





PAAHCR SURVEY RESULTS
as of 06/09/08

PREPARED BY SUCCESS COMMUNICATIONS GROUP

We posted our survey on www.successcomgroup.com to ask PAAHCR members about how they utilize their website in the recruiting process. Here is a summary of the results.


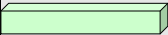
1) **“Who is your specific candidate?”** Determines which positions are being recruited more frequently.

Who is your specific candidate?		Response %
Nurses		54.4%
LPNs		9.1%
PTs		0%
OTs		0%
SLPs		0%
CNAs		9.1%
Surgical Techs		0%
Dietary Aides		0%
N/A		0%
I don't know		0%
Other		27.3%


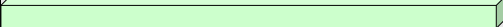
2) **“Where is your candidate looking for employment?”** Shows where candidates go to find jobs – various answers received:

1. In a hospital environment/Hospital.
2. Candidates look on the web – specifically our web site.
3. At this facility, in acute care specialty hospital.
4. PA & NJ area.
5. Home care, hospice, or home infusion.
6. Specific areas: ICU, emergency department, medical surgery, dialysis.
7. New graduate opportunities.
8. Most are looking for any available position.
9. Ideal candidate would be a graduate of a community college or nursing home program and would like to work in Bucks County.


3) **“Are they active or passive candidates?”** Candidates are active when they are pursuing new job opportunities. Passive candidates can be good hires but they are already working and you need to use different tools (and build your pipelines) to reach out to them to show the opportunities your facility can offer.

Are they active or passive candidates?		Response %
Active		72.7%
Passive		27.3%


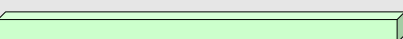
4) **“Have you ever surveyed your current employee population to determine their media and lifestyle habits?”** Surveying employees can tell you information about job satisfaction and where candidates would go to look for work. This information can be used to develop a targeted recruiting strategy for staffing. Budgets can be set based on employees’ thoughts on which publications; Internet sites or other media outlets would be their choice to find employment.

Have you ever surveyed your current employee population to determine their media and lifestyle habits?		Response %
Yes		27.3%
No		72.2%


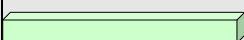
5) **“Do you have a corporate website that has a Careers Section?”** Corporate websites should have at least one page devoted to Career Opportunities.

Do you have a corporate website that has a Careers Section?		Response %
Yes		100%
No		0%


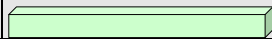
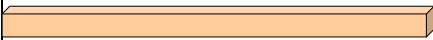
6) **“Do you have a separate Careers Website?”** HR can control the separate Careers Website directly. It gives you the ability to decide on content and with the separate location you can get more accurate reports on web traffic and traffic drivers – you can measure the effectiveness of your recruitment efforts.

Do you have a separate Careers Website?		Response %
Yes		45.5%
No		54.5%


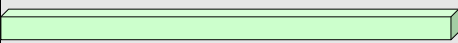
7) **“Do you use your website to simplify redundant tasks that the web can perform for you?”** Your website can be used to handle tasks to save recruiters’ time. You can post frequently asked questions, information about qualifications and job duties, send/receive resumes, and other tasks that would otherwise have to be handled by the recruiter.

Do you use your website to simplify redundant tasks that the web can perform for you?		Response %
Yes		63.6%
No		36.4%

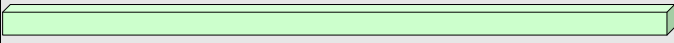
8) **“What do you use the website for? Check all that apply.”** Websites today can be used for more than just the traditional posting and receiving of information, unfortunately few utilize their site to its maximum capability.

What do you use the website for? Check all that apply.		Response %
Accept online applications		100%
Obtain Needed Data		42.9%
Frequently Asked Questions		57.1%
Other		0%

9) **“Do you have access to web stats reports on the traffic to your site?”** Web reports can be obtained through your hosting provider; sometimes you have to ask for them in order to obtain them. Web reports allow you to see where traffic is going to on your site (page by page breakdowns and time spent). You can also compare how many new visitors your site has. Specific to recruitment, web reports can help you track the success of your recruitment efforts both online (monster.com, careerbuilder, etc.) and even through print outlets. You can also find out if applicants visit your site and don’t fill out applications so you can determine if there is information that is costing you candidates. This information can then be utilized to help with budgeting on the best outlets to drive traffic to your site.

