



Healthcare in the United States

Industry Report | 2016

Trends that matter

The healthcare sector in the United States grew last year. With demand for talent outpacing supply, heightened competition for talent is likely to continue for the foreseeable future all across the industry, but with a particular focus on nursing.

With over 5 million healthcare professionals on the network in the U.S., LinkedIn is uniquely placed to help you understand the career moves, skills and motivation of the healthcare workforce.

This report shares current macro trends through the lens of LinkedIn data. We're confident that these trends and resources will help you make informed recruitment decisions.

In this report, you'll find the latest industry data with valuable insights, to help you reach the right people with the right story.

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The U.S. at a glance
Industry update

Industry growth



+1.5%

Employment of healthcare professionals in the U.S. grew by 1.5 percent last year.

Tip:

***Employment of professionals in your industry is growing**, a sign that candidates are not up for grabs. You'll need to work more actively to find, attract and win the right talent.*

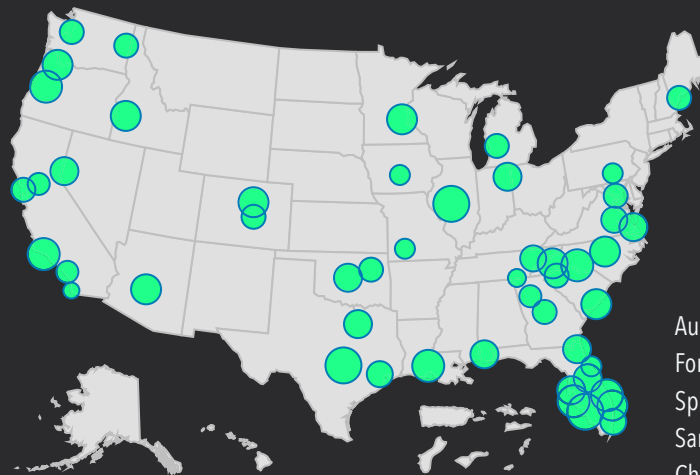


Tip:

Identify where opportunity lies. Consider places that may not currently be a priority in your recruiting strategy. It could encourage you to shift to neighboring areas, or help determine where you open your next office.

Geographic breakdown

Employment growth in healthcare across the U.S.



Austin, TX	+5.8%
Fort Myers, FL	+5.7%
Springfield, IL	+5.7%
Santa Barbara, CA	+4.9%
Charlotte, NC	+4.9%
Eugene, OR	+4.8%
Lafayette, LA	+4.8%
Fort Pierce, FL	+4.8%
Sarasota, FL	+4.7%
Raleigh-Durham, NC	+4.6%

Tip:

**Where do they come from?
And where are they going?**

Industry flows can provide insight into where healthcare workers get started and what attracts senior professionals. Take advantage of this to approach candidates in sectors that offer an easy transition to healthcare.

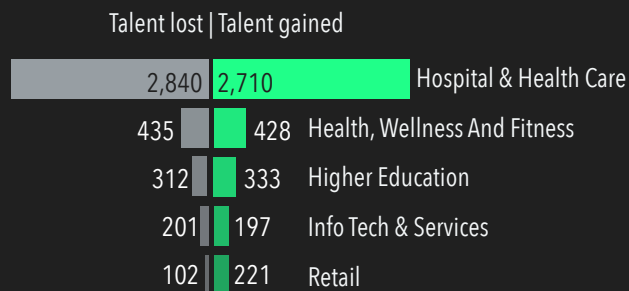
Tip:

The earlier you reach talent, the better.

Determine which universities are most valuable to you and come up with a plan to recruit their students. Be sure to highlight your company's employer brand to recent grads and be visible both online and off.

