amp; Marrow transplants.</p>

**Please disable your pop-up blocker before starting the application process.**

<b>Registered Nurse, RN</b>	
<b>Department:</b>	Surgical Intermediate Care
<b>Req#:</b>	29403
<b>Schedule:</b>	part-time
<b>Shift:</b>	night shift
<b>Hours:</b>	varies/12 hour nightshift
<b>Job Details:</b>	<ul style="list-style-type: none"> <li>- Associates of Science or Certificate in Nursing</li> <li>- American Heart Association CPR</li> <li>- RN License</li> </ul> <p>The Surgical Intermediate Care Unit at MWH is a fast paced, high acuity unit providing an advanced level of care to post cardiac, thoracic, and neurosurgery patient populations</p> <ul style="list-style-type: none"> <li>• <b>32 bed unit</b></li> <li>• <b>Supports Vents</b></li> <li>• <b>Surgical Post Ops</b></li> <li>• <b>High Energy</b></li> <li>• <b>1:4 nurse/patient ratio</b></li> </ul> <p>This staff governed unit boasts a 4:1 patient to RN ratio, licensed support staff, and an interdisciplinary care model. In addition to our exciting and challenging scope of care we also offer a supportive team environment in which to grow and develop your professional practice.</p> <p>If you are a fan of critical thinking, shared governance, excellent patient outcomes, and interdisciplinary collaboration the Surgical Intermediate Care Unit team at MWH would love to talk to you.</p>

[Click Here to Apply Online](#)



## **RN II**

★★★★★ [108 reviews](#) - Tampa, FL

BSN Basic Cardiac Life Support RN Required 2 years experience To deliver individualized nursing care to patients in accordance with established hospital

2 days ago - [email](#)

Sponsored by 

## **Registered Nurse (RN) - Surgical Intermediate Care**

Mary Washington Healthcare ★★★★★ [46 reviews](#) - Fredericksburg, VA

The Surgical Intermediate Care Unit at MWH is a fast paced, high acuity unit providing an advanced level of care to post cardiac, thoracic, and neurosurgery...

26 days ago - [save job](#) - [email](#) - [more...](#)

## **Registered Nurse, (RN) L&D**

Mary Washington Healthcare ★★★★★ [46 reviews](#) - Fredericksburg, VA - [+1 location](#)

L&D Experience Strongly preferred. L&D 10 Beds 4 triage 2 OR's and 3 Recovery. The RN is responsible for the delivery of patient care through the nursing...

30+ days ago - [save job](#) - [email](#) - [more...](#)



# ASSESSMENT



# Top Takeaways from Candidate Experience

1. Making it easy for people to find and apply for the job
2. Make job titles easy to navigate like a product title
3. Think of job descriptions as an advertisement





**It's Time For A Break**



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

Re-engagement

Tracking & Analytics

Converting Direct Traffic

# USING HOMEPAGE AS A MARKETING CHANNEL



# Evidence Based Marketing



Fusion RN Survey



# Candidates Are Looking For JOBS!

## The career site homepage must be focused on promoting JOBS

The screenshot shows the Mary Washington Healthcare career site homepage. At the top left is the logo with the tagline "Mary Washington Healthcare Here for You." At the top right are links for "CONTACT HR" and "View Mobile Site". A dark navigation bar contains links for "Home", "About", "Physicians & Mid-Levels", "Nursing", "Allied Health", "Students", "Locations", and "Search Jobs". A large image of diverse healthcare professionals is in the center. To the right of the image is a "Search All Jobs" button with a search input field and a magnifying glass icon. Below that is a "Hot Jobs" section with a list of job titles: "Nurse Practitioner", "RN-ED", "Nurse Manager", "PT/OT", and "Ultrasound". At the bottom is a dark green bar with four icons and text: "Mary Washington Hospital Jobs", "Stafford Hospital Jobs", "Physician Jobs", and "Quick Job Links".

**Annotations:** Green arrows point to the "Search Jobs" link in the navigation bar, the "Search All Jobs" button, the "Hot Jobs" section, and the "Mary Washington Hospital Jobs" and "Stafford Hospital Jobs" buttons in the bottom bar.

### Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for success.



### Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win](#)

# 70% of Nursing Hires Engage With Homepage Marketing

Engage candidates and focus on your critical openings



## 150 Total Hires

engaged with homepage marketing

2015



Search All Jobs

- Hot Jobs
- Nurse Practitioner
  - RN-ED
  - Nurse Manager
  - PT/OT
  - Ultrasound

Mary Washington Hospital Jobs [Click here to view »](#)

Stafford Hospital Jobs [Click here to view »](#)

Physician Jobs [Click here to view »](#)

Quick Job Links [Click here to view »](#)

### Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for success.

MWHC offers all the benefits of a big city healthcare system in the beautiful setting of the Virginia countryside, with easy access to Washington, DC and Richmond. Our regional medical system includes two state-of-the-art hospitals - [Mary Washington Hospital](#) and [Stafford Hospital](#). Our Centers of Excellence include Regional Cancer Center, Virginia Heart & Vascular Institute, Human



### Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win Leadership Award](#)
- [Home Health Named HomeCare Elite](#)

# Banner Ad Callouts Become Mini Billboards

Hard to fill homepage banners promote key openings



8 Hires  
4 months campaign



4 Hires  
4 week campaign



1 Hire  
3 Week campaign



1 hire  
5 week campaign



\$0 Paid Advertising Dollars to Convert Candidates  
Using Your Homepage as a Marketing Channel

# DYNAMIC CONTENT



# Dynamic Content In The Consumer World

File Edit View Favorites Tools Help

HealthCareSource Medica... eBay Facebook Health & Nursing Informa... Play Free Games San Francisco Street Food,...

Shop by Department Kendall's Amazon.com Today's Deals Gift Cards Sell Help Hello, Kendall Your Account Your Prime Wish List Cart

Your Amazon.com Your Browsing History Recommended For You Improve Your Recommendations Your Profile Learn More

**Kendall's Amazon** ON ORDER: 0 items GIFT CARD BALANCE: \$0.00 PRIME MEMBERSHIP: 1YR 6MOB AUDIBLE MEMBERSHIP: 2 free audiobooks CUSTOMER SINCE: 2011

Buy It Again Page 1 of 2

- 4everStore Unisex's ...  
★★★★☆ (84)  
~~\$1.62~~ - ~~\$10.39~~  
Why recommended?  
[Show more like this](#)
- Eukanuba Dachshund ...  
★★★★★ (31)  
~~\$28.99~~ \$23.59  
Why recommended?  
[Hide](#)
- Amazing Grass Green ...  
★★★★★ (5,047)  
\$19.99  
Why recommended?  
[Show more like this](#)
- Pampers Cruisers ...  
★★★★★ (118)  
~~\$41.22~~ \$34.99  
Why recommended?  
[Show more like this](#)
- Vulli Sophie giraffe ...  
★★★★★ (4,955)  
~~\$25.00~~ \$23.21  
Why recommended?  
[Show more like this](#)
- Downy Ultra Liquid ...  
★★★★★ (124)  
~~\$8.47~~ \$7.98  
Prime Pantry  
Why recommended?  
[Show more like this](#)
- Pampers Swaddlers ...  
★★★★★ (409)  
~~\$41.22~~ \$33.84  
Why recommended?  
[Show more like this](#)
- Cascade ActionPacs ...  
★★★★★ (551)  
~~\$41.99~~ \$10.97  
Prime Pantry  
Why recommended?  
[Show more like this](#)
- Philips Sonicare ...  
★★★★★ (4,521)  
~~\$69.99~~ \$34.95  
Why recommended?  
[Show more like this](#)

More like 'Eukanuba Dachshund Formula Dry Dog Food' Page 1 of 7

- Eukanuba Large Breed Adult Maintenance Premium Dog Food, ...
- Eukanuba Large Breed Puppy Food, 33 lbs.  
★★★★★ (31)
- Eukanuba Labrador Retriever Formula Dry Dog Food
- Eukanuba Small Breed Puppy - 28 lb  
★★★★★ (31)
- Eukanuba Small Breed Senior Formula premium Puppy Food, 16-Pound
- Eukanuba Small Breed Adult Weight Control Dry Dog Food, 4-Pound Bag
- Eukanuba Adult Maintenance Small Bite Premium Dog Food, ...
- Eukanuba Small Breed Adult Maintenance - 28 lb  
★★★★★ (54)

# Dynamic Experience Delivers ATS On Homepage for Return Visitors

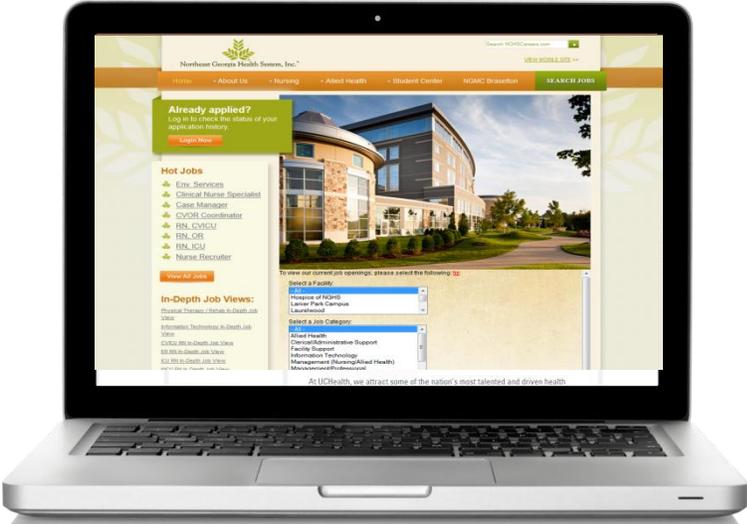
## Returning visitors delivered content based on job category

If candidate has visited your site previously



When they return to your career site

They are automatically served a page with the ATS interface



### Northeast Georgia Health System

+13% increase in job searches

+16% lift in job detail views

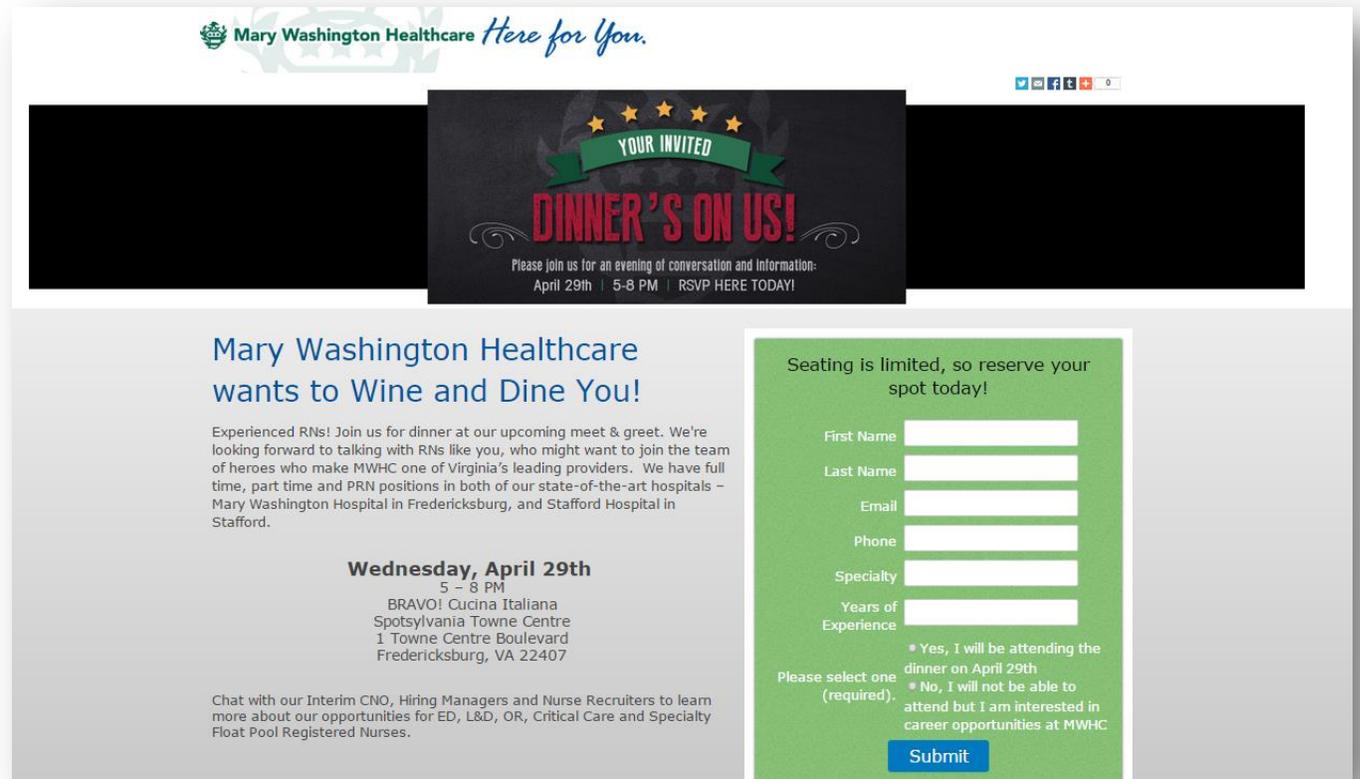
+48% increase in application starts

# Dynamic Experiences For Dinner Event

## Auto detect geographic area and provide customized homepage

3 week campaign promoting event

**4 RN Hires**



Mary Washington Healthcare *Here for You.*

YOUR INVITED  
**DINNER'S ON US!**  
Please join us for an evening of conversation and information:  
April 29th | 5-8 PM | RSVP HERE TODAY!

