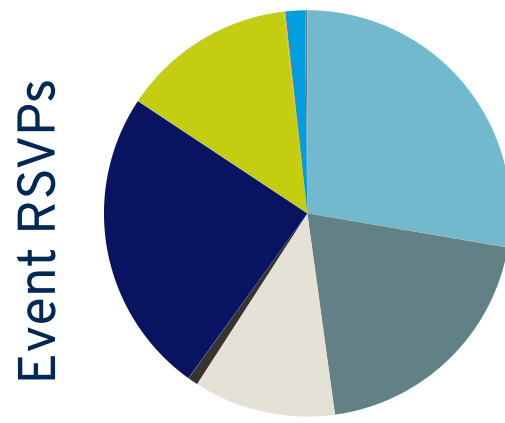
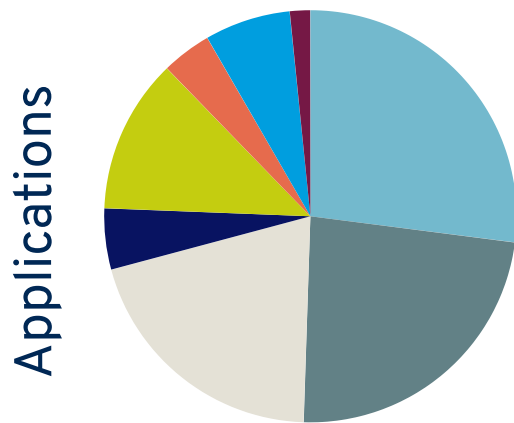


# Recruitment Marketing Q1 2020

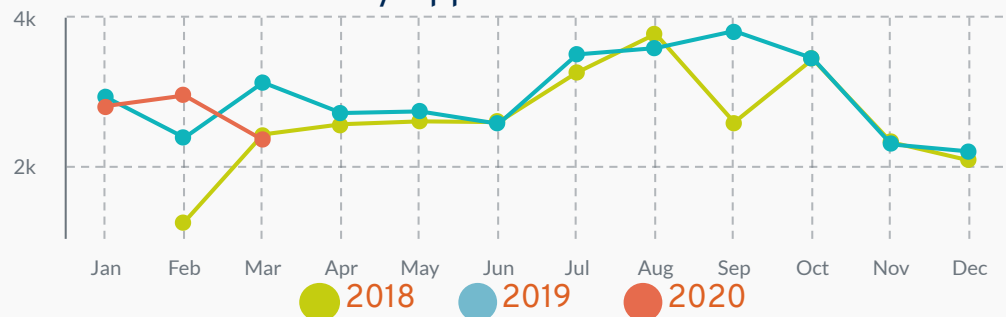


## Conversions by Source



**6.6%**  
Conversion Rate  
-1.2%  
Q1 20/Q1 19

## Monthly Application Volume YoY



## Northern Region Results

Margaretville Hospital, HealthAlliance (Broadway + Mary's Avenue), MidHudson Regional Hospital, Mount Alverno Center



**42,471**  
JOB VIEWS  
-19% Q1 20/Q1 19



**13,428**  
RN JOB VIEWS  
+5% Q1 20/Q1 19



**1,912**  
APPLICATIONS  
-14% Q1 20/Q1 19



**520**  
RN APPLICATIONS  
+21% Q1 20/Q1 19