



We've earned  
The Joint Commission's  
Gold Seal of Approval™



## 2013 SURVEY OF SOCIAL MEDIA AND MOBILE USAGE BY HEALTHCARE PROFESSIONALS | JOB SEARCH AND CAREER TRENDS

# 2013 SURVEY OF SOCIAL MEDIA AND MOBILE USAGE BY HEALTHCARE PROFESSIONALS | JOB SEARCH AND CAREER TRENDS

## IN THIS REPORT

INTRODUCTION ..... 3

RESULTS SUMMARY .....4-5

KEY SURVEY FINDINGS ..... 5-6

TRENDS AND OBSERVATIONS .....7-12

SOCIAL MEDIA AS A NETWORKING TOOL ..... 12-24

CONCLUSION ..... 25

APPENDIX .....26-27



For additional information about this survey } AMN Healthcare  
please contact: } 12400 High Bluff Drive  
carol.johnson@amnhealthcare.com } San Diego, CA 92130  
: © AMN Healthcare, Inc. 2013  
: [www.amnhealthcare.com](http://www.amnhealthcare.com)

Cover Image: AMN is not affiliated with these companies and does not promote or endorse their services.

## INTRODUCTION



Today's clinicians are taking charge of their careers by honing in on job search sources, increasing the use of social media for finding jobs and networked connections, and optimizing their online footprint.

And why not, considering that healthcare organizations seeking to hire these professionals are getting savvy in extending their brand messaging and customer experience across a variety of channels, including social media. Social media recruiting initiatives continue to grow, and job seekers are wise to keep up with online networking and job opportunities that may not be available via more traditional methods.

*AMN Healthcare's 2013 Survey of Social Media and Mobile Usage by Healthcare Professionals: Job Search and Career Trends*, is a follow-up to two prior surveys in 2010 and 2011. It provides hospitals and other healthcare organizations, along with leaders in the field, with an inside look at clinicians' job search methods, career development activities and social media practices, as well as how their behaviors have changed over time.

Responses to the 2013 survey indicate that the use of social media for job searching among clinicians and physicians has increased dramatically from the 2010 benchmark levels, while job boards, direct contact with organizations online and referrals remain important. Among other notable trends, Facebook has been upstaged by LinkedIn this year as the main social networking site of choice for job searching among healthcare professionals.

Registered nurses (RNs), doctors, pharmacists and allied professionals alike have also increased their use of mobile devices year-over-year and expect access to jobs via mobile devices, as this study highlights. Yet many trends are not universal and the survey delves into the nuances between each distinct group.

Survey responses, coupled with trends noted since 2010, highlight that clinicians and physicians continue to grow in their sophistication as job seekers.

## RESULTS SUMMARY

AMN Healthcare's 2013 Survey of Social Media and Mobile Usage by Healthcare Professionals: Job Search and Career Trends provides insight into clinicians' job searching methods and their use of online resources for professional networking and career development.

This survey was conducted in the spring of 2013. The resulting data is presented as totals and broken out by clinical specialties. Employers and healthcare leaders can use these results to gauge the effectiveness of various social media networks and related applications as they develop future plans for recruiting, advertising and general communications.

Total surveyed	87,102
Completed surveys	1,902
Response rate	2.18%

### RESPONDENT TYPES

Registered Nurses (RNs)	536
Allied Professionals	567
Physicians	269
Pharmacists	237
Other (Nurse practitioners, physician assistants, dentists, etc.)	293
Total	1,902

### RESPONDENTS BY AGE

	18-29	30-39	40-49	50-59	60+
Physician	1%	21%	28%	24%	27%
RN	7%	23%	24%	31%	16%
Allied	22%	27%	23%	22%	5%
Pharmacist	28%	23%	18%	22%	9%
Other	26%	23%	18%	24%	9%
Total	16%	24%	23%	26%	13%

## RESPONDENTS BY EMPLOYEE SETTING\*

	Total	MD	RN	Allied	Pharm	Other
Hospital	53%	48%	77%	53%	32%	26%
Outpatient Clinic	17%	33%	7%	18%	16%	16%
Private Practice	7%	22%	1%	5%	7%	7%
Doctor's Office	3%	6%	2%	4%	1%	6%
Specialty Clinic	4%	4%	2%	4%	3%	5%
Government	4%	8%	3%	3%	6%	4%
Home Health	5%	0%	4%	11%	3%	6%
Research	1%	1%	1%	1%	2%	3%
Academia	4%	7%	3%	2%	3%	8%
Other	21%	3%	10%	20%	40%	47%

