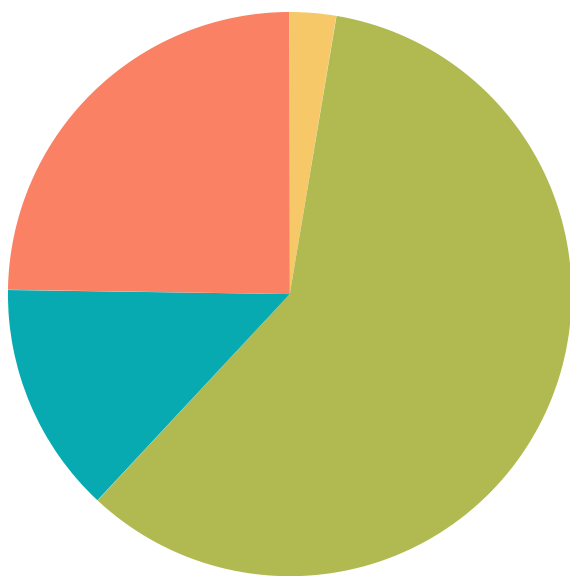


Marketing Q1 Metrics

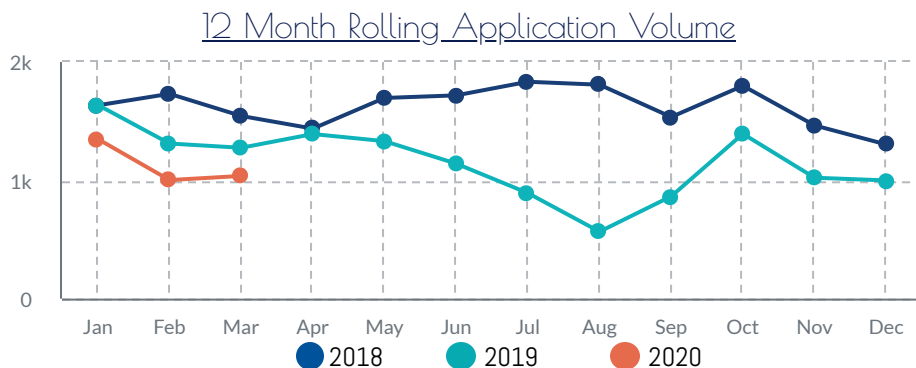
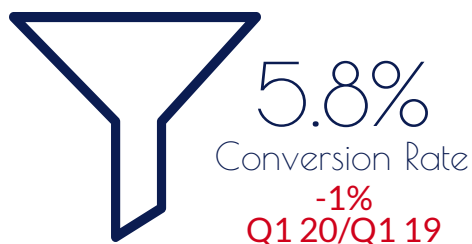


Visits are the total number of times the career website, landing pages or the applicant tracking system are visited. Application volume refers to external applicants only. Spend was down 15% Q1 2020 compared to Q1 2019.

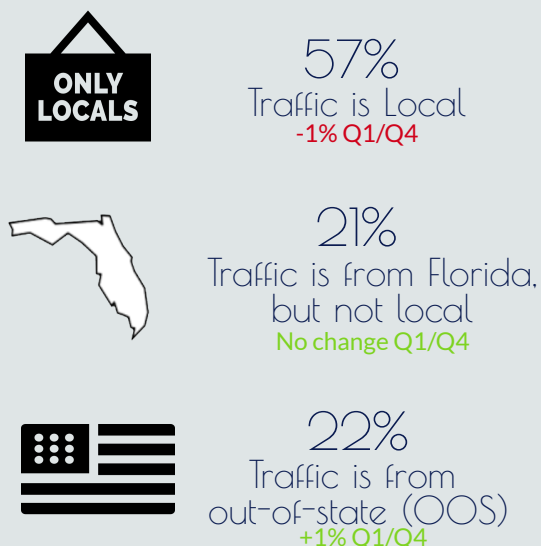
Total Conversions from Paid Efforts



Numbers reflect leads and applications generated by a paid marketing effort. All marketing dollars are spent on targeting hard-to-fill positions like nursing and allied jobs.



Traffic Report



1.25 System Wide Hiring Event Results

The event was held on Saturday, January 25, 2020. Clinical and Non-Clinical job seekers were invited to attend to interview with hiring managers onsite.

