

Physician-focused career site and organic strategy drives **380% TRAFFIC INCREASE**

Partnering with a large regional health system, NAS launched a new career site powered by our ACTIVATE recruitment marketing platform. The result? A dramatic increase in candidate visits, high-performing SEO, and a growing talent network that's actively leveraged by the client's recruitment team.

CHALLENGE

A prominent nonprofit health system needed to better engage physicians and advanced practice providers (APPs) through a tailored career site experience. Their existing approach lacked visibility in search results, and they had no centralized talent network to help recruiters nurture and convert interested candidates.

SOLUTION

NAS collaborated with the client to design and launch a dedicated career site for physicians and APPs, leveraging the ACTIVATE platform to improve candidate engagement, SEO visibility, and recruiter follow-up.

1

We developed a branded, mobile-optimized career site specifically for physicians and APPs, featuring content that highlights the organization's mission, culture, and career pathways.

2

We integrated the ACTIVATE platform, including job search functionality, enhanced SEO, and a CRM-enabled talent network to support targeted outreach.

3

We distributed job content via NAS's network of organic job feeds, improving visibility and driving consistent traffic and applies—without relying on paid media.

RESULTS

In the first two years since launch, the health system saw impressive returns from its investment in a focused, organic-driven strategy. Physician recruiters are actively using the talent network to engage and communicate with interested candidates.

380%⁺
increase in site visits

900⁺
candidates in the
talent network

65%
of traffic driven by
NAS organic feeds



63%
of applies from SEO
and organic traffic