\*Multiple responses allowed



## KEY SURVEY FINDINGS

Based on AMN's latest survey findings, clinicians are becoming more discerning about the number, type and frequency of online and social media resources they are using as compared to prior years. In particular, use of social media for job searching has increased dramatically from 2010 levels. Other key trends include:



- Healthcare professionals differ widely in their use of social media and mobile devices. In particular, physicians are the least likely to use social media in a job search, whereas pharmacists are the most likely. Conversely, physicians are the group most likely to access the web via a mobile device.
- Healthcare professionals are using social media primarily to look at job postings, to research companies and to see if they know anyone who could assist them in their job search.
- Over half of the respondents who use social media use it primarily for personal rather than professional reasons.
- Healthcare professionals realize that social media can help or hurt them in their job search; more than 50% say that they have enhanced their social profile information and about one-third say that they have consciously refrained from posting negative content.
- Although less than 10% of healthcare professionals say that a potential employer has referred to their social media site, it is still on their radar to maintain more of a professional vs. strictly personal tone to their content.
- The number of healthcare professionals who are using mobile devices for accessing healthcare content has more than tripled since 2010 (38% vs. 12%), yet they have significantly decreased their use of mobile applications for job searches.
- Three-quarters of all healthcare professionals report using their smartphones and tablets for accessing mobile applications and half say they are receiving mobile text alerts from recruiters, at their request. Half of the respondents who have opted in to receive mobile job alerts from recruiters say this method has produced results, such as a job interview, offer or new job.



## TRENDS AND OBSERVATIONS

### CAREER CHANGE

One out of every three healthcare professionals (33%) are currently seeking new employment, according to the 2013 survey results, showing a slight decline from previous years. Physicians are the only healthcare segment looking for jobs in larger numbers this year than in 2011 and 2010.

The use of referrals as a job search method is down significantly from past years, and has dropped from job seekers' favorite method to third on the 2013 list. Direct contact with an employer now takes the top spot (62%), followed by online job boards (60%) and then referrals (54%). Across all disciplines, job seekers are cutting back on the number of search methods they use overall.

Meanwhile, the number of clinicians using social media for job searching in 2013 has doubled (now 42%) since the first survey in 2010. Yet clinicians overall decreased their use of social media for professional networking this year, with pharmacists being the only exception. In other usage trends, more than twice as many healthcare personnel now receive mobile (text) job alerts than in 2010, and those who do are reporting a high rate of success at getting interviews (25% or more), job offers and ultimately jobs.

The trends seem to indicate that new and emerging methods of connecting via mobile devices and through social media will continue to change healthcare job searches in the years to come.

Healthcare professionals are using social media primarily to look at job postings, to research companies and to see if they know anyone who could assist them in their job search.

#### Q. ARE YOU CURRENTLY SEEKING EMPLOYMENT?

About one-third of those surveyed said they are seeking employment, which showed a continued decline since 2010. At that time, 38% of respondents were seeking employment; the rate then dropped to 35% in 2011 and dropped again to 33% in 2013. These numbers include clinicians and physicians seeking contract, full-time or part-time employment. A significantly higher percentage of physicians were seeking employment in 2013 compared to 2011, particularly contract/temporary work, while pharmacists, allied professionals and nurses all showed significant decreases since 2010. Among respondents in "other" positions, which include nurse practitioners, physician assistants, dentists, etc., the decrease was spread across all position types.

