# Hireology

# Inside the Minds of 2025 Healthcare Job Seekers

*Understanding today's healthcare worker and strategies to attract and retain them*

April 2025

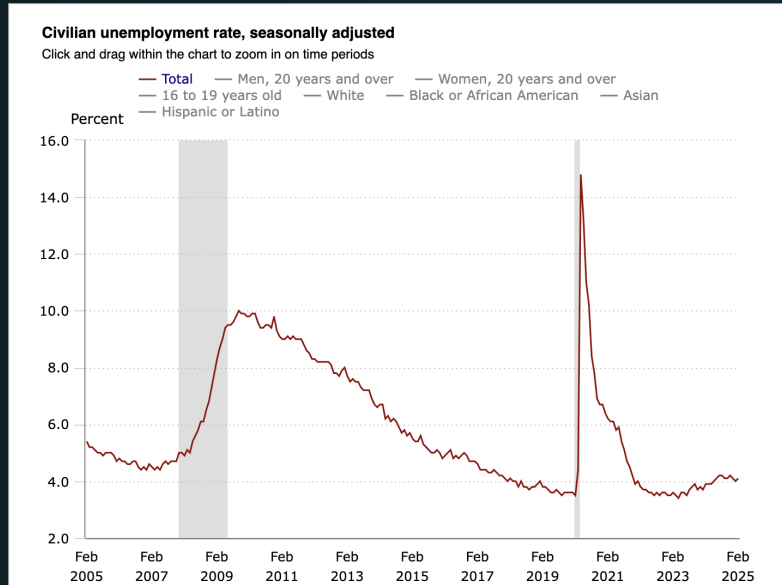# Adam Robinson

CEO | Hireology

# What We'll Discuss today

- State of Job Market

- Finding Healthcare Workers through Effective Sourcing and Hiring
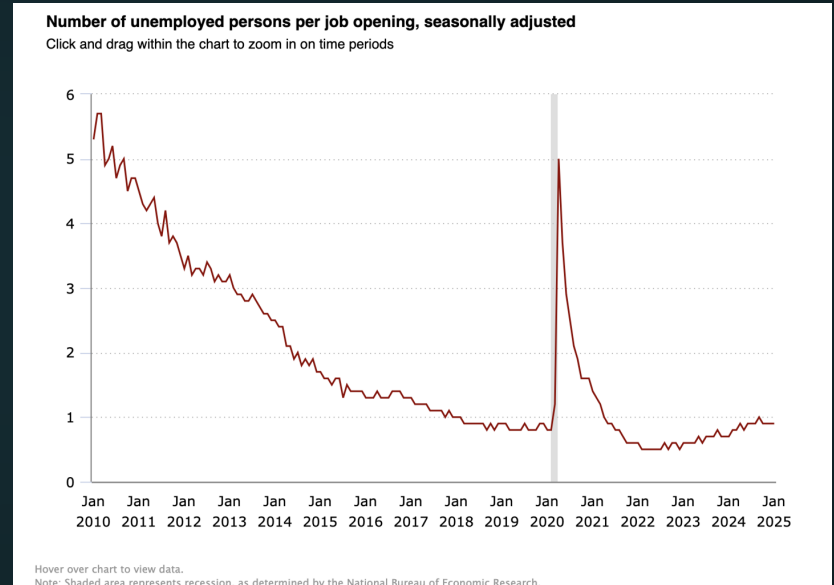
# Market Conditions

# Civilian Unemployment Rate

## (Seasonally Adjusted)



**Civilian unemployment rate, seasonally adjusted**
Click and drag within the chart to zoom in on time periods

— Total — Men, 20 years and over — Women, 20 years and over
— 16 to 19 years old — White — Black or African American — Asian
— Hispanic or Latino

Source: U.S. Bureau of Labor Statistics

# Number of Unemployed Persons Per Job Opening

## (Seasonally Adjusted)



**Number of unemployed persons per job opening, seasonally adjusted**
Click and drag within the chart to zoom in on time periods

Hover over chart to view data.
Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.

Source: U.S. Bureau of Labor Statistics

# 40%

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Average annual turnover rate in post-acute care

Source: Activated Insights 2024 Benchmarking Report

8

# $4k

In costs minimum to replace a senior living employee

# Hireology Applicant Study

# Methodology

This research study explores job seeker's insights to help employers overcome current recruiting and retention challenges.

