



Recruiting Metrics for the Home Care Industry

BENCHMARK DATA TO HELP HOME CARE
PROVIDERS MAKE BETTER HIRES



DATA-DRIVEN HIRING

Hiring metrics are often still a black box, particularly for smaller companies with limited access to custom, enterprise reporting on the metrics that matter in hiring. Our team at CareerPlug analyzed hiring activity in 2019 from **more than 10,000 companies** — covering more than **10 million applications** — to shed light on the most important metrics that determine hiring success for small businesses.

In this report, you will find analysis of data covering the hiring funnel from initial visit through hire for the home health care industry.

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

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

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

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

Average Days to Contact Hire

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

Average Days to Hire

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

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

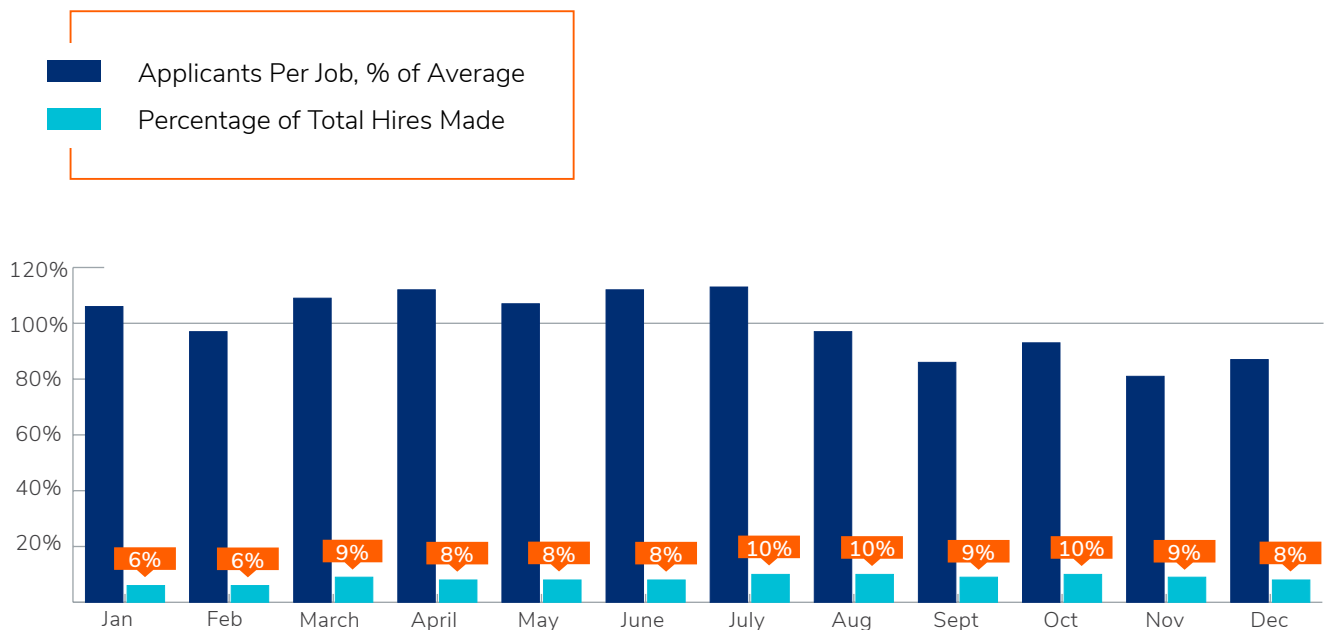
Healthcare Industry

BENCHMARK DATA

- **Views Per Job:** 319
- **Applicants Per Job:** 35
- **Applicants Per Hire:** 106
- **Average Days to Contact:** 8.67
- **Average Days to Contact Hire:** 5.95
- **Average Days to Hire:** 34

THE BEST TIME TO HIRE

The healthcare industry sees a steady stream of higher than average applicant numbers in spring and summer, peaking in **July (113%)**. Like many industries, **September (86%)** kicks off a downward trend.



APPLICANT SOURCES

Job boards dominate this industry as a source of applicant volume (93%), but fall short when it comes to hires (37%). Compare that with links from custom sources, which account for only 2% of applicants, but a near equal 36% of hires. You'll also find high quality applicants coming from company careers pages, resulting in 23% of hires from only 3% of applicants.

SOURCE	JOB BOARDS	CAREERS PAGE	SOCIAL MEDIA	CUSTOM LINK*	REFERRAL
% of Applicants	93%	3%	3%	2%	<1%
% of Hires	37%	23%	1%	36%	3%
% of Applicants Hired	<1%	6%	<1%	15%	18%

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

KEY METRICS

<p>View-to-applicant conversion</p> <p>Healthcare Industry 11%</p> <p>Average Across All Industries 12%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p> <p>Healthcare Industry 13%</p> <p>Average Across All Industries 17%</p>	<p>8.67 days</p> <p>Healthcare Industry</p>
<p>Interview-to-hire conversion</p> <p>Healthcare Industry 8%</p> <p>Average Across All Industries 8%</p>	<p>7.52 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

- ➔ A lower than average applicant-to-interview conversion rate suggests that companies in this industry are receiving an influx of unqualified applicants (most likely from major job board postings). **Focus your efforts on pre-screening candidates through questions and assessments** early in the application process.
- ➔ Because we know that the highest quality candidates come from company careers pages and custom sources – which include industry-specific job boards like myCNAjobs – it's important to **invest the time in establishing your hiring brand online**. Ensure that you have an attractive careers page that entices quality candidates to apply. Give them a sense of what it's like to work for your company. Expand your reach into more industry specific job boards and local university job boards, as custom sources prove to be very effective at producing high quality candidates in this industry.

Hire the Right People Faster

CareerPlug and myCNAjobs have partnered to drive high-volume hiring for home care agencies across the nation. CareerPlug's powerful applicant tracking helps agencies hire the right people faster while myCNAjobs, the nation's largest network of care workers, maximizes an agency's exposure to maintain a steady pipeline of candidates.

The partnership, available exclusively to agencies with active CareerPlug and myCNAjobs memberships, includes **unlimited job posting distribution** and **automatic candidate syncing from myCNAjobs into CareerPlug** across all myCNAjobs product lines including the resume marketplace, job board, hiring events, and interview booking service.

If you're a current customer of CareerPlug, [activate your myCNAjobs membership to enable the integration](#). If you're not a current customer of CareerPlug, you can [request a demo here](#).

Exclusive Offering for myCNAjobs clients:

CareerPlug for \$59/ month (includes ATS, Onboarding and Texting; unlimited job postings; Annual agreement, paid monthly)



"The integration of our myCNAjobs and Careerplug platforms was a logical and seamless integration of the two recruiting tools upon which we rely the most heavily. The integration allows our recruiter to see our candidates from myCNAjobs within our main applicant tracking system in real time, saving time for us and job seekers."

- Salwa Williams, Owner, ComForCare Home Care SE Atlanta



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 10,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're so committed to Making Hiring Easier that we require every one of our employees to become a certified Hiring Expert so that they can contribute to our mission.

ABOUT MYCNAJOBS

myCNAjobs is the nation's largest career network for caregivers, certified nursing assistants, and home health aides, representing 70% of America's direct care workers. For companies, myCNAjobs offers a suite of recruitment tools to more efficiently hire and onboard.