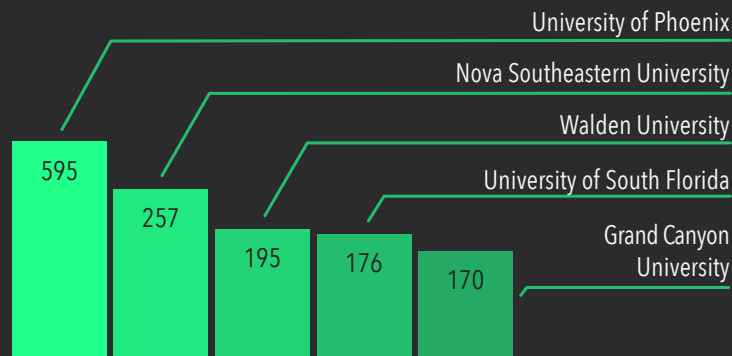
Industry flows

U.S. healthcare professionals are on the move. They're transitioning into and out of the industry. The top industries they're coming from and going to are:



Top graduate sources

The top sources in the U.S. for recent healthcare graduates are:

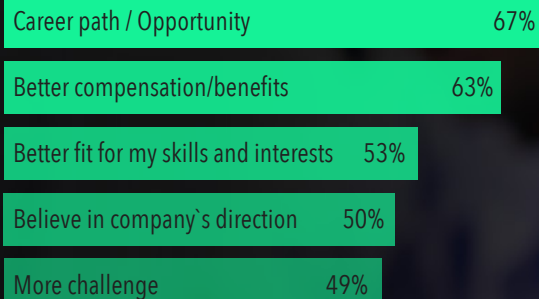


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Motivating candidates
Talent triggers

Reasons for accepting a job

The top motivators for healthcare professionals are:



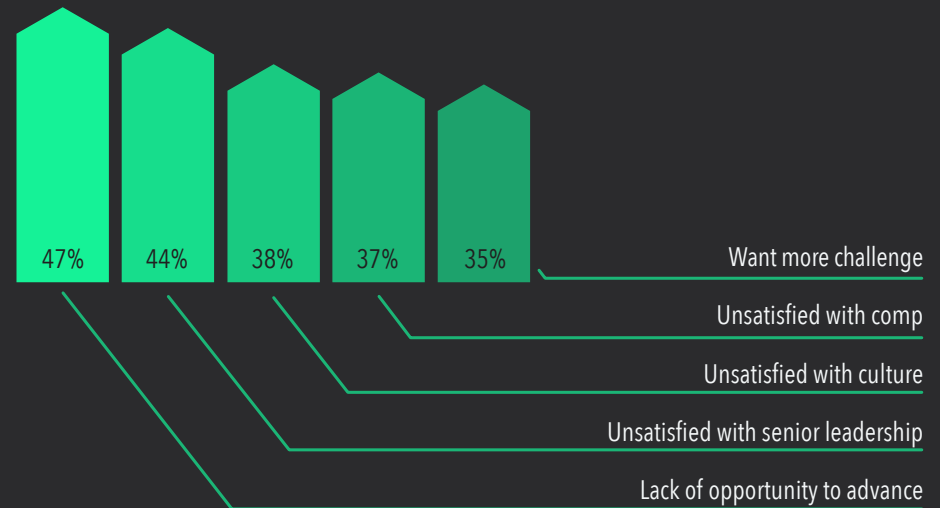
Tip: ***Put your best foot forward.** In every email, InMail and phone conversation, emphasize how your company can provide what candidates in your industry want in a job. If your company is weak on any of these attributes, it's time to make some changes.*

Tip:

Healthcare professionals are in high demand. Where they go depends on how they perceive employers. Is your company better than where they are now? Be a player in your market. Get the word out about your employer brand. And give existing employees plenty of reasons to be positive about their workplace.

Reasons for leaving a job

The top motivators for leaving a job in healthcare are:



Sought-after skills

The top skills sought by companies hiring healthcare professionals last year are:

1 Healthcare

4 Clinical Research

2 Hospitals

5 Healthcare Management

3 Medicine

Tip:

Don't miss any qualified candidates. List the right skills in your job descriptions and searches. And be prepared for competition if you're looking for people with the most sought-after skills in the industry.

Smart sourcing with LinkedIn Recruiter

To help you uncover all the top talent for a given search, we'll tap into our unique set of data to suggest relevant titles, companies, skills, and more for you to consider. Our suggestions will dynamically adjust as you refine your search, ensuring that we're providing you with the best terms to help you find those hidden gems.