This survey of hundreds of recent healthcare job seekers covers:

- What job seekers expect in the application and hiring process
- What top candidates look for in a new job
- What keeps great employees loyal

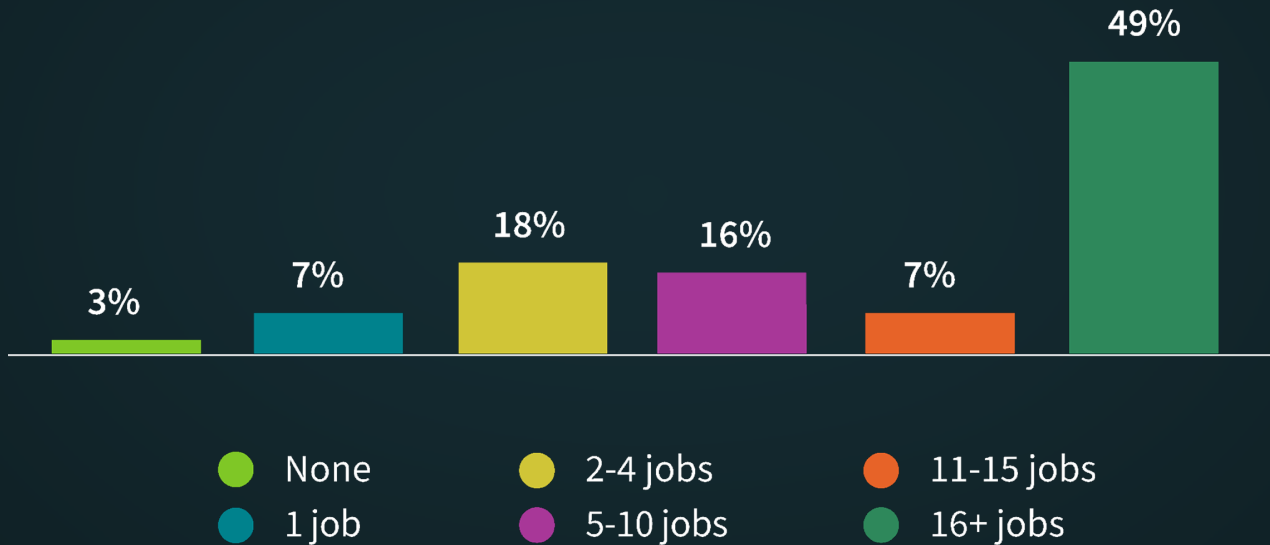# Design a Job Healthcare Workers Want

# 90%

Of healthcare applicants applying are actively looking to work

How many jobs did you apply to in the last six months?

49%

18%

16%

7%          7%

3%

- None
- 1 job
- 2-4 jobs
- 5-10 jobs
- 11-15 jobs
- 16+ jobs

What is important to you when searching for a new job?

- 28% — Salary range is aligned with my needs
- 25% — Schedule flexibility
- 20% — Career growth opportunities
- 9% — Fulfilling or enjoyable work
- 8% — Good culture/working conditions
- 4% — Insurance benefits are aligned with my needs
- 2% — Diversity, equity, and inclusion policies
- 1% — Low stress work
- 1% — Easy commute
- 1% — Mental health resources or support

**Which criteria would encourage you to apply to a job even if the salary requirements don't meet your expectations?**

**1** Good culture

**2** Schedule flexibility

**3** Career growth opportunities

Certified Nursing Assistant

Job Opening!

- Flexibility
- Good culture
- Career growth
- Healthcare benefits
- Supportive management
- Fulfilling work

Apply Today!

# How many offers did you receive in your last job search before accepting one?



67%

21%

6%

1%

5%

- ● 2
- ● 3
- ● 4
- ● 5
- ● More than 5
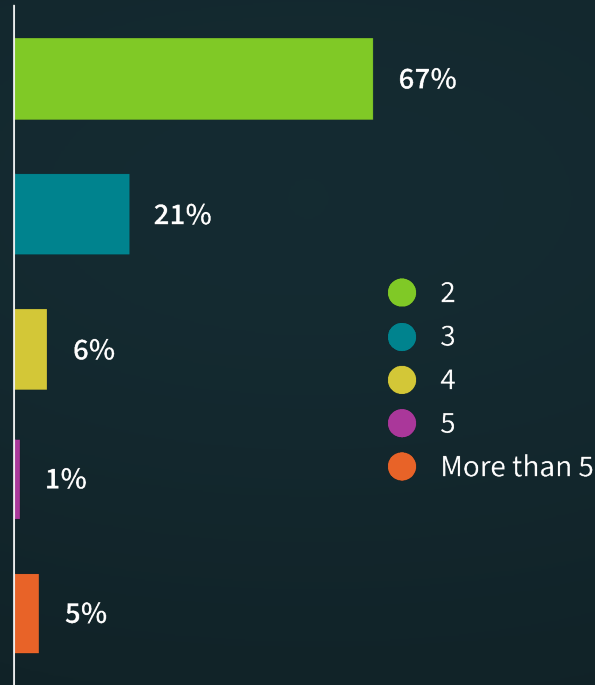
# What does a good company culture mean to you?