Mary Washington Healthcare  
wants to Wine and Dine You!

Experienced RNs! Join us for dinner at our upcoming meet & greet. We're looking forward to talking with RNs like you, who might want to join the team of heroes who make MWHC one of Virginia's leading providers. We have full time, part time and PRN positions in both of our state-of-the-art hospitals - Mary Washington Hospital in Fredericksburg, and Stafford Hospital in Stafford.

**Wednesday, April 29th**  
5 - 8 PM  
BRAVO! Cucina Italiana  
Spotsylvania Towne Centre  
1 Towne Centre Boulevard  
Fredericksburg, VA 22407

Chat with our Interim CNO, Hiring Managers and Nurse Recruiters to learn more about our opportunities for ED, L&D, OR, Critical Care and Specialty Float Pool Registered Nurses.

Seating is limited, so reserve your spot today!

First Name   
Last Name   
Email   
Phone   
Specialty   
Years of Experience

Yes, I will be attending the dinner on April 29th  
 No, I will not be able to attend but I am interested in career opportunities at MWHC

Please select one (required).

# Using Dynamic Content To Test New Homepage Layout

## Homepage layout more in line with corporate site and focused on JOBS

This screenshot shows the current homepage layout. At the top, there is a green navigation bar with links for 'Pay My Bill', 'Donate Now', 'Patients', 'Medical Professionals', and 'Associates'. Below this is the Mary Washington Healthcare logo and a search bar. A blue navigation bar contains links for 'Home', 'Find a Doctor', 'About Us', 'Services', 'Locations', 'Centers of Excellence', 'Contact Us', and 'Careers'. The main content area features a large green banner with a portrait of Michael P. McDermott, MD, and the text 'Together, we will make Mary Washington Healthcare the best it has ever been.' To the right of the banner is a 'Find a Doctor' search form and a list of 'Centers of Excellence' including Bones & Joints, Brain Health, Cancer Care, Heart Health, and Women & Children. Below the banner is an 'ER Wait Times' section showing 73 min for Lee's Hill Emergency, 27 min for Mary Washington Hospital, and 15 min for Stafford Hospital. At the bottom, there are four columns for 'News', 'Upcoming Events', 'Our Blog', and 'Video Highlights'.

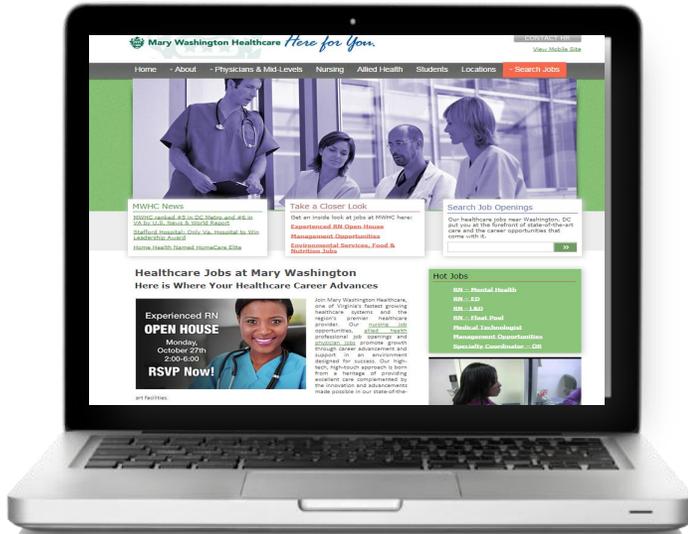
Corporate Site

This screenshot shows the proposed new homepage layout, which is more focused on job opportunities. The top navigation bar is dark grey with links for 'Home', 'About', 'Physicians & Mid-Levels', 'Nursing', 'Allied Health', 'Students', 'Locations', and 'Search Jobs'. A 'CONTACT HR' button and a 'View Mobile Site' link are in the top right. The main content area features a large image of a diverse group of healthcare professionals. To the right of the image is a 'Search All Jobs' search bar and a 'Hot Jobs' list including Nurse Practitioner, RN-ED, Nurse Manager, PT/OT, and Ultrasound. Below the image is a dark green section with four job categories: 'Mary Washington Hospital Jobs', 'Stafford Hospital Jobs', 'Physician Jobs', and 'Quick Job Links', each with a 'Click here to view' link. The bottom section is divided into 'Healthcare Jobs at Mary Washington' with a brief description and a 'Take a Closer Look' section with a list of links: 'Engineering, Environmental Services, Food and Nutrition Jobs', 'Learn about our Associate Referral Program', 'MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report', and 'Stafford Hospital: Only VA Hospital to Win'.

New Homepage Layout

# Dynamic Experiences Deliver New Homepage To 50% Of Visitors

## Ongoing real-time testing and content optimization



50% of first time visitors receive new homepage layout



### Results

+20% lift in job detail views

10% lift in applications

# New Homepage Live After 40 Day Test

Homepage layout more in line with corporate site and focused on jobs



The screenshot shows the Mary Washington Healthcare homepage. At the top left is the logo with the tagline "Here for You." To the right is a "CONTACT HR" button and a link to "View Mobile Site". A dark navigation bar contains links for Home, About, Physicians & Mid-Levels, Nursing, Allied Health, Students, Locations, and Search Jobs. Below the navigation is a large image of five diverse healthcare professionals. To the right of the image is a green "Search All Jobs" button with a search icon. Below that is a "Hot Jobs" section with a list of job categories: Nurse Practitioner, RN-ED, Nurse Manager, PT/OT, and Ultrasound. At the bottom of the navigation bar are four icons with text: "Mary Washington Hospital Jobs", "Stafford Hospital Jobs", "Physician Jobs", and "Quick Job Links", each with a "Click here to view" link.

## Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for success.



## Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win](#)

# Evolution of the Career Site Continues to Improve Conversions

## Changes made based on candidate behavior and analytics



### Healthcare Jobs at Mary Washington

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### Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win](#)

# ASSESSMENT



6 0



# Top Takeaways From Converting Direct Traffic

1. Make your career site a marketing channel
2. Make sure you can make changes to career site



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

Re-engagement

Tracking & Analytics

Building a Search Engine Compliant Career Site

# SEARCH ENGINE OPTIMIZATION



# Evidence Based Marketing

55%+

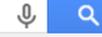
of RNs turn to search engines to explore new jobs and find openings that fit their skill set.

**Fusion RN Survey**





nursing jobs



Web News Maps Images Books More Search tools

About 492,000,000 results (0.51 seconds)

### Nursing Jobs in Florida

Ad [www.nursingjobs.com/](http://www.nursingjobs.com/)  
Top Pay on **Nurse Jobs** at Indian River Medical Center. Apply Today!

### Nursing & RN Travel Jobs Careers Home | nursingjobs.com

[www.nursingjobs.com/](http://www.nursingjobs.com/)  
Welcome to **nursingjobs.com**, the ultimate RN travel jobs and nursing career resource  
To get started, identify yourself as a seeker of **nursing jobs** or as an ...  
Login - Nurse Job Alerts - Career Options - Contact Us

### Nursing Jobs, RN Jobs at Nurse.com

[www.nurse.com/jobs](http://www.nurse.com/jobs)  
Looking for **Nursing jobs**? Nurse.com has thousands of jobs for nurses including RN,  
LPN, and more.  
[Nursing Jobs Search Results](#) - [Pennsylvania](#) - [New York](#) - [California](#)

### allnurses jobs | jobs | Choose from 18,918 live job openings

<https://jobs.allnurses.com/>  
Search for your next job from 18918 live job openings, or upload your resume now and  
let ... **Nursing Jobs** - Search 18,918 Jobs in All Nursing Specialties.

### Nursing Jobs, Employment | Indeed.com

[www.indeed.com/q-Nursing-jobs.html](http://www.indeed.com/q-Nursing-jobs.html) - Indeed.com  
Jobs 1 - 10 of 532083 - 532083 **Nursing Jobs** available on Indeed.com. one search. all  
jobs.

### Nurse Jobs - Search Nurse Job Listings | Monster

[jobs.monster.com](http://jobs.monster.com) > [Healthcare](#) > [Monster.com](#)  
Search for **Nurse jobs** at Monster. Browse our collection of **Nurse job** listings, including  
openings in full time and part time.

### Nurse RN Jobs in New Orleans, LA - New Orleans Nurse ...

[jobs.monster.com](http://jobs.monster.com) > [Healthcare](#) > [Nurse RN](#) > [Louisiana](#) > [Monster.com](#)  
Find New Orleans, Louisiana Nurse **RN jobs** and career resources on Monster. Find all  
the information you need to land a Nurse **RN job** in New Orleans, ...

Ads

### High Paying RN Jobs

[www.legalnurse.com/RN-Jobs](http://www.legalnurse.com/RN-Jobs)  
3.5 ★★★★★ rating for legalnurse.com  
Kiss 12-HR Shifts Goodbye!  
Earn Up To \$150/Hr. Learn How.

### Need a Nursing Job?

[www.onwardhealthcare.com/](http://www.onwardhealthcare.com/)  
**RN Positions** Hiring Now. Great Pay  
Benefits & Bonuses. Apply Here!

### Nursing Job

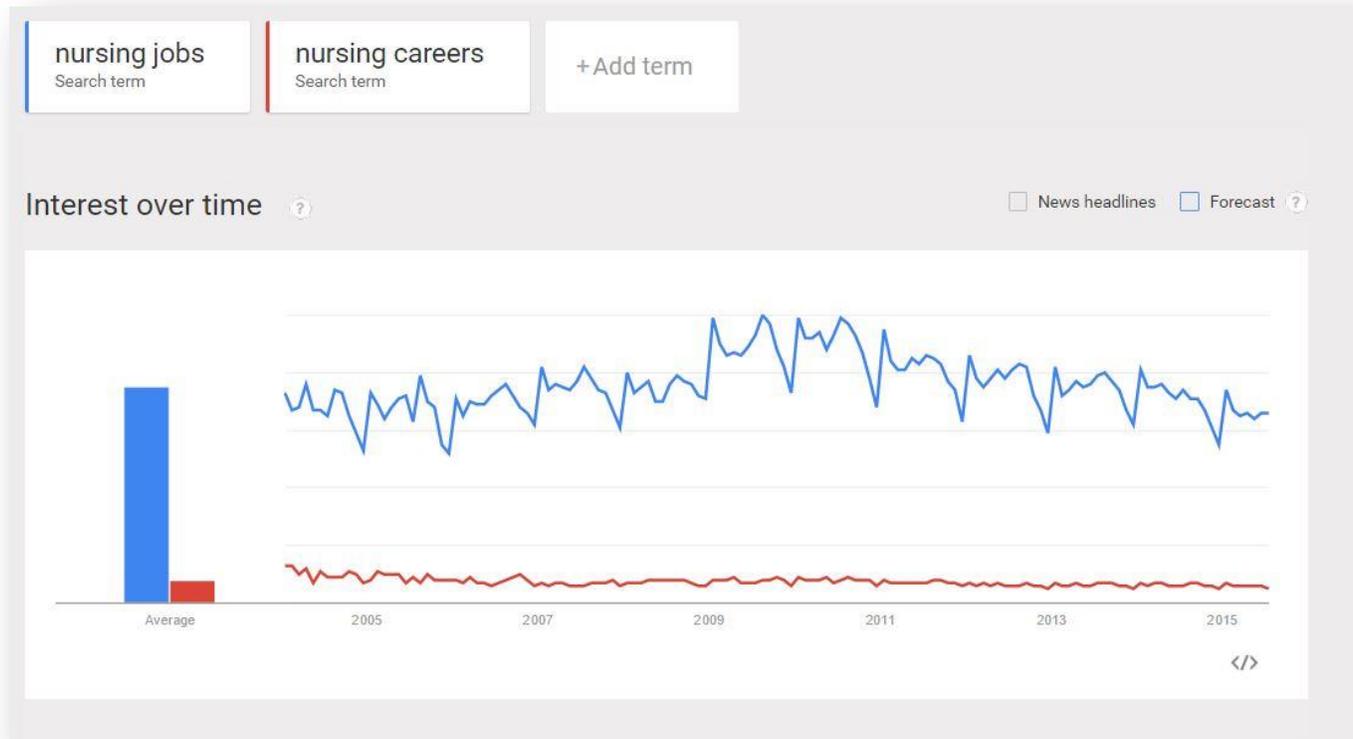
[www.tmhnursingcareers.org/Nursing\\_Jobs](http://www.tmhnursingcareers.org/Nursing_Jobs)  
Tallahassee Memorial HealthCare is  
Now Hiring RNs with Experience.

### Nursing Jobs

[www.yrhc.org/career-center](http://www.yrhc.org/career-center)  
Relocation Assistance & Competitive  
Salary. Contact Our Recruiter Now!

[See your ad here >](#)

# Deliver Relevant Content To Your Audience



# Paid, Natural and Vertical Search Efforts Deliver Relevant Results to the Job Seeker

Paid Search Ad



Career site homepage



Career site search jobs page



Career site nursing page



Vertical search results



Vertical search results



Google

Web News Maps Shopping Images More - Search tools

About 947,000 results (0.35 seconds)

**Labor & Delivery RN Jobs - mwhc.com**  
Ad jobs.mwhc.com/   
Join Mary Washington Healthcare's nursing team in the L&D unit.  
101 Hospital Center Boulevard, Stafford Hospital, stafford, VA

**Healthcare Jobs at Mary Washington**  
www.mwhccareers.com/   
Explore the latest nursing and healthcare jobs at Mary Washington Healthcare in Virginia. Learn more about our Fredericksburg, VA location and our benefits ...

