



# IMPROVING APPLICATION GROWTH AND RECRUITING EFFICIENCY IN ACADEMIC HEALTHCARE



## CHALLENGE

Academic healthcare organizations face complex hiring demands across clinical, faculty, research, and operational roles. While attracting candidates remains critical, many organizations are finding that improving engagement and conversion throughout the candidate journey has a greater impact on hiring outcomes.

## RESULTS ACROSS ACADEMIC HEALTHCARE ORGANIZATIONS

### CANDIDATE ATTRACTION

Organizations that improved their career site experience saw stronger candidate engagement, helping more visitors discover opportunities and take the next step toward applying.



**+37%** Career Site Visits

**+49%** Job Views

**+59%** Clicks-to-Apply

### APPLICATION GROWTH & CONVERSION

One organization that paired career site optimization with paid media was able to convert more candidate interest into completed applications.

**+34%** Applications in Six Months

**+61%** Applications Year-Over-Year

**+38%** Visitor-to-Applicant Conversion Rate

### RECRUITING EFFICIENCY

Organizations that continuously optimized recruitment marketing performance were able to improve applicant flow while reducing acquisition costs.

**-30%**  
Paid Search  
Cost-Per-Application  
↓

#### KEY INSIGHT

As hiring complexity grows across clinical, faculty, research, and operational roles, organizations that optimize the candidate journey are seeing stronger application growth, improved conversion, and greater recruiting efficiency.