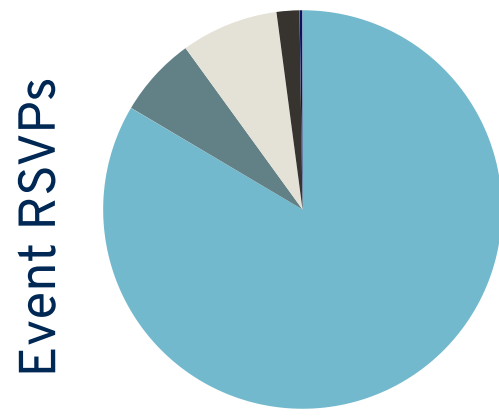
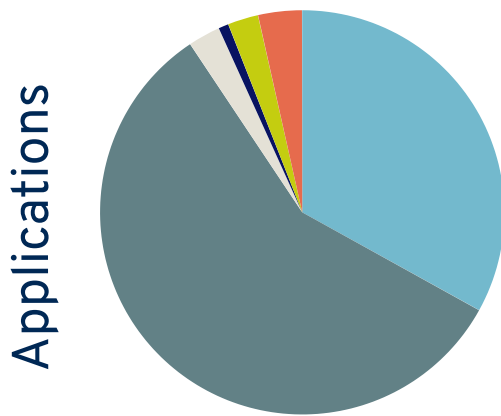


# Recruitment Marketing Q4 2020

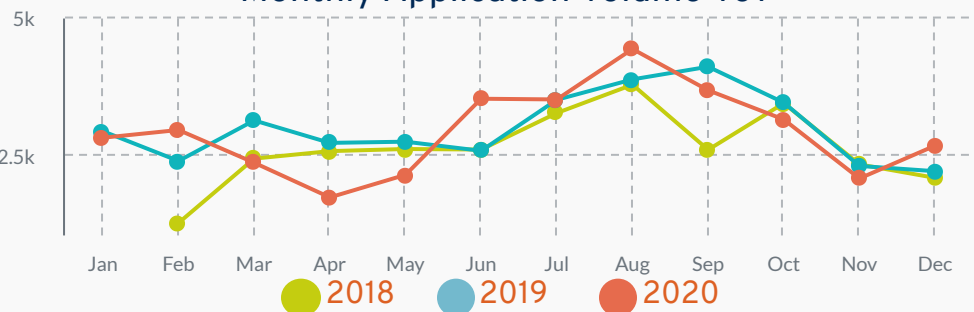


## Conversions by Source



**5%**  
Conversion Rate  
-2%  
Q4 20/Q4 19

## Monthly Application Volume YoY



## Northern Region Results

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



**43,843**  
JOB VIEWS  
-1% Q4 20/Q4 19



**13,893**  
RN JOB VIEWS  
+15% Q4 20/Q4 19



**1,875**  
APPLICATIONS  
+1% Q4 20/Q4 19



**660**  
RN APPLICATIONS  
+51% Q4 20/Q4 19