## RESPONDENTS CURRENTLY SEEKING EMPLOYMENT

2013

Any Type 38%

*Of those who said they are seeking a position:*

Contract/Temp 19%

Full-Time 22%

Part-Time 12%

## TYPES OF EMPLOYMENT SOUGHT BY PROFESSION

	Registered				
	Physician	Nurse	Pharmacist	Allied	Other
Seeking Employment 2013	35%	28%	35%	33%	28%
Contract 2013	22%	15%	10%	22%	13%
Full-time 2013	21%	17%	37%	25%	34%
Part-time 2013	14%	8%	17%	10%	9%
Seeking Employment 2011	28%	31%	42%	39%	43%
Contract 2011	12%	19%	15%	25%	20%
Full-time 2011	20%	17%	29%	22%	20%
Part-time 2011	11%	11%	22%	12%	19%

### Q. IN THE PAST TWO YEARS, HAVE YOU ACTIVELY LOOKED FOR A JOB?

Approximately two-thirds of all clinicians surveyed said they have actively looked for a job in the past two years, with allied professionals most likely to have looked (79%), followed by pharmacists (68%), RNs (54%) and physicians (53%). Overall, there are significantly fewer RNs who reported looking for a job in 2013 compared to prior years, while there are significantly more pharmacists looking in 2013 than in prior years.





## CLINICIANS ACTIVELY SEEKING EMPLOYMENT

Actively Looked for Job	Average Total	Physician	RN	Pharmacist	Allied
2013	65%	53%	54%	68%	79%
2011	64%	55%	62%	56%	77%
2010	62%	66%	61%	43%	76%

## RESPONSES BY DISCIPLINE

Mean Months	Mean Months Total	Physician	Registered Nurse	Pharmacist	Allied
2013	6.5	10	4	7.3	6.4
2011	5.9	5.7	4.5	8.8	5.5
2010	6.2	6.6	3	8.9	6.5







## Q. WHICH JOB SEARCH METHODS HAVE YOU USED IN THE PAST TWO YEARS?

Overall, healthcare professionals appear to be using significantly fewer resources to look for a job than in prior years; all sources decreased in 2013 as compared to the prior year survey, with the exception of online job boards which held steady at about 60% and was the second most-used job search method among clinicians, bested only by direct source (62%).

Significant decreases were exhibited among referrals since the first survey in 2010. This year, clinicians and physicians combined cited use of this source just 51% of the time. Furthermore, just 38% of respondents said that recruiters are seeking them out, compared to 56% in 2011. The use of search engines also declined significantly to 49%, from a high of 65% in 2011. Meanwhile, print newspaper ads continued their free-fall; this source is currently used by only 18% of respondents, down from 35% in 2010.

The category of healthcare social media sites was added to the survey in 2013 and is used by nearly one-third (30%) of respondents, whereas the use of blogs, forums or message boards stayed consistently low as a source at just 6%.

### TOP JOB SEARCH METHODS USED IN 2013

Methods/Resources	2013	2011	2010
Direct Contact 	62%	68%	68%
Online Job Boards 	60%	62%	61%
Referrals 	51%	73%	75%
Search Engines 	49%	65%	64%
Recruiter Found Me 	38%	56%	52%
Healthcare Focused Social Media Sites 	30%	NA	NA

## PHYSICIANS

Recruiters finding physicians continues to be these practitioners' primary resource for jobs, although this method is down significantly in 2013, cited by 64% of respondents compared to 76% in 2011. Referrals are also an important source, but their use is also down significantly this year at only 44% vs. 76% in 2011. About one-third of physicians apply directly to company websites, use online job boards or a search engine, but use of all of these resources is down from 2011 levels of 50% or higher.

## NURSES

The key job search resource used by RNs continues to be applying directly to a company website and has stayed steady at 2011 levels of 72%, followed by online job boards at 55% (also remaining steady at 2011 levels). Referrals are used by just under half (47%) of all RNs, down significantly from 70% in 2011. Other significant shifts are decreases in use of search engines (40% currently vs. 63% in 2011) and recruiters (currently 27% compared to 45% in 2011).

## PHARMACISTS

Unlike other professional groups, pharmacists surveyed saw fewer dramatic decreases in use of various resources, with key resources continuing to be online job boards (77%), followed by applying directly to a company website (70%), use of search engines (52%) and referrals (51%). Use of referrals was down the most, from 77% in 2011 to 51% in 2013, followed by the decrease in the use of recruiters (52% in 1vs. 30% in 2013).

## ALLIED PROFESSIONALS

Allied professionals, along with pharmacists, are more likely to use a variety of resources including applying directly to company websites and online job boards (both are used by 64% in 2013), followed by search engines and referrals (at approximately 56% to 58%). However, use of all resources is down from 2011 levels. With use of recruiters dropping 18 percentage points followed by a 16 point drop in use of referrals and a 12 percentage point drop in use of search engines.