"Inclusive, kind and caring, open to accommodations, working on growth and reflection, care about its employees rather than seeing us as disposable."

"A good corporate culture fosters a positive work environment that values and supports employees, encourages innovation and collaboration, and upholds ethical and social responsibility."

"Supportive environment with enthusiastic leaders. Leaders with a vision which is clear, shared and the pathway forward is either well known or actively collaborated on with team members."

# Where do you check if an employer's culture meets your needs?



- The company's website — 52%
- Glassdoor or similar site — 20%
- Social media — 8%
- Google search — 16%
- Other — 4%
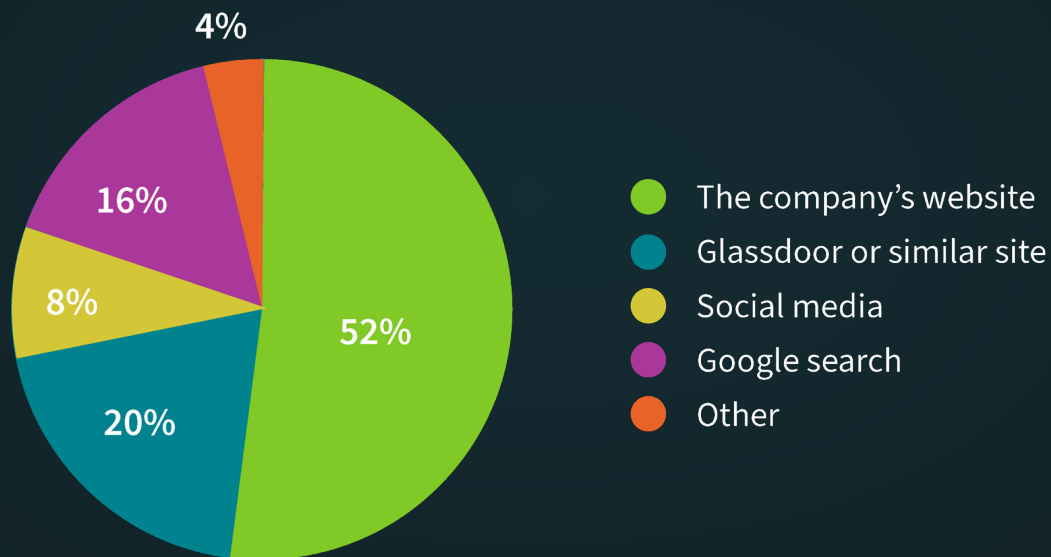
# Company Culture

The Arbors and Ivy proudly display testimonials from employees who shared how much they love working for them.

### Employee Testimonials

e Arbors at Dracut because when I walk in, I immediately feel like part of a family. Nobody is too busy to lend a pleasure walking the halls and seeing smiling faces every day. It makes work not feel like work"

*Service Director*

"As a receptionist at The Ivy at Watertown, it is my pleasure to be a member of the Ivy Team to welcome and assist residents and their families. I am fortunate to be surrounded by Ivy teammates who are generous with their support and knowledge. This team effort enhances the mission of welcoming our residents to our Ivy community."

*Marge Cook, Receptionist*

EPOCH Senior Living regularly shares photos of their team on their career site.

# Flexibility

- Compressed workweek
- "Choose your own schedule" or "flex time"
- On-demand pay

# Career Growth

- Detailed job descriptions that give people something to work toward
  - Create growth paths >>>
- Open-door policies and mentorship opportunities
- Career-specific training programs
- Always recognize and celebrate growth!



**Director of Nursing (DON)**

△

Registered Nurse (RN)

△

Licensed Practical Nurse (LPN)

△

Certified Nursing Assistant (CNA)

# Align the Hiring Process to Today's Applicant

**63%**

Of applicants use a smartphone or tablet to apply for jobs

# 66%

Won't apply if the application takes too long

# 50%

Won't apply if the application repeats resume info

Which application looks easier to complete?