The screenshot displays the LinkedIn Recruiter search results page. The top navigation bar includes 'PROJECTS', 'CLIPBOARD', 'JOBS', 'REPORTS', and 'MORE'. A search bar at the top center contains the text 'Start a new search...'. On the right side of the header, there are icons for email, notifications, and a user profile. Below the header, a summary bar shows search statistics: 312 total candidates, 86 have company connections, 107 engaged with your talent brand, and 10 past applicants. The main content area is divided into two columns. The left column, titled 'Showing results for', contains filters for Job title (Project Manager), Locations (Greater Chicago Area, San Francisco Bay Area), Skills (Project plans, Business strategy, Management), Companies (Add companies), Education (Northwestern University, DePaul University), and Keywords (Add keywords). The right column displays a list of candidate profiles. The first profile is for Kenneth Hamm, a 3rd-degree Project Manager at Business Analytics at LinkedIn. The second profile is for Ellen Silverman, a 2nd-degree Senior Project Manager at Victorian Automotive Chamber of Commerce. The third profile is for Aubrey Macky, a 3rd-degree Project Manager at Trunk Club. Each profile includes a profile picture, name, degree, current and past roles, and a 'View more' link.

Networking on LinkedIn

LinkedIn is the ideal meeting place for employers and their future employees. Whether you're looking for recent grads just starting out or longstanding professionals not actively searching, LinkedIn brings everyone together in one place.

LinkedIn is so much more than a digital resume bank. Our members participate in specialist group discussions, follow leaders in their industries, and join industry specific groups. They're all places where you can find the talent you're looking for. By participating in these groups and showcasing your brand, your team helps put your company on candidates' radar, making it easier to win sought-after candidates.



Most followed companies

Under 500 employees



500–9,999 employees

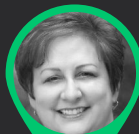


10,000+ employees



Top influencers

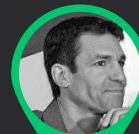
The most-followed influencers by healthcare professionals in the U.S. are:



Mary Pat Whaley



Mark Graban



David L. Katz



Toby Cosgrove



Suze Orman



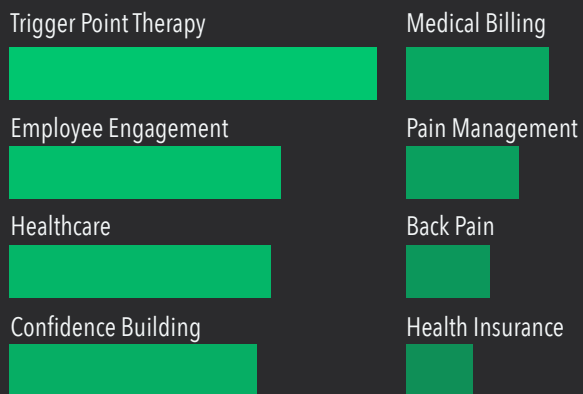
Mark Weinberger

Tip:

*Keep up with what's happening in the **industry** and follow the top influencers. Join their discussions, invite them to events. By connecting with relevant people, you can make yourself visible and learn a thing or two along the way.*

Popular topics

So, what are healthcare people in the U.S. talking about on LinkedIn? Here's what gets the most clicks, likes, comments and shares:



Tip: **Share relevant content for your industry.** *These are the topics that matter, so make sure to join the conversation. Do research, share your vision as an employer, and ask the right questions. Use these topics to give shape to your employer brand. Help your current employees understand these topics and become voices to be heard, so they can help raise your company's profile, too.*

Popular groups

- 1 Advanced Practice: Physician Assistant, Nurse Practition...
- 2 Healthcare Executives Network
- 3 Medical Group Management Association (MGMA)
- 4 Medical Billing & Coding Forum
- 5 Dentist Network

Tip: **Go where the talent is.** *Join the most popular groups in the industry and share meaningful content. Make contributions of value and talent will come to value your company.*

Active on LinkedIn

33% **Connect & Communicate**
33% networked with other professionals on LinkedIn in the last month

37% **Seek Professional Insights**
37% are staying up to date on industry discussions on LinkedIn in the last month

39% **People and Companies**
39% used LinkedIn to learn what other colleagues are doing in the last month

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This report uses a combination of anonymized LinkedIn member data and LinkedIn survey data.