### Q. WHAT WAS THE RESULT OF THE METHODS/RESOURCES YOU UTILIZED?

Although most job search methods saw a decline this year, the top three job search methods that produced results (a new job) for healthcare professionals were Recruiter Found Me, Referrals and Direct Contact. Online Job Boards, which was the preferred method for healthcare professionals seeking a job in 2013, produced interviews at a higher rate than other sources, but did not translate into new jobs at the same level as other job search methods.

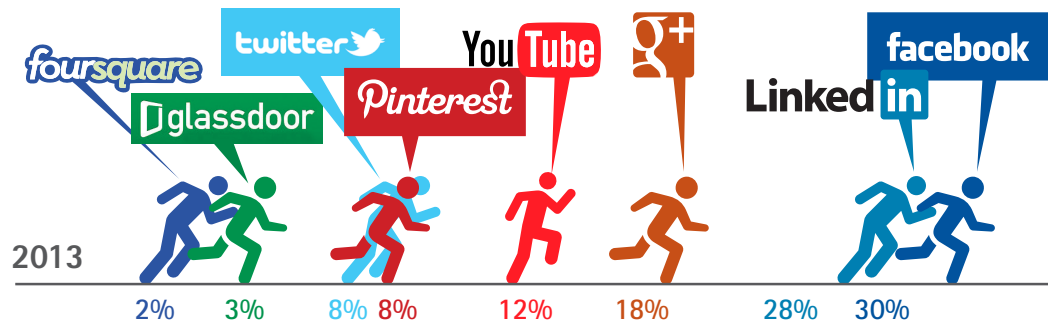
Resource	Interview 2013	Interview 2012	Offer 2013	Offer 2012	New Job 2013	New Job 2012
Online Job Boards	28%	27%	14%	12%	12%	14%
Direct Contact	26%	27%	14%	13%	28%	27%
Career Fairs	23%	27%	10%	12%	9%	10%
Recruiter Found Me	20%	25%	27%	20%	36%	31%
Referrals	23%	24%	14%	14%	29%	34%
Search Engines	19%	25%	14%	12%	7%	12%
Print Newspaper Ads	18%	25%	7%	8%	9%	8%
Walk-ins, or Company Open House	21%	25%	12%	9%	21%	17%
Healthcare Focused Social Media Sites	19%	NA	14%	NA	10%	NA
General Social Media Sites	18%	NA	10%	NA	6%	NA
Blogs, Forums or Message Boards	7%	NA	6%	NA	6%	NA



## SOCIAL MEDIA AS A NETWORKING TOOL

**Q. HAVE YOU USED ANY GENERAL SOCIAL MEDIA SITES, SUCH AS FACEBOOK OR LINKEDIN, FOR PROFESSIONAL NETWORKING OR PEER RECOMMENDATIONS?**

Usage of social media sites for professional or peer recommendations dipped slightly in 2013 to 43% compared to 2011 levels of 48%. Physicians, nurses and allied professionals report decreased utilization in 2013, while pharmacists report increased utilization. While Facebook remains the single largest social media site utilized for professional networking (30%), LinkedIn (28%) has gained significant ground and is now close behind Facebook for professional networking.



While professional networking declined among healthcare professionals in 2013 (43% in 2013 vs. 48% in 2011), Facebook is the single largest social site used for this purpose, with LinkedIn quickly catching up.

While Facebook remains the single largest social media site utilized for professional networking (30%), LinkedIn (28%) has gained significant ground and is now close behind Facebook.

Physicians exhibited the largest decline in the use of social media for professional networking, at 31% in 2013, down from 42% in 2011 and lower than the 34% reported in 2010. Registered nurses are down as well from the prior year (49% in 2011 and 44% in 2013), but up from 2010 (41%). Allied professionals are also down slightly year over year (49% in 2011 and 45% in 2013), but are still using it significantly more than in 2010 (36%). Pharmacists continue to increase their professional networking via social media, rising from 36% in 2010 to 47% in 2011 and at 50% in 2013.