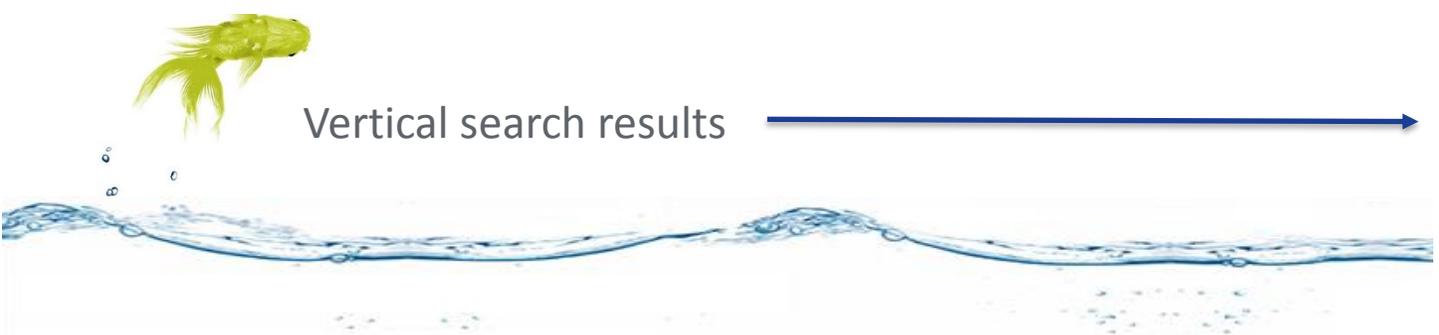
**Search Healthcare and Nursing Jobs at Mary Washington ...**  
mwhccareers.com/jobs.html   
Learn more about healthcare jobs at Mary Washington Healthcare in Virginia. Our continued growth means ongoing opportunities for nurses, allied health ...

**Nursing - Healthcare Jobs at Mary Washington**  
www.mwhccareers.com/nursing-2.html   
Explore nursing jobs at Mary Washington Healthcare in Fredericksburg, VA. Search the latest nursing jobs and RN jobs at two hospitals and freestanding ...

**Mary Washington Healthcare Jobs, Employment in ... - Indeed**  
www.indeed.com/q-Mary-Washington-Healthcare-l-Frederic... Indeed.com   
Jobs 1 - 10 of 172 - Associates of Science or Certificate in Nursing - American Heart Association CPR - RN License Job Summary: Under the direction of the Nurse ...

**Mary Washington Healthcare Jobs, Employment | Indeed.com**  
www.indeed.com/q-Mary-Washington-Healthcare-jobs.html Indeed.com   
Jobs 1 - 10 of 537 - 537 Mary Washington Healthcare Jobs available on Indeed.com. one ... Association CPR - RN License Job Summary: Under the direction of ...

**Mary Washington Healthcare Jobs in Stafford, VA - Indeed**  
www.indeed.com/q-Mary-Washington-Healthcare-l-Stafford,... Indeed.com   
Jobs 1 - 10 of 148 - 148 Mary Washington Healthcare Jobs available in Stafford, VA on ... Bachelors degree in nursing or healthcare related field preferred.



# Incorporating Jobs Into SEO Elements

- URL: [www.mwhccareers.com](http://www.mwhccareers.com)
- Page Title: Healthcare, Nursing and Allied Health Jobs in Virginia at Mary Washington Healthcare
- H1 Tags:
  - Healthcare Jobs at Mary Washington
  - Search All Jobs
  - Hot Jobs



The screenshot displays the Mary Washington Healthcare careers website. The browser's address bar shows the URL <http://www.mwhccareers.com/> and the page title "Healthcare, Nursing and Allied Health Jobs in Virginia at Mary Washington Healthcare". The website features a navigation menu with links for Home, About, Physicians & Mid-Levels, Nursing, Allied Health, Students, Locations, and Search Jobs. A search bar is prominently displayed with the text "Search All Jobs". Below the search bar, there is a "Hot Jobs" section listing various roles: Nurse Practitioner, RN-ED, Nurse Manager, PT/OT, and Ultrasound. The website also includes a footer with links to "Mary Washington Hospital Jobs", "Stafford Hospital Jobs", "Physician Jobs", and "Quick Job Links".

## Healthcare Jobs at Mary Washington

Join Mary Washington Healthcare, one of Virginia's fastest growing healthcare systems and the region's premier healthcare provider. Our [nursing jobs](#), [allied health](#) and [physician jobs](#) promote growth through career advancement and support in an environment designed for



## Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)

# Content Should Speak To Your Audience

## Job seekers want information about the job

- “Jobs” is the most frequently used word on the homepage



The screenshot displays the Mary Washington Healthcare website homepage. At the top, the logo reads "Mary Washington Healthcare Here for You." with a "CONTACT HR" button and a link to "View Mobile Site". A navigation bar includes links for Home, About, Physicians & Mid-Levels, Nursing, Allied Health, Students, Locations, and Search Jobs. The main content area features a large image of diverse healthcare professionals. To the right is a search bar labeled "Search All Jobs" and a "Hot Jobs" section listing roles like Nurse Practitioner, RN-ED, Nurse Manager, PT/OT, and Ultrasound. A green footer bar contains icons and links for Mary Washington Hospital Jobs, Stafford Hospital Jobs, Physician Jobs, and Quick Links. Below this, the "Healthcare Jobs at Mary Washington" section includes a paragraph about the organization's growth and a link to search current job openings. To the right, the "Take a Closer Look" section lists several specific job opportunities with links, such as "Women's Services RN opportunities Apply Now!" and "Stafford Hospital: Only VA Hospital to Win Leadership Award".





# Making The Jobs In The ATS Search Engine Friendly

## Utilizing the RSS feed to create pages for every job in the ATS

Search Jobs at Mary Washington Healthcare  
125 jobs available.

Search:   All Jobs  Within Results  
[Clear search filters](#)

Category	Positions	Department	Schedules	Facility	Description
Clerical	<a href="#">Administrative Assistant</a>	Nursing Ctr of Excellence	full-time	Mary Washington Hospital	<a href="#">more</a>
Professional	<a href="#">Business Intel Analyst II</a>	Financial Operations	full-time	Mary Washington Healthcare	<a href="#">more</a>
Nursing	<a href="#">Case Manager, RN</a>	Care Management	PRN	Mary Washington Healthcare	<a href="#">more</a>
Nursing	<a href="#">Case Manager, RN</a>	Care Management	PRN	Mary Washington Healthcare	<a href="#">more</a>
Professional	<a href="#">Case Manager, Social Worker</a>	Care Management	PRN	Mary Washington Healthcare	<a href="#">more</a>
Clerical	<a href="#">Central Scheduling Rep</a>	Centralized Scheduling	PRN	Mary Washington Healthcare	<a href="#">more</a>
Nursing	<a href="#">Certified Wound Ostomy Nurse</a>	Nursing Administration	PRN	Stafford Hospital	<a href="#">more</a>
Professional	<a href="#">Contract Analyst</a>	Supply Chain Admin	full-time	Mary Washington Healthcare	Job Summary: <a href="#">more</a>

### Business Intel Analyst II Professional

Facility: Mary Washington Healthcare  
Department: Financial Operations  
Schedule: full-time  
Shift: day shift



Search:

All Jobs  
 Professional

### Position Requirements and Expectations

#### Job Summary:

The Business Intelligence Analyst II plays a key role in the development of Crystal Reports, Dashboards, Stored Procedures and Business Intelligence Analytics for the organization. Adheres to data definitions and validates data. This position plays an integral role in the development and modeling of KPIs across the health system.

#### Essential Functions & Responsibilities:

1. Designs, develops, tests, validates and implements enterprise wide Crystal Reports.
2. Develops corporate KPI definitions, documents the source and develops the supporting SQL.
3. Develops SQL scripts to support reporting needs.
4. Develops dashboards, scorecards through the Business Intelligence solutions.

# ASSESSMENT



6 0



# Top Takeaways From SEO

1. Talking about JOBS not Careers
2. Make sure your career site has URL, title and H1 for JOBS
3. Content with keyword density



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

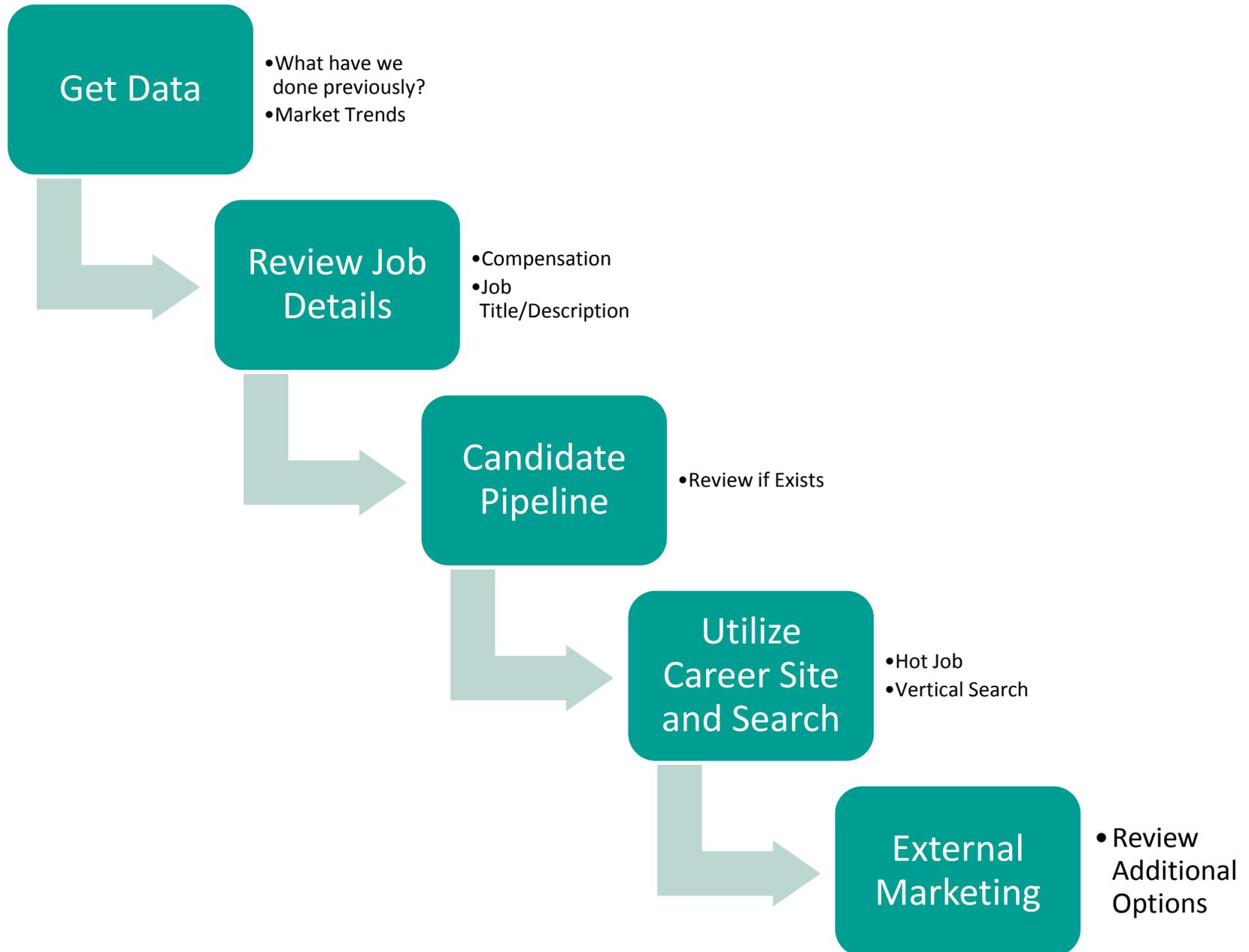
Re-engagement

Tracking & Analytics

# CANDIDATE SOURCING



# Sourcing Process



# Hires From Candidate Sourcing

## Cost per hire by channel

Channel	Results (6 months)	Cost per hire
Vertical Search	64 hires	\$56
Paid Search	14 hires	\$800/hire
Re-engagement	9 hires	\$1,378/hire
Online Display	2 hires	\$1,250/hire
Events	36 hires	\$561/hire
Associate Referral Program	16 hires	\$112.50/hire
Postings	2 hires	\$4,250
Offline	0 hires	\$20,390/no hires



# ONSITE HIRING EVENTS



# Evidence Based Marketing



of **RNs** are likely to **attend open houses** to cast a broader net to find job opportunities

Open houses offer candidates:

- Face-to-face conversation
- Immediate feedback

Fusion RN Survey

Source: National Online RN Survey, 2013

Q.12 How likely would you be to use each of these ways to find a job? (5-point verbal scale)

# Open House Events

## January 27 on-site event

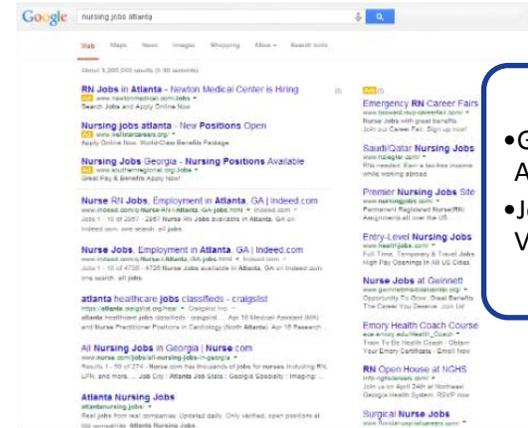
# 22 RN Hires

### Direct



- Website Banner
- Hot Job

### Search



- Google Adwords
- Job in ATS for Vertical Search

### Targeted Advertising



- Facebook Display Ads
- Direct Mail

### Re-Engagement



- Auto responders
- Remarketing Emails
- Retargeting Banner Ads



Car

MWHC Open House - January 27th - Message (HTML) (Read-Only)