Do you have access to web stats reports on the traffic to your site?		Response %
Yes		36.4%
No		63.6%




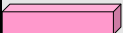

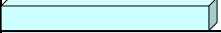

10) **“Do you use Vanity URL’s?”** Vanity URL’s are most often bought to design micro sites. These smaller sites focus on specific positions (or training offered), audiences (college recruitment) or locations (regional, by state, etc.). Using vanity URL’s make it easy to track applicant traffic. They can also increase your standings when applicants are searching for positions and can help your facility site to be listed higher in rankings on search engines.

Do you use vanity URL’s?		Response %
Yes		0%
No		100%


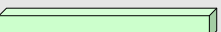
11) **“How do you drive traffic to your site?”** There are a variety of traffic drivers that can help candidates find your site.

How do you drive traffic to your site?		Response %
Traditional Advertising – Driven to a specific Google Campaign		54%
Vanity URLs		0%
Search Engine Optimization – Natural and Pay Per Click		18.2%
Email Marketing		72.7%
Perform regular changes to website		18.2%
Employee press releases on careers site		27.3%
Online media (banner ads)		72.7%
Links		45.5%
ERPs – employee and non-employee		36.4%
Building a community – newsrooms, bulletin boards, blogs		0%
Other		9.1%



12) **“How do you currently capture candidate data?”** Data can be captured from a variety of sources. This data can be used to build pipelines for you to email market to candidates on a regular basis to let them know about job opportunities or other information about your facility. These candidates can be potential employees or they can help refer future employees.

How do you capture data?		Response %
Online Forms		54.5%
Online Applications		81.8%
Surveys		9.1%
Registration/ Logins		18.2%
Subscriptions to Newsletters		0%
ATS		9.1%
ERP		27.3%
N/A		0%
I Don't Know		0%
Other		18.2%








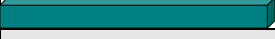



13) **“Do you capture data to re-market to candidates continuously?”** Once you successfully capture data from your web traffic, you need to do something with it. Re-marketing to your candidates and let them know about upcoming events, open houses, new job openings, etc.

Do you capture data to re-market to candidates continuously?		Response %
Yes		72.7%
No		27.3%


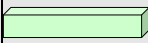
14) **“Do you build your candidate pipeline for future hires?”** Use the data you capture to build and strengthen your pipelines. Message boards, news blasts, email marketing, surveys, and non-employee ERP programs are just a few ways that organizations build their pipelines.

Do you build your candidate pipeline for future hires continuously?		Response %
Yes		90.9%
No		9.1%


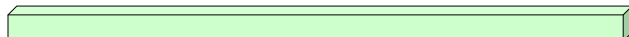
15) **“How do you build your pipelines? (check all that apply)”** Use the information from your online recruitment to determine the best ways to build your pipelines.

How do you build your pipelines (check all that apply)		Response %
Online forms (contact, register, etc)		45.5%
Online Surveys		9.1%
Online Contests		9.1%
Online ERP Programs		27.3%
Email Marketing		63.6%
Groups		9.1%
Blogs		0%
Newsletters		9.1%
Intranet		45.5%
Diversity Recruiting		45.5%
College Recruiting		81.1%
Other		9.1%

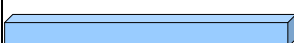
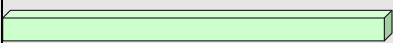
16) **“Do you already use an ATS (Applicant Tracking System)?”** An applicant Tracking System (or candidate management system) is an excellent tool to help manage your recruiting in creating a simpler, faster and more effective hiring process. Advantages include applicant tracking, automated posting and hiring assessments, tracking the flow of the application process, and more.

Do you already use an ATS?		Response %
Yes		81.1%
No		18.2%

17) **“What ATS do you use?”**

What ATS do you use?		Response %
HR Smart		0%
Icims		0%
Deploy		0%
Teleo		0%
People Soft		11.1%
Bullhorn		0%
Other		88.9%

18) **“Do you have an online Employee Referral Program?”** Online ERP programs (both employee and non-employee) are extremely cost effective ways to make changes or updates to keep up interest in the program for greater longevity. In addition, you can reach out to more than your current employees. You can reach out to anyone who utilizes your site to refer potential candidates for hire.

Do you have an online Employee Referral Program (ERP)?		Response %
Yes		45.5%
No		54.5%