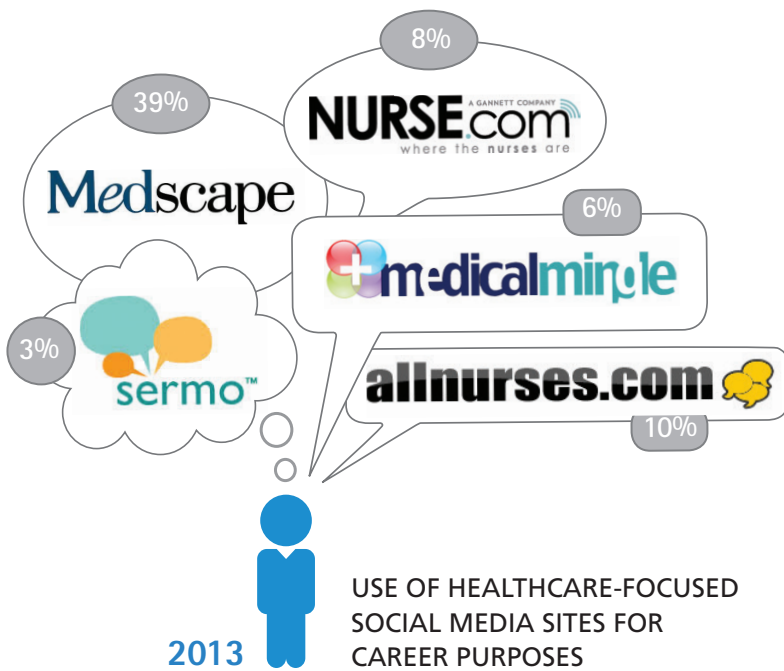
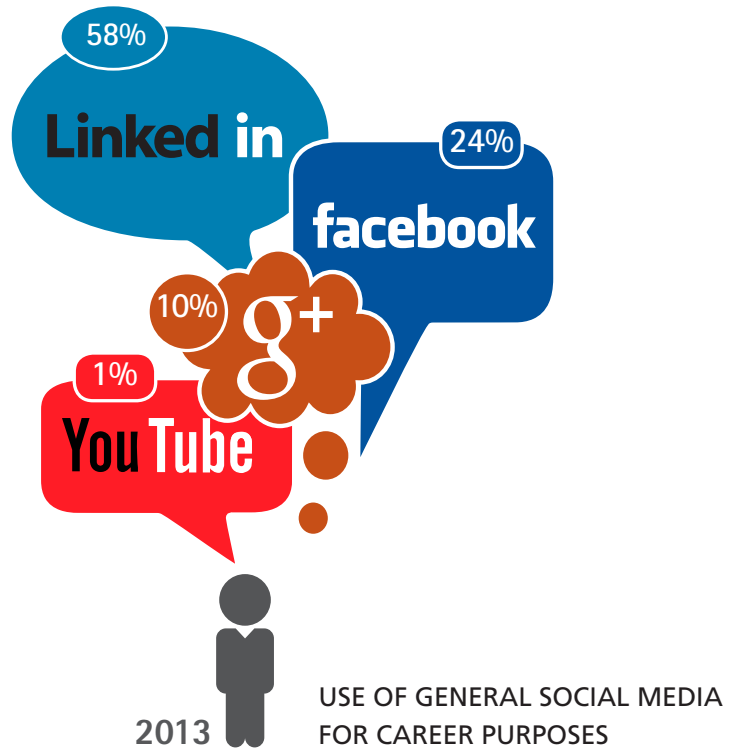
#### PROFESSIONAL NETWORKING BY CLINICIANS

Used For Networking	Total	Physician	Registered Nurse	Pharmacist	Allied	Top Site	Largest Increase
2013	43%	31%	44%	50%	45%	Facebook	LinkedIn
2011	48%	42%	49%	47%	49%	Facebook	LinkedIn
2010	37%	34%	41%	36%	36%	Facebook	NA

SOCIAL MEDIA AS A JOB SEARCH TOOL

Q. IF YOU COULD CHOOSE ONLY ONE GENERAL SOCIAL MEDIA SITE FOR CAREER PURPOSES, WHICH WOULD YOU CHOOSE?

Facebook was clearly the site of choice among clinicians in 2010 and 2011 when asked which one general social media site they favored. In 2013, however, LinkedIn was overwhelmingly the general social media site of choice across all healthcare professionals. Though Facebook was the second choice, it declined dramatically between 2011 and 2013.