File Message Adobe PDF

Ignore X Reply Reply All Forward More Meeting

Junk Delete

NAHCR To Manager

Team E-mail Done

Reply & Delete Create New

Rules OneNote

Actions

Move

Mark Unread

Categorize

Follow Up

Tags

Translate

Find Related Select

Zoom

Zoom

From: Mary Washington Healthcare Recruitment Team <MWHCRecruitment@gmail.com> Sent: Wed 1/7/2015 7:52 AM

To: Yes Attending

Cc:

Subject: MWHC Open House - January 27th

 **Mary Washington Healthcare** *Here for You.*

**Thank You!**

Hello Yes Attending,

Thank you for your interest in MWHC - we're looking forward to seeing you at the event. As a reminder, here are the event details:

Tuesday, January 27, 2015  
2:00 – 6:00 PM  
Education Center of Stafford Hospital  
101 Hospital Center Blvd.  
Stafford, VA 22554

To save time on the day of the event, [please fill out an application.](#)





# EMPLOYEE REFERRAL PROGRAM



# Evidence Based Marketing

Referrals are a top source of job information



RNs



PT/OT

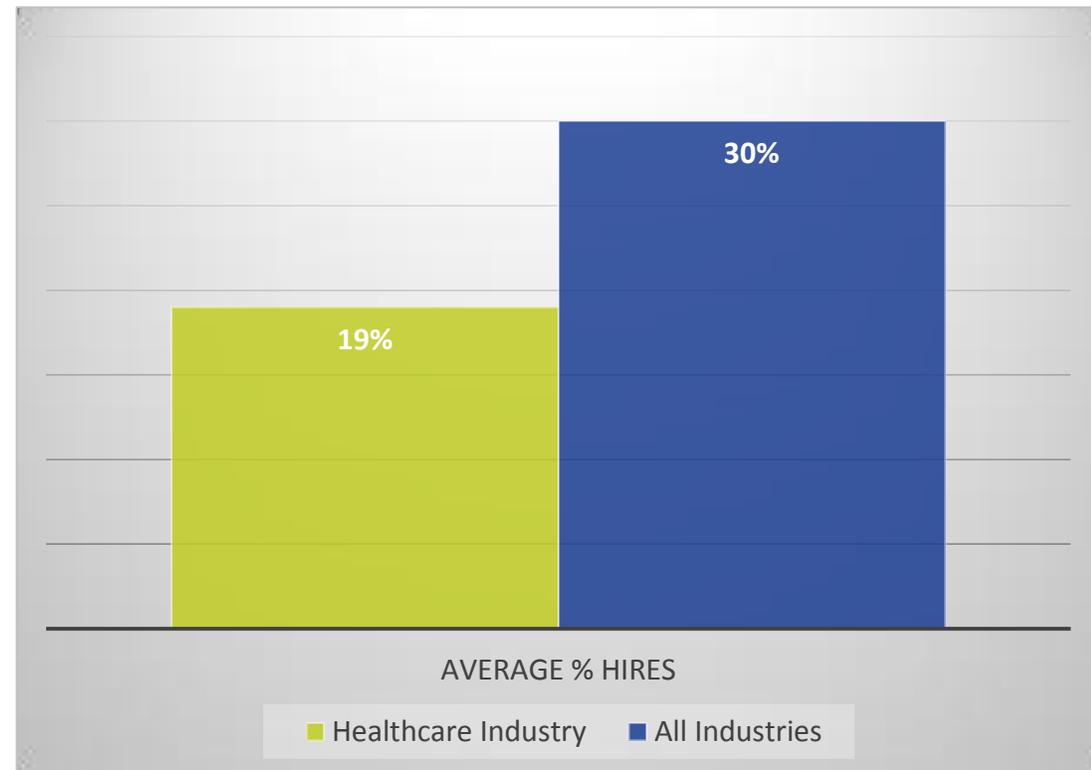
Fusion RN and PT/PT Surveys

# Why Invest In A Referral Program?

## The Benefits

- Better quality
- Reduced turnover
- Lower cost

## The Opportunity



# MWHC Associate Referral Program

**ANNOUNCING A NEW ASSOCIATE REFERRAL PROGRAM**

## EVERY HERO NEEDS A PARTNER

SEE HOW YOUR FRIENDS CAN EARN YOU **\$1,500**

FOR COMPLETE PROGRAM RULES, VISIT [MWHCREFERRAL.COM](http://MWHCREFERRAL.COM)

Mary Washington Healthcare

**ANNOUNCING A NEW ASSOCIATE REFERRAL PROGRAM**

## EVERY HERO NEEDS A PARTNER

SEE HOW YOUR FRIENDS CAN EARN YOU **\$1,500**

FOR COMPLETE PROGRAM RULES, VISIT [MWHCREFERRAL.COM](http://MWHCREFERRAL.COM)

Mary Washington Healthcare

**ASSOCIATE REFERRAL PROGRAM**

## EVERY HERO NEEDS A PARTNER

**WHO WILL YOURS BE?** Save the day and refer a friend for one of MWHC's job opportunities. You'll get a partner you can count on and be eligible for a **=\$1,500 REWARD!**

HELP US BUILD OUR TEAM OF SUPER HEROES.

**YOU CAN'T BEAT A DYNAMIC DUO.**  
**GET ALL THE DETAILS AT [MWHCREFERRAL.COM](http://MWHCREFERRAL.COM)**

See Human Resources for full details. Management reserves the right to alter or discontinue this program at any time. Mary Washington Healthcare is an equal opportunity employer.

Mary Washington Healthcare

# ARP Program Promotion

Posters/Flyers

Table at  
Events

Photo Booth

Internal  
Marketing

New Hire  
Orientation

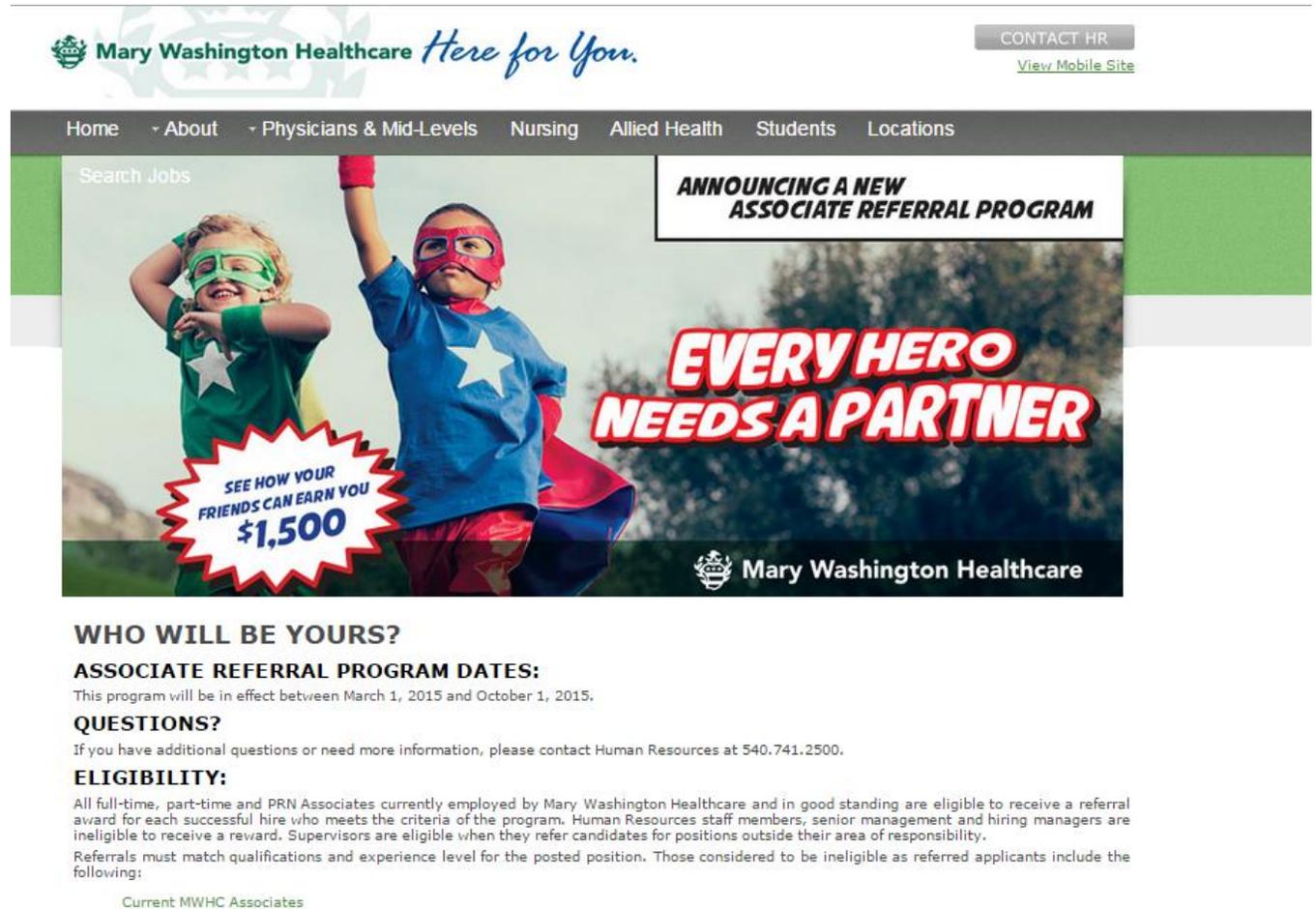
Recruiter  
Rounds



# Promoting ARP On Career Website

## Take a Closer Look

- [Engineering, Environmental Services, Food and Nutrition Jobs](#)
- [Learn about our Associate Referral Program](#)
- [MWHC ranked #5 in DC Metro and #6 in VA by U.S. News & World Report](#)
- [Stafford Hospital: Only VA Hospital to Win Leadership Award](#)
- [Home Health Named HomeCare Elite](#)



The screenshot shows the Mary Washington Healthcare website with a navigation bar and a main banner. The banner features two children in superhero costumes and text announcing a new Associate Referral Program. Below the banner, there are sections for 'WHO WILL BE YOURS?', 'ASSOCIATE REFERRAL PROGRAM DATES:', 'QUESTIONS?', and 'ELIGIBILITY:'.

Mary Washington Healthcare *Here for You.* CONTACT HR [View Mobile Site](#)

Home - About - Physicians & Mid-Levels Nursing Allied Health Students Locations

Search Jobs

**ANNOUNCING A NEW ASSOCIATE REFERRAL PROGRAM**

**EVERY HERO NEEDS A PARTNER**

SEE HOW YOUR FRIENDS CAN EARN YOU **\$1,500**

Mary Washington Healthcare

**WHO WILL BE YOURS?**

**ASSOCIATE REFERRAL PROGRAM DATES:**  
This program will be in effect between March 1, 2015 and October 1, 2015.

**QUESTIONS?**  
If you have additional questions or need more information, please contact Human Resources at 540.741.2500.

**ELIGIBILITY:**  
All full-time, part-time and PRN Associates currently employed by Mary Washington Healthcare and in good standing are eligible to receive a referral award for each successful hire who meets the criteria of the program. Human Resources staff members, senior management and hiring managers are ineligible to receive a reward. Supervisors are eligible when they refer candidates for positions outside their area of responsibility. Referrals must match qualifications and experience level for the posted position. Those considered to be ineligible as referred applicants include the following:  
Current MWHC Associates



# Initial Program Results

## 16 RN Hires

## How Mary Washington Healthcare Maximizes Their Associate Referral Program

Published by [Darla Burton, PHR, SWP](#) | March 24th, 2015 at 5:00 PM

Like this post? Share the love!



*Editorial Note: This is a contributed guest post written by HealthcareSource customer Darla Burton, Director of Physician and Associate Recruitment at Mary Washington Healthcare (MWHC) in Fredericksburg, Virginia.*

Everybody grows up with visions of superheroes in their heads. I am sure as children we have all dressed up as one or two in "our time." We have had some changes in skill mix and recruitment challenges, specifically when reviewing our inpatient registered nurse needs. We have positions posted externally on many different sites; however, we have not tapped into our greatest resource — our associates!

When our marketing partner, [Fusion Marketing](#) pitched "Every Hero needs a Partner" as our 2015 recruitment campaign for internal associates to refer an experienced RN or one of our other high demand, low applicant areas...our leadership team fell in love with the concept.

Mary Washington Healthcare (MWHC) has for many years found that our associates are great avenues to attract talent, and we have tapped into that source for many years! This is why we offer this program every one to two years. The success of finding qualified candidates in some of our more difficult areas to fill through an associate referral program have been great.





# GROUP DISCUSSION



# Top Takeaways From Candidate Sourcing

1. Have a process in place when critical openings come up
2. Know what has worked in the past
3. Update or create ERP program and PROMOTE it
4. Host on site hiring events to promote critical openings



.....

take a  
**COFFEE**  
**BREAK**  
you deserve it

.....



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

Re-engagement

Tracking & Analytics

Autoresponders, Remarketing and Retargeting

# CANDIDATE RE-ENGAGEMENT



# Evidence Based Marketing

AVERAGE DROP OFF RATE OF VISITOR  
TO APPLICATION COMPLETE

90%

Fusion Advanced Analytics



Career Website

Job View Level

App  
Initiated

App  
Completed

90% Drop Off



# Evidence Based Marketing

AVERAGE DROP OFF RATE OF VISITOR  
TO APPLICATION COMPLETE

90%



Visit 3+ times and look at 4+ jobs before  
completing application

Fusion Advanced Analytics

So What Can You Do?