# 63%

Won't apply if a username and password are required

# What stops applicants in their tracks?

**66%**    Won't apply if the application takes too long

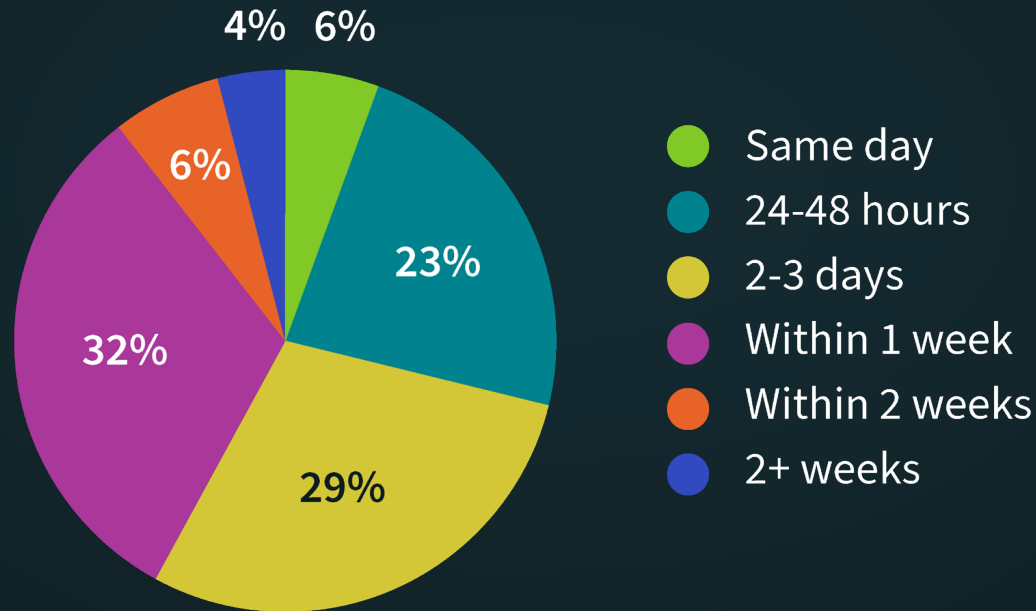**50%**    Won't apply if the application repeats resume info

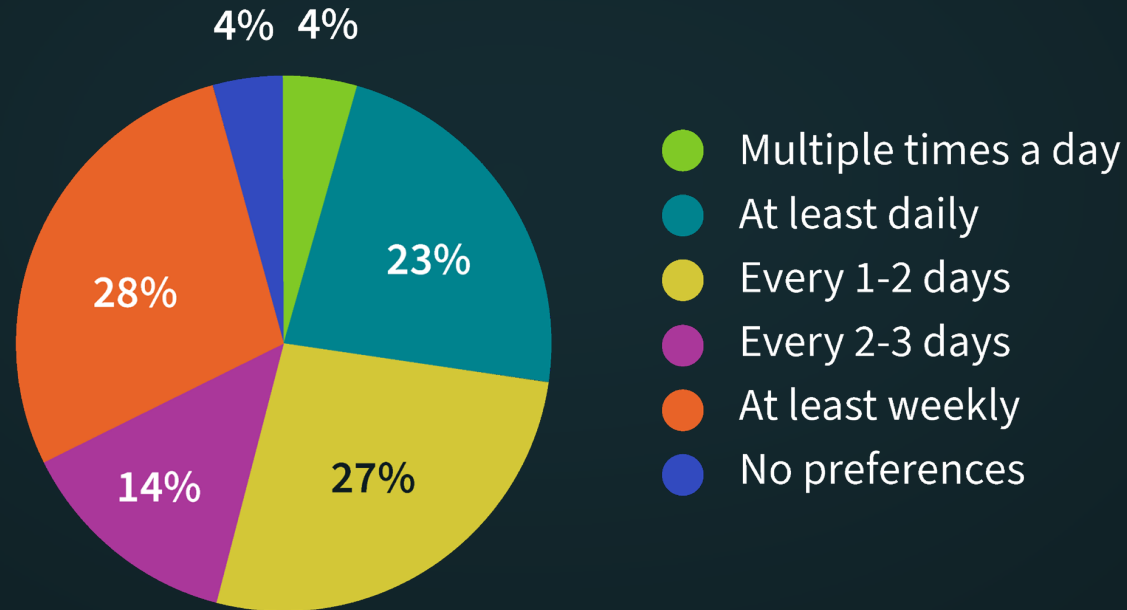**63%**    Won't apply if a username and password are required

# Leverage Proven Candidate Communication Strategies

# How soon after you apply do you expect to be interviewed?

# Applicants want to hear from employers often



Pie chart:
- Multiple times a day — 4%
- At least daily — 23%
- Every 1-2 days — 27%
- Every 2-3 days — 14%
- At least weekly — 28%
- No preferences — 4%

# 64%

Prefer to be communicated via text over email

# Ghosting Reasons

Lack of Communication from the company (41%)

I received another job offer (28%)