Q. IF YOU COULD CHOOSE ONLY ONE HEALTHCARE-FOCUSED SOCIAL MEDIA SITE FOR CAREER PURPOSES, WHICH WOULD YOU CHOOSE?

When clinicians were asked which one healthcare-focused social media site they prefer, Medscape was the only healthcare social media site that had interest among all segments and was selected as the top site by physicians, pharmacists and allied professionals. RNs chose AllNurses.com as their favorite, which represented a shift from their top choice of Nurse.com in 2011.

#### PREFERRED SOCIAL MEDIA SITES BY CLINICIAN TYPE

- Behind Medscape (36%), physicians next said they prefer Sermo (21%) and Doximity (21%).
- Pharmacists chose Medscape 67% of the time with MedicalMingle as their next choice (7%).
- After Medscape (48%), allied professionals chose Medical Mingle (10%) and then Nurse.com (3%) and AllNurses.com (3%).
- RNs chose AllNurses.com (32%), followed by Nurse.com (26%) and Medscape (13%) and NurseZone (13%).

#### Q. HAVE YOU USED SOCIAL MEDIA SITES OR OTHER SOCIAL MEDIA TOOLS/METHODS IN YOUR JOB SEARCH?

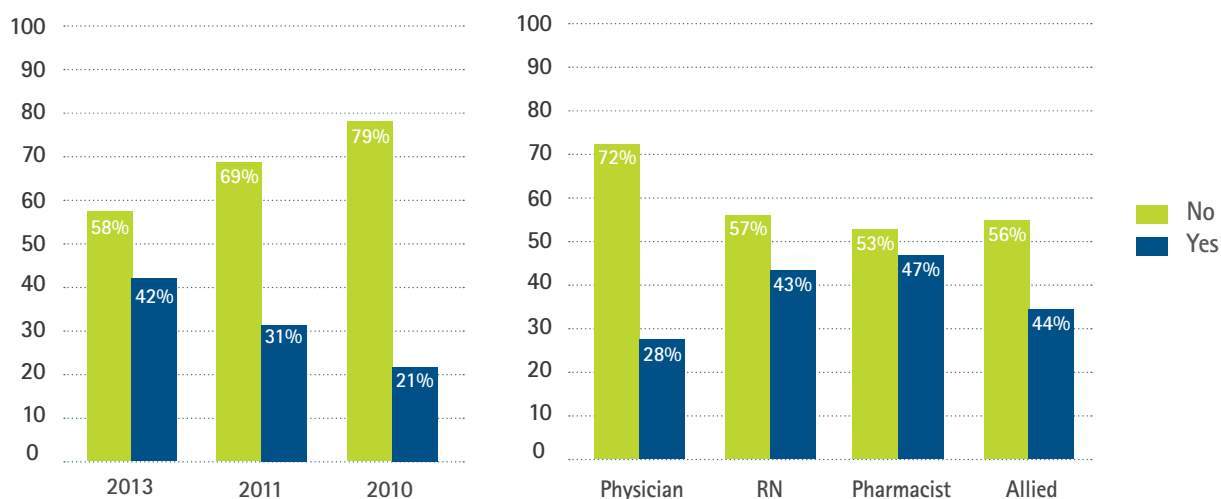
- The use of social media for job searching has doubled among clinicians since 2010 (21%), with 42% of clinicians saying they now utilize social media for job searching. RNs, pharmacists and allied professionals have all significantly increased their utilization while physicians surveyed in 2013 report just a slight uptick in usage of social media for job searching from 2011.
- The top sites used for job searching by clinicians in 2013 are LinkedIn (58%), followed by Facebook at 42%, Google+ (40%), HealtheCareers (37%), Blogs/Forums (25%) and Miracle Workers (18%).

#### USE OF SOCIAL MEDIA IN JOB SEARCH BY PROFESSION

- Among physicians, 28% use social media for job searching. Their top sites in 2013 are LinkedIn (50%), Google+ (42%), HealtheCareers (31%) and MedScape Physicians Connect (31%).
- Among nurses, 43% use social media for job searching. Their top sites for job seeking are NursingJobs.com (51%), Nurse.com (49%), LinkedIn (46%), All Nurses (45%), and Facebook (42%).
- Among allied professionals, 44% use social media for job searching. Their top sites for job searching are LinkedIn (55%), Facebook (43%), HealtheCareers (43%), Google+ (39%), and Blogs/Forums (29%).
- Among pharmacists, 47% use social media for job searching. Their top sites for job searching are LinkedIn (72%), Facebook (41%), Google+ (39%), HealtheCareers (33%), Glassdoor (18%) and various blogs and forums (18%).