# Candidate Re-engagement



Retargeting



Remarketing



# The Retargeting Process

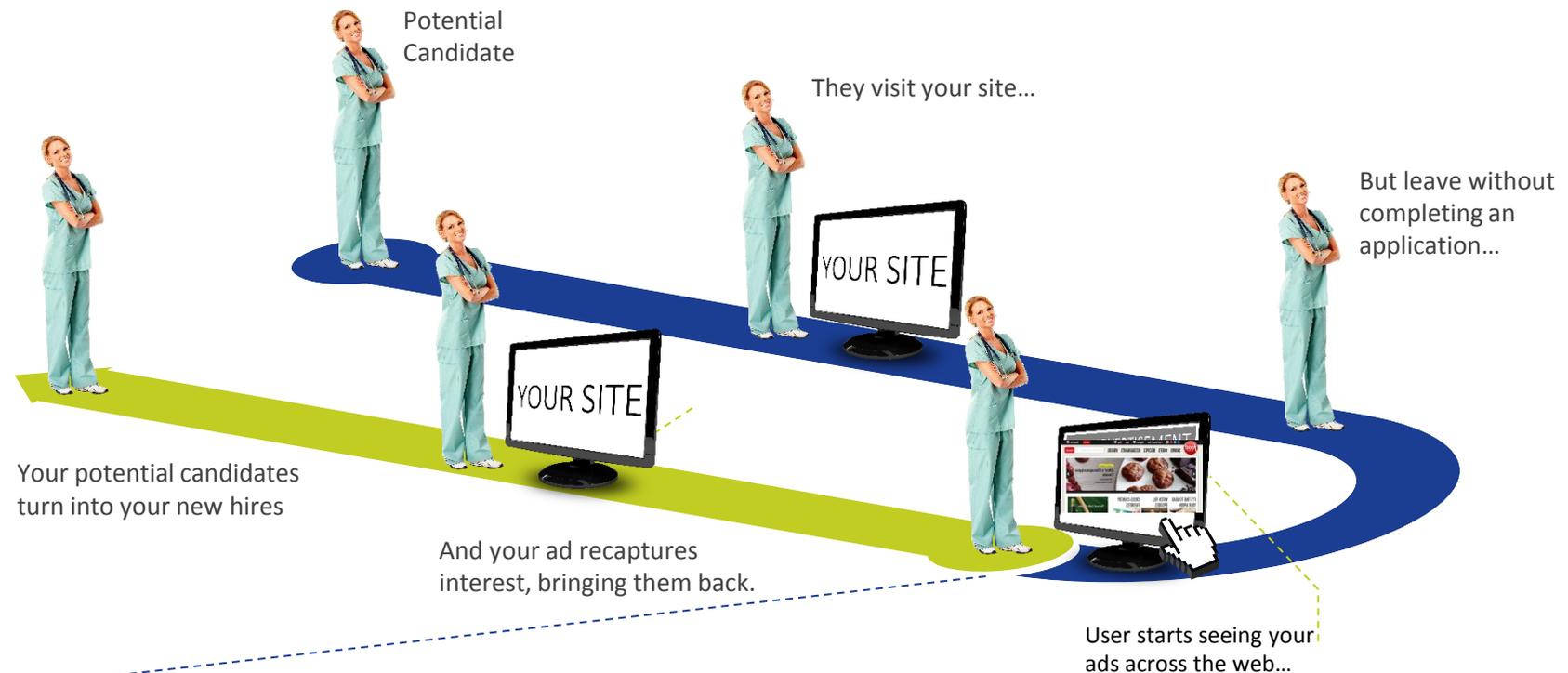
**Retarget potential candidates** who have searched for jobs but haven't completed an application



Mary Washington  
Healthcare

**We're Growing!**  
New Jobs Available  
Variety of Shifts & Locations

**HEALTHCARE JOBS** [Apply now](#)



There are currently no items in your Shopping Bag.

**FREE SHIPPING. FREE RETURNS.**  
All the time. [See details.](#)

Women Men Shoes Handbags Accessories Beauty Designers Trend Kids Specialty Sale **POP-IN**

[← Back to results](#)



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

**MICHAEL Michael Kors**

## 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive)

\$198.00 *Free Shipping* Item #1019152

Size:

- 12"W x 11"H x 6"D. (Interior capacity: large.)
- 7" - 9" strap drop.
- [See fit information from our customers.](#)

[Size Chart](#)

Color:

Chili



Quantity:

1

**i** **Backordered Item:** MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive), Color: Chili, has an approximate ship date of July 23, 2015.

Add to Wish List

Add to Shopping Bag

★★★★☆ 23 reviews | [Write a Review](#)

Write a review for a chance to win a \$1,000 Nordstrom Gift Card.

People Also Bought



4 COLORS  
MICHAEL Michael Kors  
'Jet Set'  
Leather Tote  
\$248.00

★★★★★



2 COLORS  
MICHAEL Michael Kors  
'Jet Set Signature'  
Tote  
\$198.00

★★★★★



Search Facebook



Marianne

Home



Photos

Games Feed 20+

GROUPS

MY FIT ZONE: VI... 20+

Pinellas County O... 20+

Create Group

New Groups 3

FRIENDS

Close Friends 3

Family

Tampa, Florida Area

Fusion Marketing...

Saint Petersburg, F...

The David Group

CKR Interactive

Post University

Southbridge High...

The David Group

PAGES

SHS Class of 1977...

Pages Feed 20+

Like Pages 1

Create Page

Create Ad

INTERESTS

Pages and Public...

Happy Tuesday



Like · Comment · Share

732 people like this.

164 shares

Most Relevant

Suggested Post



NextAdvisor.com

Sponsored ·

Like Page

7 Outrageous Credit Cards For Those Of Us That Have Excellent Credit



SPONSORED

Create Ad



Explore Tiefs Anatomy

tiefs.com

Find out what makes Tiefs the most versatile ballet flat in the world.



MICHAEL Michael Kors

Shop NORDSTROM for MICHAEL Michael Kors and more! FREE Shipping & Returns.

3,180,764 people like this

English (US) · Privacy · Terms · Cookies · Advertising · Ad Choices · More

Facebook © 2015

Being

**Registered Nurse, (RN) L&D**

Department:	WCCC-Labor & Delivery
Req#:	28705
Schedule:	full-time
Shift:	night shift
Hours:	varies



**Job Details:**  
- Associates of Science or Certificate in Nursing  
- American Heart Association CPR  
- RN License

**REGISTERED NURSE (RN), L&D**

If you're an experienced Registered Nurse whose heart is in providing healthcare and education to women of all ages, then Mary Washington Hospital has a place for you.

**\*\*ASK ABOUT OUR SIGN ON BONUS!!!\*\***  
**Current Associates not eligible**

**Mary Washington Hospital**

- Magnet-designated, 437 bed Level II Trauma Center
- 10 L&D beds, 2 ORs, 4 Triage and 3 Recovery rooms
- 24/7 OB Hospitalist with physician in-house
- Level 3B NICU with Children's National Medical Center Staff

**Stafford Hospital**

- 10 L&D beds, 6 ILN beds and 22 FTEs
- We deliver 40 – 50 babies per month
- OB Hospitalist Program
- NICU Transport team



To view details check the the foot o

Select



Mary Was Hospital J Click here

1.

2.

**Healthcare Job**

Join Mary Washing growing healthcare healthcare provider [physician jobs](#) advancement and success.

View S

MWHC offers all 1 system in the beaut [back to to](#) with easy access to regional medical s hospitals - [Mary Hospital](#). Our Cen Cancer Center, Virg Motion Institute, Neuroscience Center. [Search our current job openings now.](#)

View Search

All Jobs



Jobs

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[Services, Food and](#)

[Referral Program](#)

[etro and #6 in VA by](#)

[Hospital to Win](#)

[Care Elite](#)



Registered Nurses



Mary Washington Healthcare

New Jobs Available at Two State-of-the-art Hospitals

Apply Now!

HOME | LEGIT | NEWS

# Jane Krakowski to Return to Broadway in 'She Loves Me'

EMAIL

+

0

29

19

PRINT

TALK

+1

Tweet

Share



JULY 15, 2015 | 07:00AM PT

JIM SPELLMAN/WIREIMAGE

Gordon Cox  
Legit Editor

## Premier Nursing Jobs Site

Permanent Registered Nurse(RN) Assignments All Over the US.



# Candidate Experience

## Registered Nurses

New Jobs Available at  
Two State-of-the-art Hospitals

Mary Washington Healthcare

Apply Now!

## 'Shut Up' and watch this great double pregnancy announcement



Scott Stump  
TODAY

4 hours ago



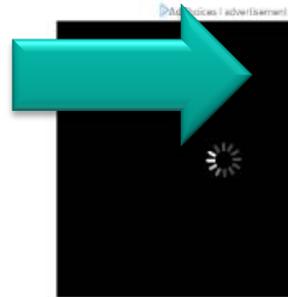
For two couples, a double pregnancy announcement was cause to just "Shup Up and Dance."

Videographer Jon Murry and his wife, Danielle, as well as Jon's brother Aaron and his wife Liz, decided to let their friends and the world know that two more babies are on the way by turning Walk the Moon's hit song into an adorable video. With lyrics like "We know your thoughts/Yes, we know how it happens/We just like having kids," the two couples had some fun announcing the latest additions to their families.



Murray and his wife are welcoming their fourth child to their family of three girls, while Aaron and Liz are expecting their second child on Jan. 8, only a few weeks after Danielle's due date of Dec. 21.

share link



From the Web Promoted



Is This Tiny Stock The Next Inst  
TheMoneyStreet.com



Dr. Ron Paul Issues Major Warn  
Seniors  
Stansberry Research

More from TODAY.com

Mary Washington Healthcare *Here for You.*

## MWHC RN Jobs

### Welcome Back

As the only nationally recognized Level II Trauma Center in the State of Virginia, our state-of-the-art facilities and experienced leadership team offer the perfect combination to support professional development.

Log into Application

## Search Jobs

We want to meet you, so please take a look at our current openings and complete our online application. If you've already started an application, please log back in and complete it, so we can get started.

Category: Nursing  
Location: All  
Schedule: All  
Results: 51 Job(s)

Reset New Search

Displaying Records 1-40 of 51 Records Returned

To view detailed information about a job or jobs click on the title or to view multiple jobs click the box next to the job titles and click the "view selected jobs" button located at the foot of the page.

Select	Date	Position/Department/Facility	Schedule
<input type="checkbox"/>	Apr-15-15	Certified Wound Ostomy Nurse, Nursing Administration, Stafford Hospital, Stafford, VA	PRN, various shifts, various, week-end coverage as needed
<input type="checkbox"/>	Feb-12-15	CRNA, Anesthesia Services, Mary Washington Hospital, Fredericksburg, VA	full-time, day shift, Monday through Friday with occasional off-site
<input type="checkbox"/>	Jun-19-15	Nurse Practitioner (NP) Various Opportunities/Specialties, MWHC Future Opportunities, Mary Washington Healthcare, Fredericksburg, VA	
<input type="checkbox"/>	Jun-10-15	Licensed Practical Nurse (LPN), Outpatient Infusion, Outpatient infusion	PRN, weekend, Sat/Sun 0800-1200

## Keep in Touch

If you don't find the position you're looking for, complete the short form and we'll stay in touch with you as new opportunities arise.

First Name

Last Name

Job/  
Specialty (required)

Specialty (required)

Email Address (required)

Phone Number

City

# New Retargeting Ads Include Job Title In The Ad

Ad dynamically changes based on jobs candidates' search

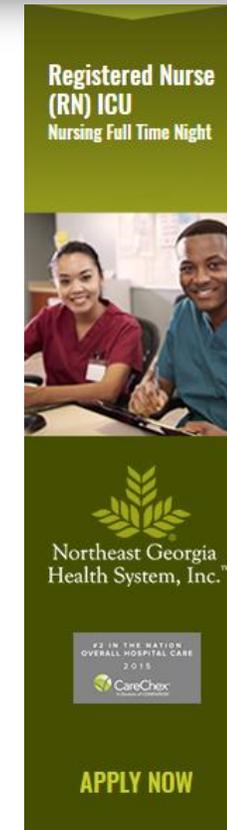


**Physical Therapist - Staff**  
Ortho Physical Therapist  
Northeast Georgia Medical Center, North  
Atlanta Area, GA

PRN  
Varies

**Registered Nurse (RN) ICU**  
N3G-ICU  
Northeast Georgia Medical Center, North  
Atlanta Area, GA

Full Time  
Night  
7:00 PM-7:00 AM



Northeast Georgia  
Health System, Inc.™

#2 IN THE NATION  
OVERALL HOSPITAL CARE  
2015  
CareChec

APPLY NOW



# Remarketing Program

## Short form collects contact information



### Jobs at Mary Washington Healthcare



#### Mary Washington Healthcare is HERE for You!

If you're a highly motivated, experienced healthcare professional we have opportunities for you. As medical innovations and technologies continue to advance, so does MWHC. With two hospitals and freestanding facilities throughout the area, we offer all the benefits of a big city healthcare system while located in the beautiful Virginia countryside. Our continued growth offers continued opportunities. See where your career can take you at Mary Washington Healthcare.



**Category:** Allied Health  
**Location:** All  
**Schedule:** All  
**Results:** 4 Job(s)

[Reset](#) [New Search](#)

#### Stay Updated on New Job Openings

If you don't see the job you are looking for and would like to receive email updates as new jobs in your specialty become available, please complete this short form. We're growing and new jobs become available often.