The recruiter didn't get back to my application fast enough (23%)

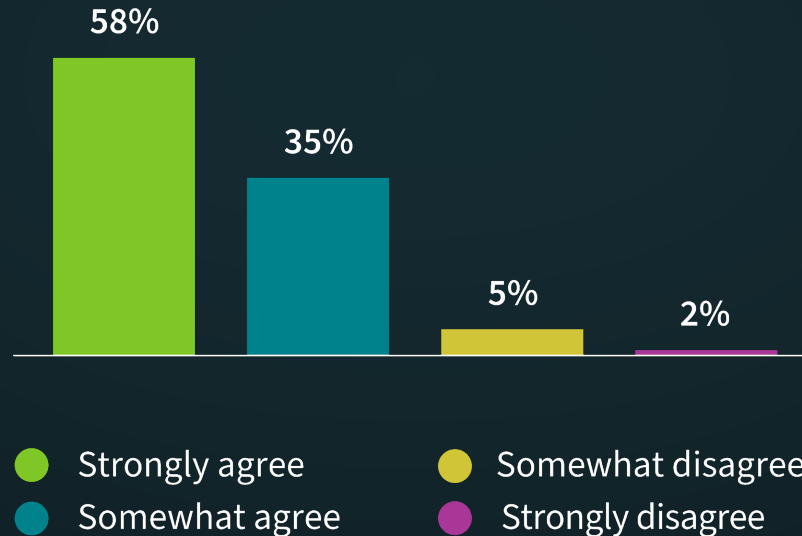# Building an Active Candidate Database

# 93%

Of applicants are willing to consider previous companies they applied to

# Applicants overwhelmingly listen to friends when choosing where to work

"I'm more likely to apply a job offer if a trusted friend/acquaintance vouched for the company"



- 🟢 Strongly agree
- 🔵 Somewhat agree
- 🟡 Somewhat disagree
- 🟣 Strongly disagree

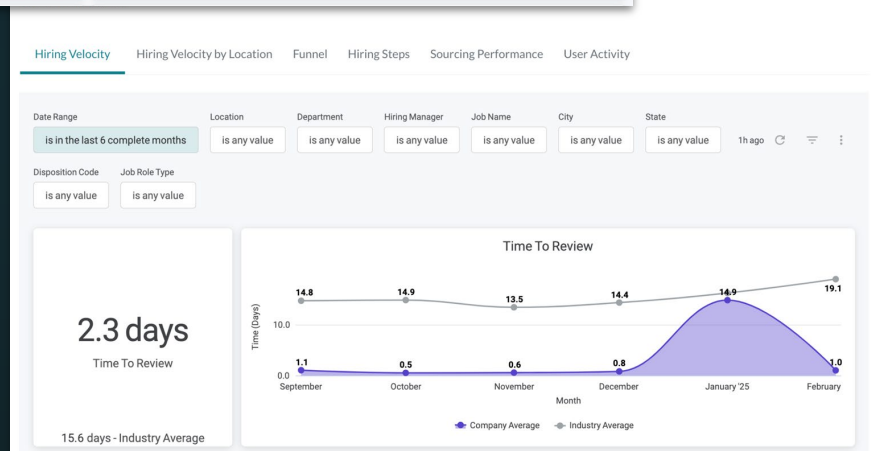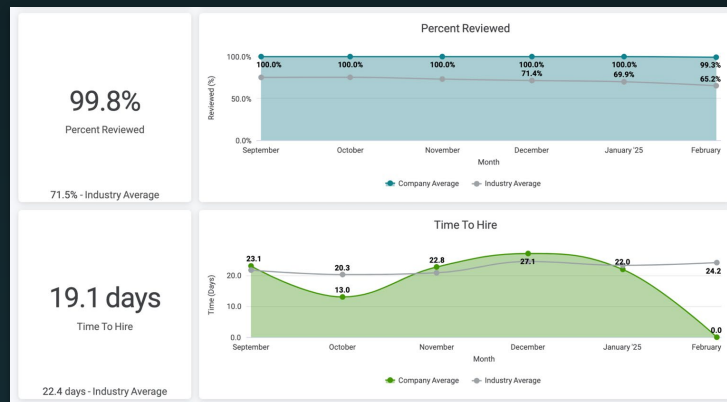# Summary

**Today's top job seekers are:**

- Looking for more than a paycheck
- Doing their research
- Demanding the interview process to move fast
- Preferring Mobile-First Communication
- Staying in contact with employers

# Insights

- The Most Accurate Data
- Deeper Industry Comparisons
- Customizable Dashboards
- Actionable Alerts
- Stronger Team Performance

# Questions?