## USE OF SOCIAL MEDIA FOR JOB SEARCH IN 2013



## OF THOSE USING SOCIAL MEDIA FOR JOB SEARCH, PERCENTAGE OF USAGE BY PROFESSION

Sites Used	2013	2011	Physician 2013	RN 2013	Pharmacist 2013	Allied 2013
LinkedIn	58%	24%	50%	46%	72%	55%
Facebook	42%	41%	15%	42%	41%	43%
Google+	40%	0	42%	40%	39%	39%
HealthCareers	37%	26%	31%	28%	33%	43%
Blogs, Forums	25%	11%	19%	25%	18%	29%
NursingJobs.com	19%	15%	0	51%	5%	10%
MiracleWorkers	18%	6%	0	9%	15%	25%
Nurse.com	16%	13%	0	49%	5%	6%
AllNurses	15%	10%	0	45%	3%	7%
Medscape Physician Connect	12%	13%	31%	6%	10%	13%
NurseZone	12%	9%	0	32%	3%	4%
Glassdoor	11%	0	0	9%	18%	12%
NurseConnect	11%	0	0	12%	3%	7%
Twitter	9%	8%	0	9%	8%	12%
Sermo	5%	5%	19%	2%	3%	4%



**Q. WHAT IS THE FREQUENCY OF YOUR USAGE OF SOCIAL MEDIA SITES OR OTHER SOCIAL MEDIA TOOLS/METHODS IN YOUR JOB SEARCH?**

Frequency of use of social media for job searching has decreased significantly from 2011 levels for Facebook, dropping from an average (mean) of 1.8 times per week to 1.2 times per week in 2013. Conversely, frequency of use has significantly increased for LinkedIn from 0.8 times per week to 1.5 times per week\*. Utilization is also high for Google+, which was a new site tested in 2013, with a mean weekly usage of 1.1, with usage highest among pharmacists. Facebook usage for job searches among physicians is almost nonexistent in 2013, dropping from a mean of 1.4 in 2011 to a mean of 0.04 in 2013. Pharmacists and physicians have the highest usage of LinkedIn, with means of 1.6 and 1.5 times per week respectively.

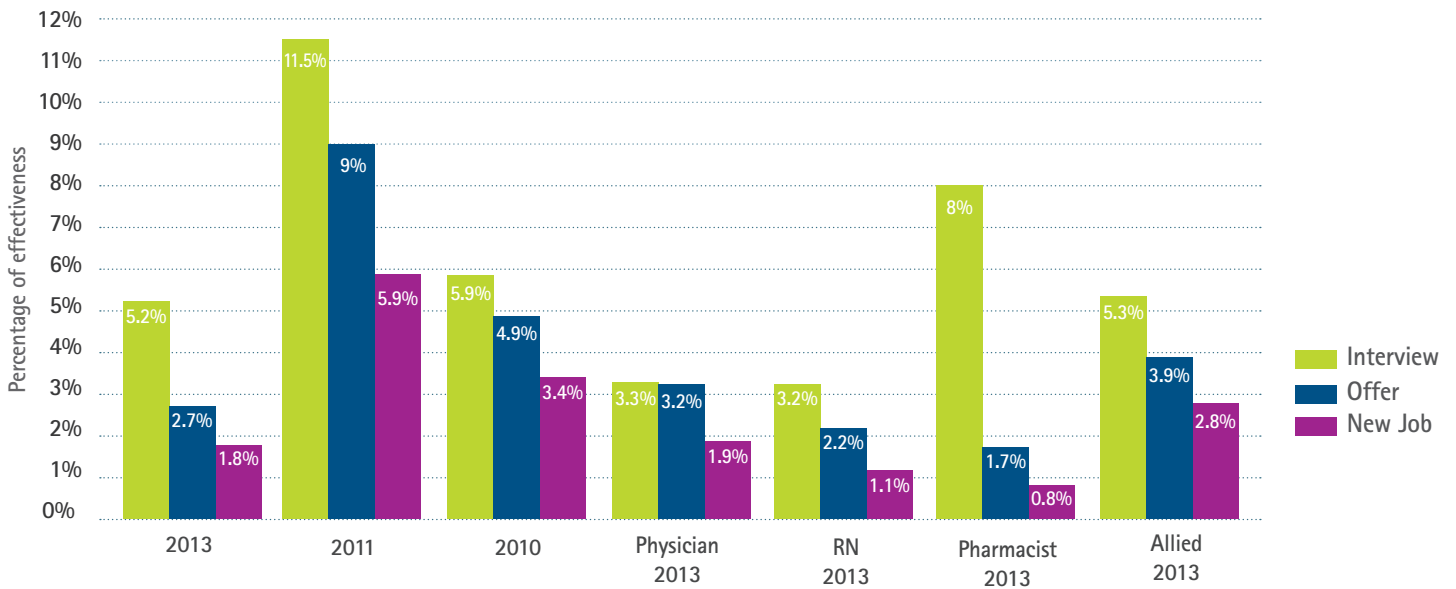
*\*Daily usage would equate to a mean of 7.0.*