First Name

Last Name

Job/  
Specialty  
(required)

Specialty  
(required)

Email  
Address  
(required)

Phone  
Number



## Jobs at Mary Washington Healthcare



### Mary Washington Healthcare is HERE for You!

If you're a highly motivated, experienced healthcare professional we have opportunities for you. As medical innovations and technologies continue to advance, so does MWHC. With two hospitals and freestanding facilities throughout the area, we offer all the benefits of a big city healthcare system while located in the beautiful Virginia countryside. Our continued growth offers continued opportunities. See where your career can take you at Mary Washington Healthcare.



**Category:** Allied Health  
**Location:** All  
**Schedule:** All  
**Results:** 4 Job(s)

### Stay Updated on New Job Openings

If you don't see the job you are looking for and would like to receive email updates as new jobs in your specialty become available, please complete this short form. We're growing and new jobs become available often.

First Name   
 Last Name   
 Job/  
 Specialty (required)  ▼  
 Specialty (required)   
 Email Address (required)   
 Phone Number

### Thanks for showing interest in our Test Engineer, Senior Job

Welcome to the [redacted] Talent Community! By joining, you'll be the first to know about new career opportunities that fit your skills and expertise.

**Please note:** When applying for a specific position, you will be asked to create a **separate [redacted] Career account in addition** to your Talent Community account. We recommend using the same username and password for both accounts to avoid confusion.

Profile Information (Already a member? [Sign In](#))

Email\*   
 Create Password\*   
 Confirm Password\*   
 First Name\*   
 Last Name\*   
 Phone Number\*   
 Current Employer\*   
 Current Title\*   
 Interest Level\*  ▼  
 Do you have an active Security Clearance? \*  ▼  
 What is the highest active level of United States government security clearance you currently hold? \*  ▼

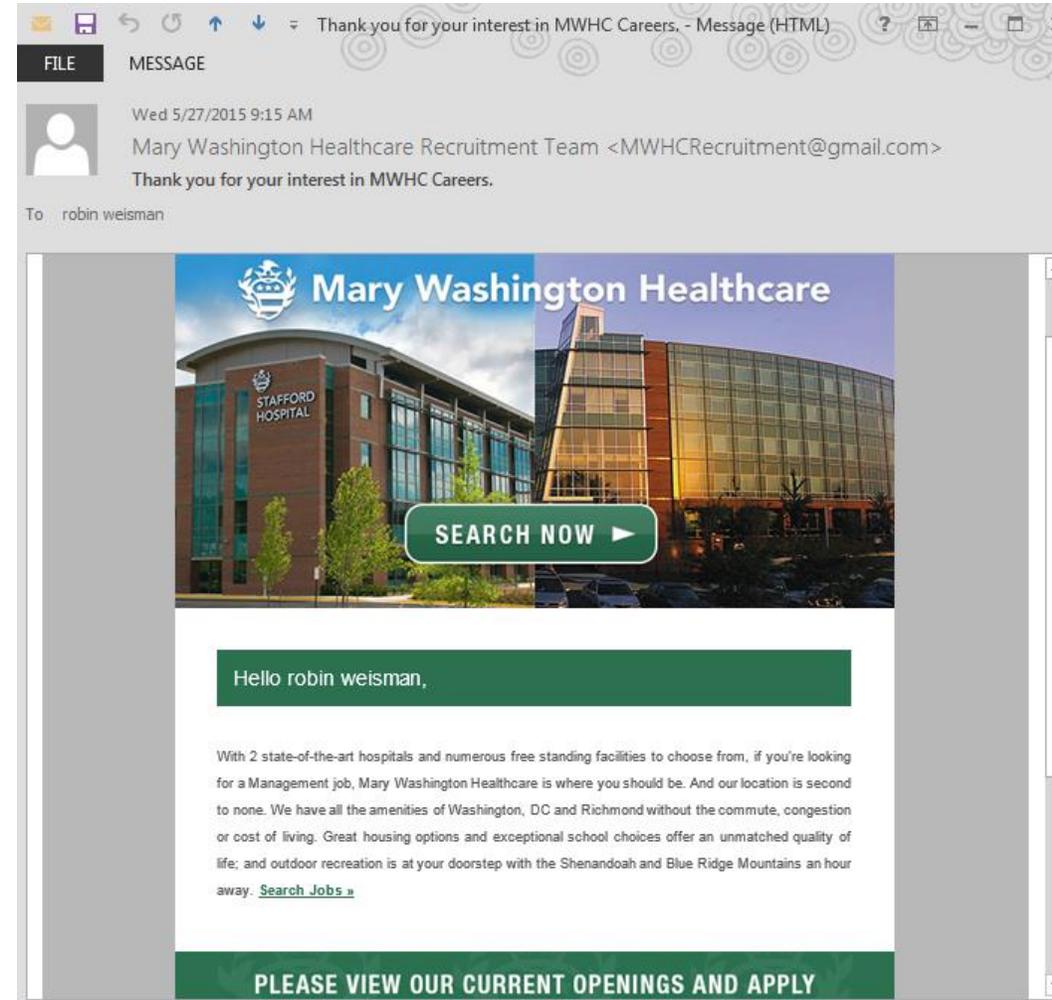
It's ok if a recruiter contacts me with open jobs.

\* required field

# Autoresponders For Each Job Category

## Immediate communication with candidates

Job/ Specialty (required)	<input type="text" value="(choose one)"/>
Specialty (required)	<input type="text" value="(choose one)"/>
Email Address (required)	Allied Health
Phone Number	Allied Health Support
City	Clerical
	Management
	Nursing
	Nursing Support
	Physician
	Physician Practice
	Professional
	Service and Trade



# Candidate Engagement Strategies

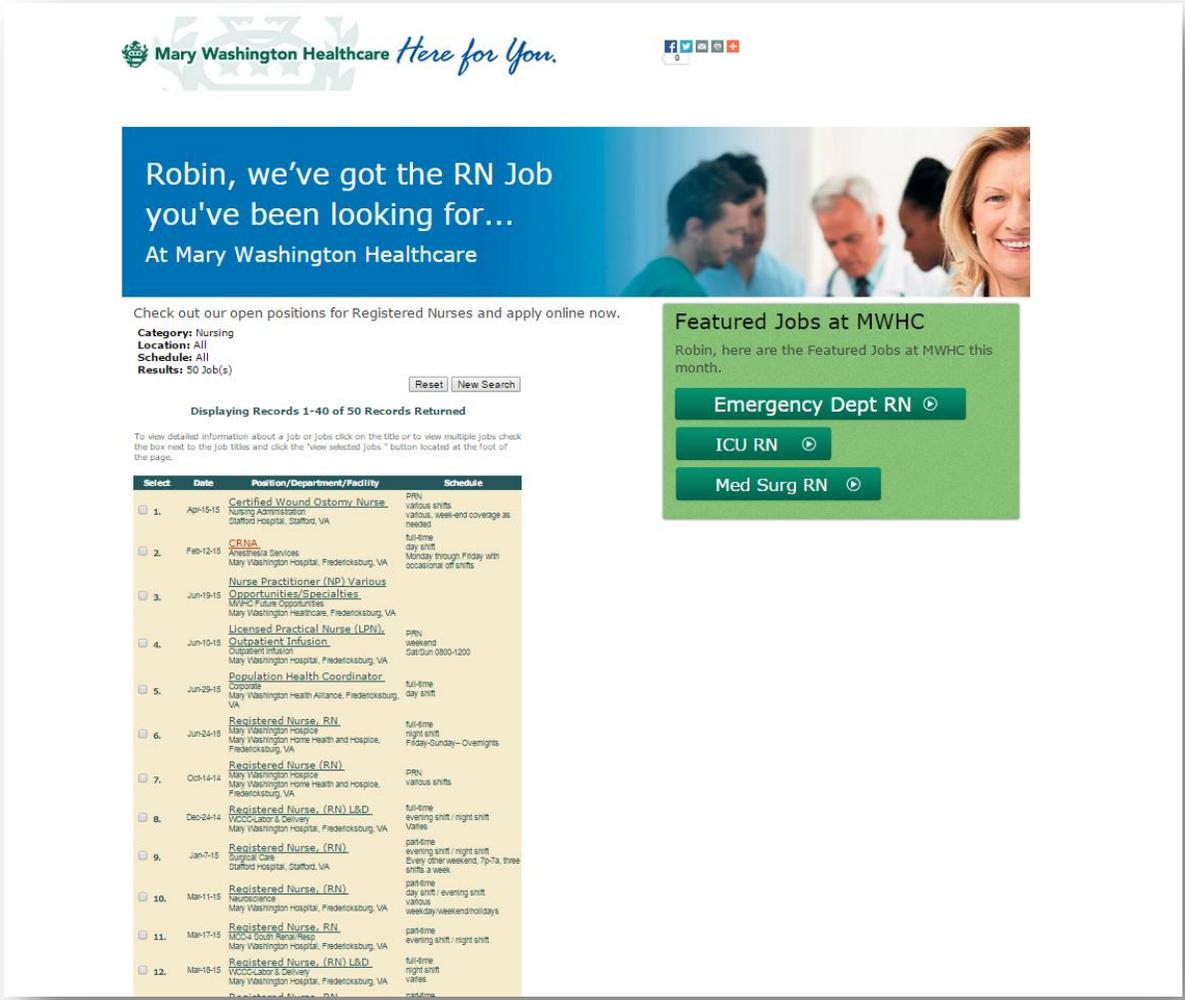
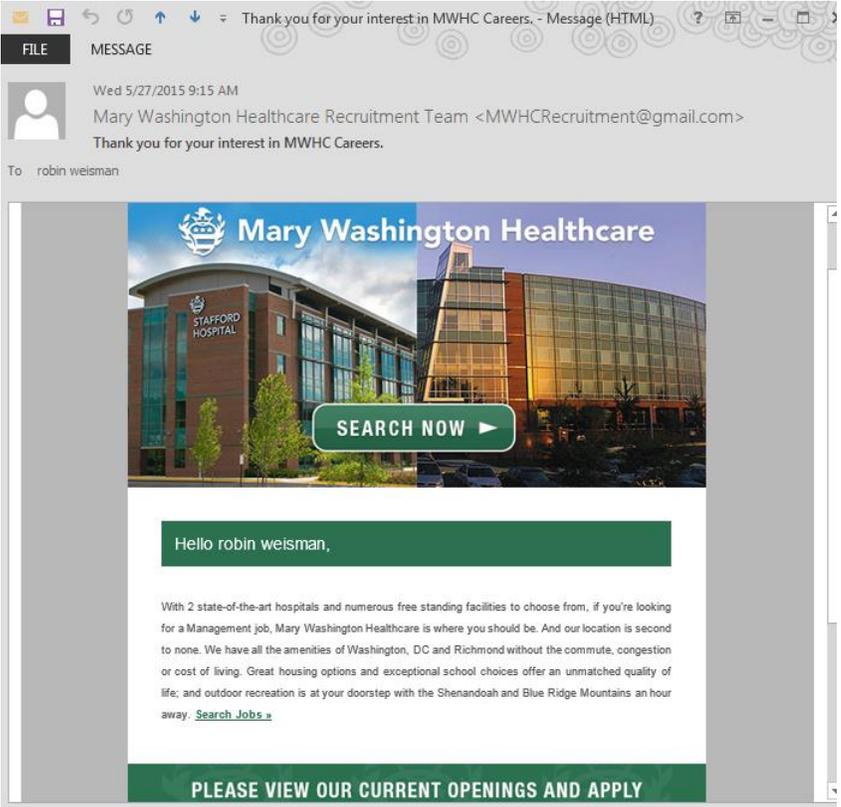
## Dashboard available for Candidate Relationship Management

20 per page

< 1 2 >

<input checked="" type="checkbox"/>	First name	Last name	Email	Phone 1	Job category	Job specialty	Notes	Contact preference	Where do you reside	Moving	Comments
<input checked="" type="checkbox"/>	Debra	Adams	adamsd3930@gmail.com	(770) 856-0137	Nursing	Nicu		Email	Within Driving Distance of NGHS		15 plus years surgical NICU experience RN
<input checked="" type="checkbox"/>	Michele	Aldoretta	michele.aldoretta@comcast.net		Nursing	RN ICU Clinician					
<input checked="" type="checkbox"/>	Salima	Alidino	ALISALIMA76@YAHOO.COM		Nursing	RN cardiac tele ,IMCU,ICU					
<input checked="" type="checkbox"/>	Jeanette	Bergeron	jeanettebrnc@gmail.com	(770) 337-5324	Nursing	NICU		Email	Within Driving Distance of NGHS	I already live in the area.	I am on a NICU travel assignment in Boston MASS in a NICU until the
<input checked="" type="checkbox"/>	Sonja	Blanchette	sonjablanchette@gmail.com	(706) 244-0360	Nursing	Step-Down,ICU,Outpatient Surgery		SMS Text	Within Driving Distance of NGHS	I already live in the area.	
<input checked="" type="checkbox"/>	David	Bradberry	riverflute@aol.com		Nursing	RN ER/ICU/CCU					
<input checked="" type="checkbox"/>	Ronald	Carder	ronaldcarder1812@comcast.net	(678) 665-0797	Nursing	sicu, critical care, pacu		SMS Text	Within Driving Distance of NGHS	I already live in the area.	
<input checked="" type="checkbox"/>	Tonya	Chitwood	tchitwood@tiger.brenau.edu	(706) 244-2867	Nursing	OB,Nursery, Level II NICU		Phone Call	Within Driving Distance of NGHS	I already live in the area.	Currently working on MBA in Healthcare Management at Brenau Un
<input checked="" type="checkbox"/>	Sue	Ciraulo	ciraulosusan@yahoo.com	(716) 863-9842	Nursing	ICU/tele		SMS Text	Outside of the local NGHS/Atlanta Area	Yes	17 yrs as nursing leader with an MSN and MHA
<input checked="" type="checkbox"/>	Jenoris	Cormack	edwardsormack@yahoo.com	(678) 549-2922	Nursing	icu		Phone Call	Within Driving Distance of NGHS	I already live in the area.	
<input checked="" type="checkbox"/>	Donna lynn	Crain	DLCRAIN@ICLOUD.COM	(864) 324-4481	Nursing	ICU, LTAC, TELE, MS		Phone Call	Within Driving Distance of NGHS	Yes	I live about an hour from Gainesville
<input checked="" type="checkbox"/>	Keely	Dunston	kdunston1742@comcast.net		Nursing	Oncology/ICU					
<input checked="" type="checkbox"/>	Donna	Dyer	pddj37122@yahoo.com	(770) 356-5092	Nursing	ICU		Email	Within Driving Distance of NGHS	I already live in the area.	Currently work 7p-a part-time @EJCH as Shift Nurse Mgr. I have 19+y
<input checked="" type="checkbox"/>	Melissa	Harpe	melissa_1973@ymail.com	(678) 206-9815	Nursing	ICU/ER		SMS Text	Within Driving Distance of NGHS	I already live in the area.	Hello. I am a RN with 23 years experience. I have been in managemen
<input checked="" type="checkbox"/>	Darlene	Harris	darlsal59@yahoo.com		Nursing	nicu					
<input checked="" type="checkbox"/>	Eric	Jorges	ejatlanta@gmail.com	(404) 985-4245	Nursing	icu		SMS Text	Within Driving Distance of NGHS	I already live in the area.	i live in buford ga. referred by RT. jimmy lee. looking for prn days icu
<input checked="" type="checkbox"/>	Tonya	Joseph	joseph.tonya@gmail.com		Nursing	ICU, EP, ER					

# Segmented Remarketing Email



# Consumer Remarketing

NORDSTROM

**Bloom!** Pop-In@Nordstrom Welcomes Liberty London. [Get covered in Flowers of Liberty.](#)

There are currently no items in your Shopping Bag.

**FREE SHIPPING. FREE RETURNS.**  
All the time. [See details.](#)

Women Men Shoes Handbags Accessories Beauty Designers Trend Kids Specialty Sale **POP-IN**

[Back to results](#)



CLICK ABOVE TO ZOOM

[\[+\] VIEW LARGER IMAGE](#)

★★★★★ 23 reviews | [Write a Review](#)

Write a review for a chance to win a \$1,000 Nordstrom Gift Card.

MICHAEL Michael Kors

## 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive)

\$198.00 *Free Shipping* Item #1019152

Size:

- 12"W x 11"H x 6"D. (Interior capacity: large.)
- 7" - 9" strap drop.
- [See fit information from our customers.](#)

[Size Chart](#)

Color:

Chili



Quantity:

**i** **Backordered Item:** MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive), Color: Chili, has an approximate ship date of July 23, 2015.

[Add to Wish List](#)

[Add to Shopping Bag](#)

People Also Bought



4 COLORS  
MICHAEL Michael Kors  
'Jet Set'  
Leather Tote  
\$248.00

★★★★★



2 COLORS  
MICHAEL Michael Kors  
'Jet Set Signature'  
Tote  
\$198.00

★★★★★

# Consumer Remarketing

**NORDSTROM**  
There are currently no items in your Shopping Bag.

FREE SHIPPING. FREE RETURNS. All the time. See details.

Women Men Shoes Handbags Accessories Beauty Designers Trend Kids Specialty Sale POP-IN

Back to results

**MICHAEL Michael Kors**  
**'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive)**  
\$198.00 Free Shipping Item #119152

Size: 12" W x 11" H x 6" D (interior capacity: large)  
7" H" strap drop  
See fit information from our customers.

Color: CHB

Quantity: 1

Backordered Item: MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive), Color: CHB, has an approximate ship date of July 23, 2015.

4 COLORS MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive) \$240.00

2 COLORS MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive) \$198.00

Click above to zoom [H] VIEW LARGER IMAGE

23 reviews | Write a Review  
Write a review for a chance to win a \$1,000 Nordstrom Gift Card

Add to Wish List Add to Shopping Bag

Your Shopping Bag Awaits with Amazing Items! Ship Them Now for Free - Message (HTML)

FILE MESSAGE Bluetooth

MWHC To Manager  
Team Email Done  
Reply & Delete Create New

Rules OneNote  
Move Actions

Mark Categorize Translate Find  
Unread Tags Editing

Zoom

Tue 7/7/2015 10:31 AM

Nordstrom.com <contact@em.NORDSTROM.com>  
Your Shopping Bag Awaits with Amazing Items! Ship Them Now for Free

To marianne@fusionideas.com

Don't forget that shipping and returns are free.

**NORDSTROM**

Women Men Shoes Handbags Accessories Beauty Designers Trend Kids Sale

**FREE SHIPPING. FREE RETURNS. ALL THE TIME.** Details below.

**YOU HAVE GREAT TASTE**

We like the look of what's in your Shopping Bag.  
Let us know if we can help you bring it home today!

**THIS CAUGHT YOUR EYE:**

MICHAEL Michael Kors 'Jet Set - Large' Saffiano Leather Snap Pocket Tote (Nordstrom Exclusive)  
\$198.00

VIEW SHOPPING BAG >

**YOU MIGHT ALSO LIKE THESE:** SEE MORE >

10:35 AM 7/7/2015

# Candidate Re-engagement

4x

the response for



$\frac{1}{2}$

the spend





# GROUP DISCUSSION



# Top Takeaways from Candidate Re-engagement

1. Understand your drop off rate to establish a baseline
2. Connect with people who have filled out a form
3. Implement retargeting to hard to fill categories



Candidate Experience

Converting Direct Traffic

Search Engine Optimization

Candidate Sourcing

Re-engagement

Tracking & Analytics

# TRACKING & ANALYTICS

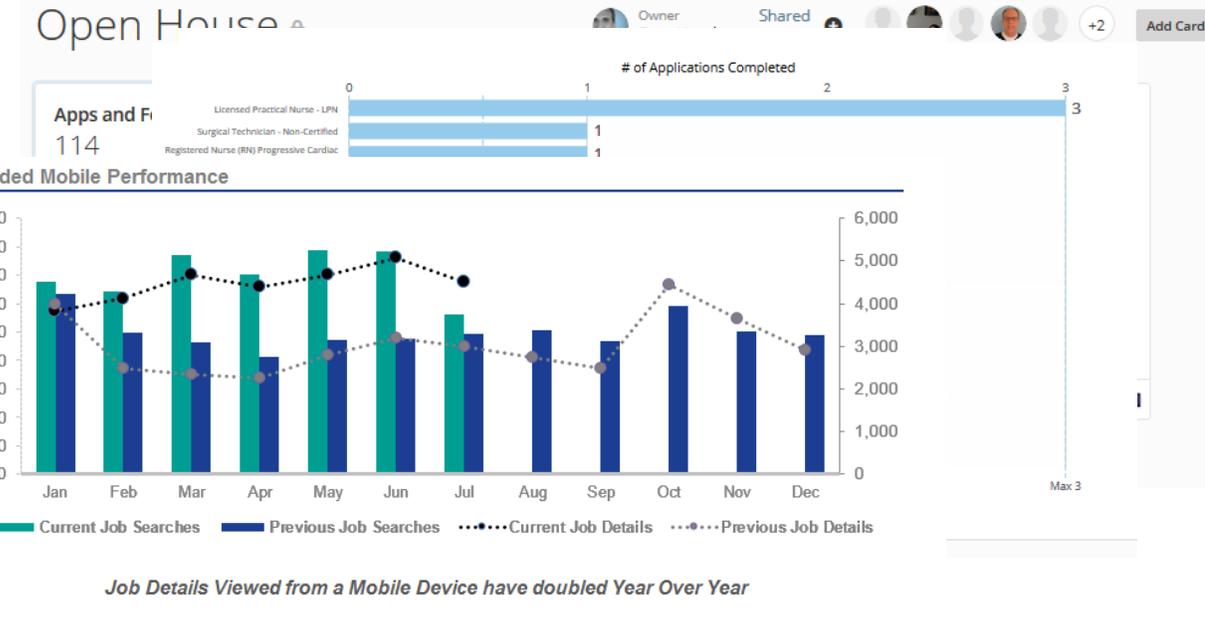


# Utilizing Advanced Analytics

Access to real-time decision making data

Monthly Snapshot

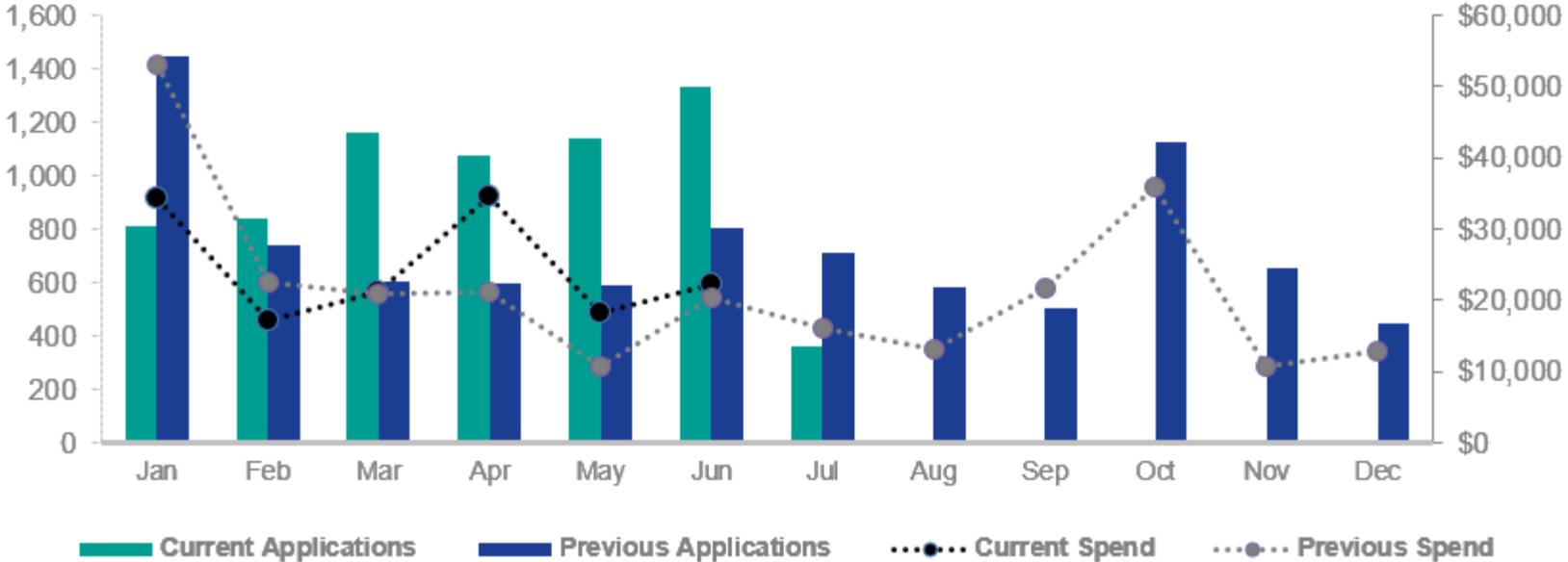
Customizable Dashboard



# Application Volume Year Over Year

Completed applications for 2015 is nearly double 2014 March – May

Trended Applications & Marketing Spend



# Most Applicants Are Already Looking For MWHC

## Channels driving MWHC applications and hires

Direct to  
MWHC

**#1** People are coming directly to the career site or hospital site – the career site becomes its own marketing channel

Search  
Marketing

**#2** People are searching for jobs on the big Search Engines and Vertical Search Engines

Re-  
engagement

**#3** By engaging candidates that have already come to the site and searched for jobs, this is 4x more effective than traditional marketing

Other Paid  
Media

**#4** Targeted advertising plays a role to find the needle in the haystack

Key Initiatives

Onsite hiring events, ARP and social media combine all other marketing channels



# Completing The Loop With Offline Hire Transaction

## Onboard hire report out of ATS to analytics dashboard

Job Title	Requisition Number	Identifier (tracking number)	Applicant Name	Date
Medical Pastoral Edu Resident	26863	307403	Christine Brown	4/8/20
Clinical Support Assistant	26851	306997	Ally Cabrera	4/8/20
CNA	26432	307081	Rhonda Lee Phipps	4/3/20
CNA	26334	307583	Shanifer Baggett	4/8/20
CNA	26900	307360	Sarantiba Jackson	4/8/20
CNA	26959	307400	Portia Jones	4/8/20
CNA	26893	307122	Shanika Pugh	4/8/20
CNA	25707	307084	Shanika Pugh	4/8/20
CNA	26983	307835	Shanika Pugh	4/8/20
CNA	26772	307734	Shanika Pugh	4/17/20
CNA	27011	307337	Shanika Pugh	4/18/20
CNA	26690	307699	Shanika Pugh	4/21/20
Diagnostic QC Technologist	26920	307569	LAUREN DAYTON	4/22/20
Health Unit Coordinator	26486	307504	Diana Spalding	4/15/20
Health Unit Coordinator	27073	307920	Shanika Pugh	4/8/20
Medical Receptionist	27036	307517	Michelle Tava	4/24/20
Mental Health Tech	26978	307566	LaReya Okeson	4/14/20
Monitor Technician	26859	306837	Mary Wheatley	4/23/20
Operating Room Technician	26860	307640	Shanika Pugh	4/8/20
Pharmacist Clinic Programs	27024	307657	Zyde Taylor	4/18/20
Practice Manager I	27062	282234	Mary Ruffe	4/8/20
Registered Nurse	26087	306950	STEPHANIE HARRIS	4/7/20
Research Nurse	26483	307485	Chang Naji	4/1/20
RN	26240	307249	JOAN FOGLESONG	4/15/20
RN	26552	307447	Christa Brown	4/1/20
RN	26510	307219	Yvonne Harrison	4/1/20
RN	26979	305873	Rebecca Friesen	4/2/20
RN	26927	304234	Jared Matney	4/2/20
RN	26249	305582	Thomas Talent	4/2/20
RN	26837	307637	KAREN MADRY	4/3/20
RN	27005	307849	Dairi Rosenberger	4/8/20
RN	26963	303834	Victoria Gelb	4/15/20
RN	26831	307181	Deanna Jones	4/15/20
RN	27034	307707	Sandra Smith	4/15/20
RN	27044	307720	JULIA ALVARO	4/16/20
RN	26254	307679	JoAnna Wade	4/16/20
RN	26824	306852	Patricia Kolakowan	4/17/20
RN	26968	307761	Jessica Toubenon	4/17/20
RN	27018	307913	Suzanne Arre	4/22/20
RN	26067	307960	Patricia Alonso	4/25/20
RN	26962	307390	Laura Dietrich	4/30/20
RN Float Pool	26872	307456	Alyssa Stinchland	4/30/20
			Sarah Somers	4/30/20



# Source of Hires

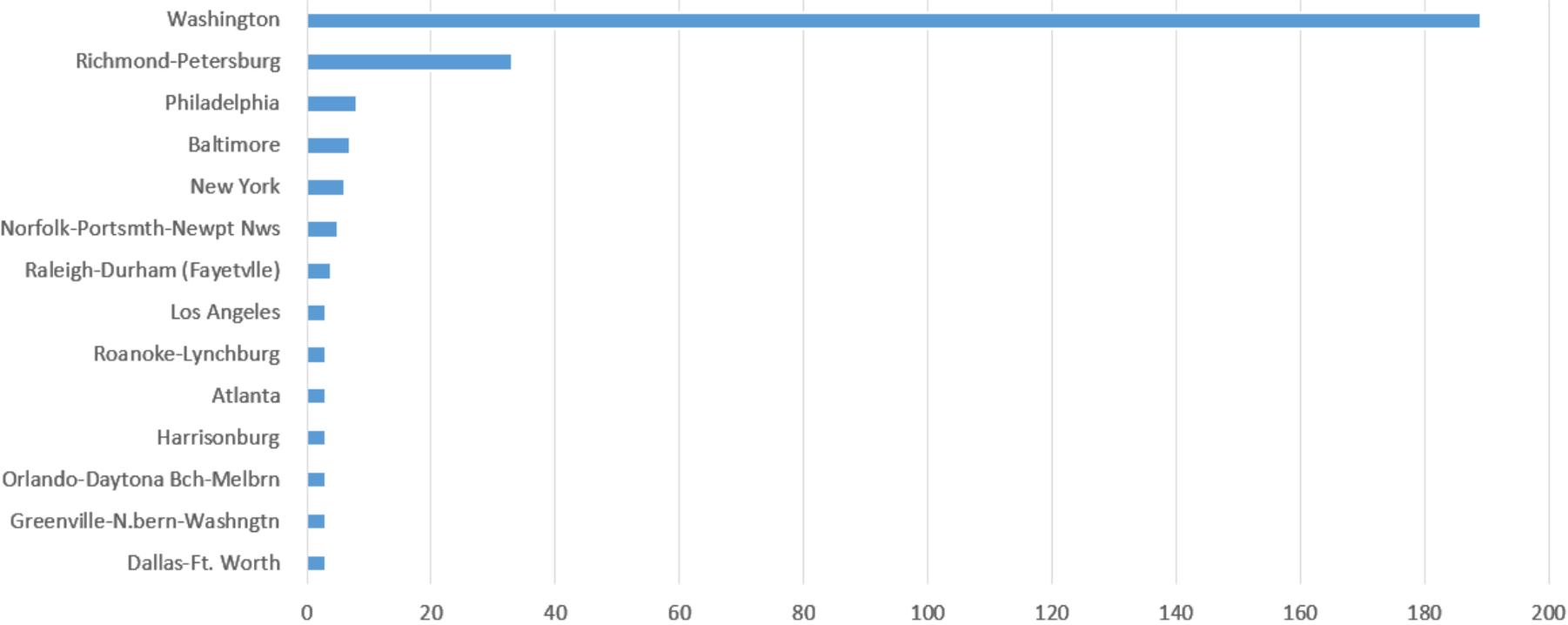
## Current budget year cost per hire analysis

Channel	Results (6 months)	Cost per hire
Links from MWCH Corp Site	129 hires	-
Direct to Career Site	118 hires	-
Natural Search (branded)	64 hires	\$56
Vertical Search	64 hires	\$56
Paid Search	14 hires	\$800/hire
Re-engagement	9 hires	\$1,378/hire
Online Display	2 hires	\$1,250/hire
Postings	2 hires	\$4,250
Offline	0 hires	\$20,390/no hires

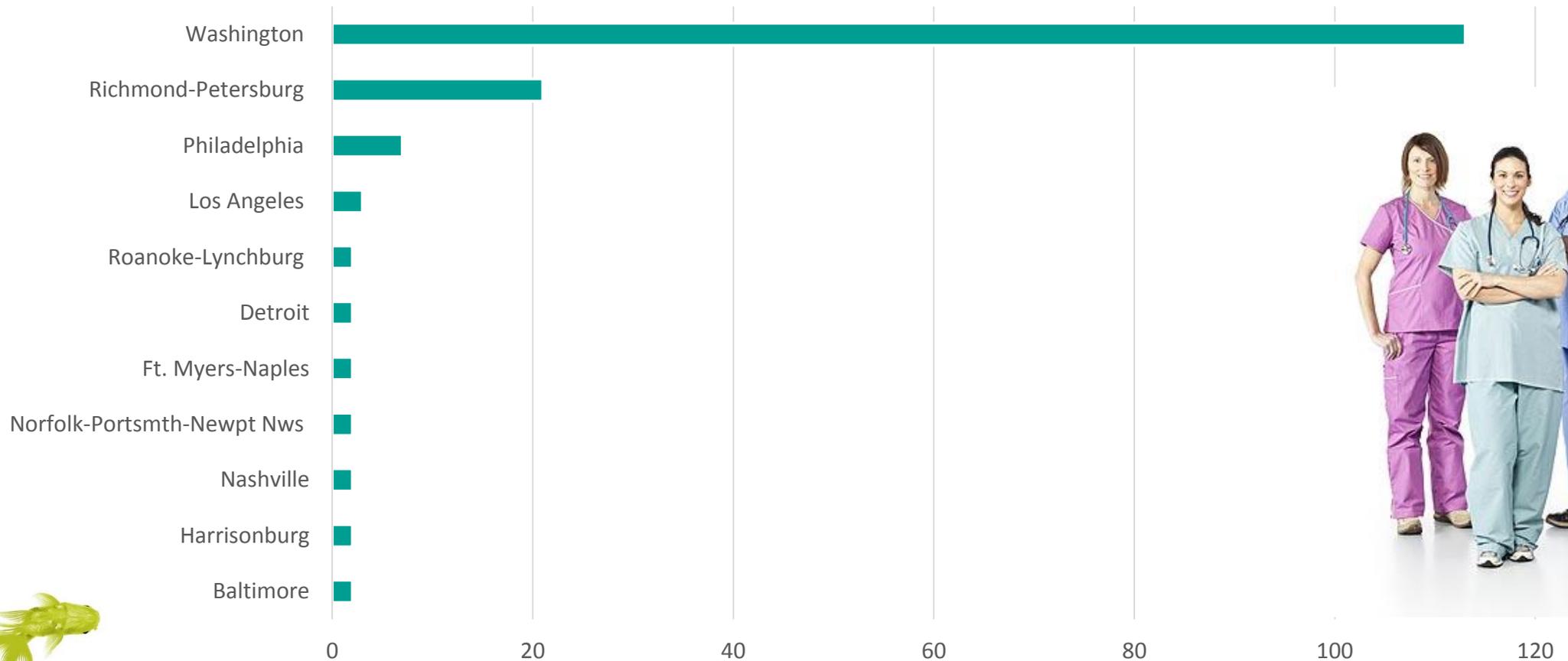


# Evaluate Where All Hires are Coming From Geographically

81% of Total Hires are Local



# Top Geographic Markets Driving Nursing Hires



# Evaluate Where People Are Clicking On Your Site

## See what content and pages candidates are accessing before applying



# Track Career Website Homepage Marketing Performance

## HomePage & Job Profile Performance

Campaign Name	Application Initiated	Applications Completed	Unique Visitors
Search Jobs	5,299	1,121	25,639
Mobile Link	785	102	3,339
Physican Link	97	16	502
Hotjob RN Link	661	114	3,078
Hotjob Bus Link	110	17	724
Hotjob Allied Link	480	58	1,999
January Open House Homepage Marketing	86	27	425
Women's Services Homepage Banner	84	21	526
Critical Care Homepage Banner	3	6	91
ARP Link	19	1	161
Float Pool Banner	87	14	377
PT Banner	7	0	22
Dinner Open House	32	9	219
Med Tech Banner	8	0	110

# High Level Overview of Sources by Job Titles

*Please Select Job Type:*

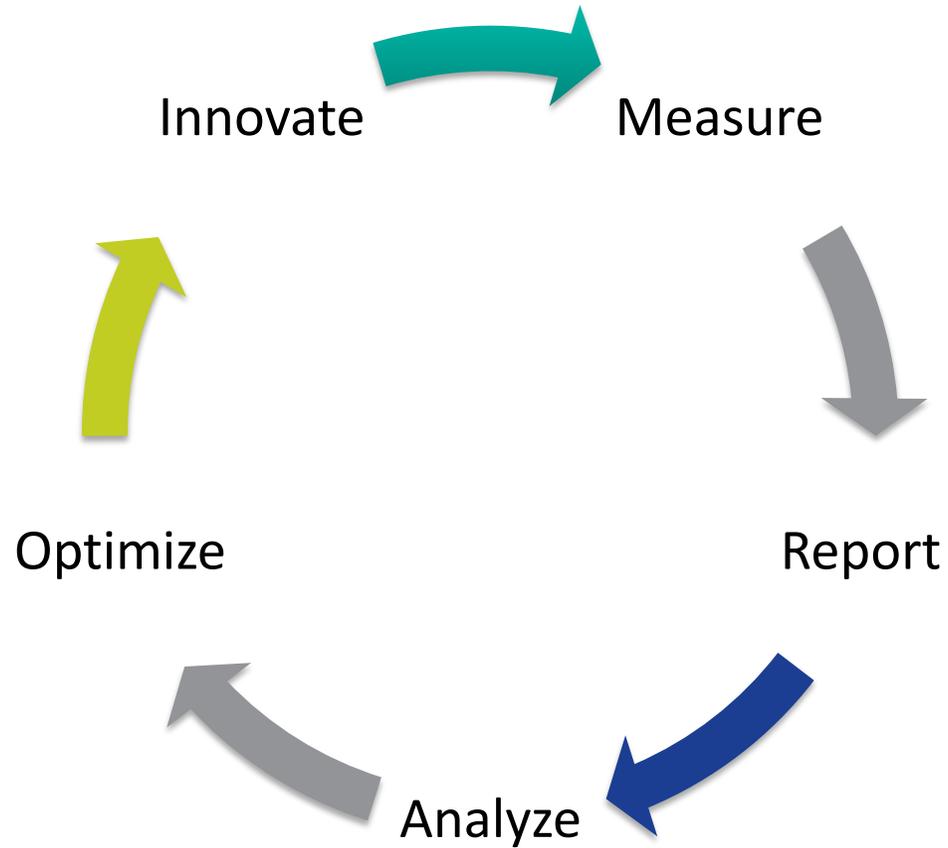
**Manager, Imaging Ctr for Women**

## Channel Performance

Campaign Channel	Applications Initiated	Applications Completed	Unique Visitors
Vertical Search	78	12	691
Internal	41	2	539
Job Board	38	0	53
Direct	16	2	804
Natural Search	8	0	118
Paid Search	2	0	24
Re-engagement	2	0	18
Referring Domains	0	0	22

# Continuous Improvement Process

Always re-evaluating and improving





# GROUP DISCUSSION



# Top Takeaways From Analytics

1. Track EVERYTHING!
2. Use your data to make informed marketing decisions





Applicants are  
looking for YOU



Drop Off



Referrals

---

# FIVE THINGS

---



It's all about  
jOBS



Multiple Visits

## Candidate Experience



- Make Finding Jobs Easy
- Focus on Job Titles
- Job Descriptions are now ads

## Converting Direct



- Make your career site a marketing channel
- Update Website Regularly

## SEO



- Jobs NOT careers
- URL, Page Titles and H1
- Keyword Density

## Candidate Sourcing



- Have a process in place
- Know what has worked in the past
- Referral Program
- Hiring Events

## Re-engagement



- Know your drop-off rate
- Utilize a short form
- Retarget Lost Candidates

## Analytics



- Track Everything
- Use your data to make informed marketing decisions



**Booth #138**



OUR WISDOM  
IS YOUR GOOD FORTUNE!