**Q. DID ANY OF THESE SOCIAL MEDIA TOOLS/METHODS RESULT IN A JOB INTERVIEW, OFFER OR NEW JOB?**

Overall, the effectiveness of social media tools/methods used in job searches declined in 2013 as compared to 2011. According to clinicians surveyed in 2013, 5.2% reached the interview stage, 2.7% reached the offer stage and 1.8% received a new job from the use of social media tools.

Pharmacists received more interviews than other healthcare professionals through social media methods (8%), followed by allied professionals (5.3%), physicians (3.3%) and RNs (3.2%). However, pharmacists' interviews resulted in fewer offers and new jobs compared to other clinicians. Allied professionals (2.8%) received more new jobs via social media than other healthcare professionals, followed by physicians (1.9%), RNs, (1.1%) and pharmacists (0.8%).

## EFFECTIVENESS OF SOCIAL MEDIA TOOLS BY OUTCOMES



### Q. DO YOU USE SOCIAL MEDIA SITES/TOOLS PRIMARILY FOR PROFESSIONAL OR PERSONAL PURPOSES?

Among the 85% of survey respondents who use social media, 55% say they use it primarily for personal purposes, 19% use it equally for professional and personal purposes and only 11% use it primarily for professional purposes.

Physicians are the least likely to use social media (74%) and RNs the most likely (88%). RNs are more likely than other professional groups to use social media equally for professional and personal use (22%).

### Q. HOW ARE YOU USING SOCIAL MEDIA SITES IN YOUR JOB SEARCH?

About half of clinicians surveyed said that they use social media sites to look for job postings, followed by just under 40% who use it to research a company. About one-third of healthcare professionals use social media to see if they know someone in a company that could help them in their job search, less than 20% use it to reach out to a recruiter, and fewer than 10% use it to reach out to the HR department.

Pharmacists use social media significantly more than other professionals to look for job posting (60%), followed by allied professionals (53%), RNs (49%) and physicians (43%).

Overall, the effectiveness of social media methods used in job searches declined in 2013 as compared to 2011.



#### USE OF SOCIAL MEDIA SITES FOR JOB SEARCHING

How Using	Total	Physician	RN	Pharmacist	Allied
Look for Job Posting	51%	43%	49%	60%	53%
Research Company	39%	33%	39%	41%	41%
See if Know Someone Who Could Help	31%	23%	25%	39%	35%
Reach out to a Recruiter	19%	18%	13%	19%	23%
Reach out to HR Department	9%	6%	7%	7%	11%

#### Q. HAVE YOU ENHANCED ANY OF YOUR SOCIAL MEDIA PROFILE(S) ONLINE?

Healthcare professionals are utilizing social media more effectively, also recognizing the impact of posting negative content. With the exception of physicians, more than half of healthcare professionals enhanced their social media profiles with the most predominant change being refraining from posting negative or offensive content, followed by increasing online connections, updating profile information and making their profile private.



### EFFECTIVE TACTICS HEALTHCARE PROFESSIONALS USED IN SOCIAL MEDIA

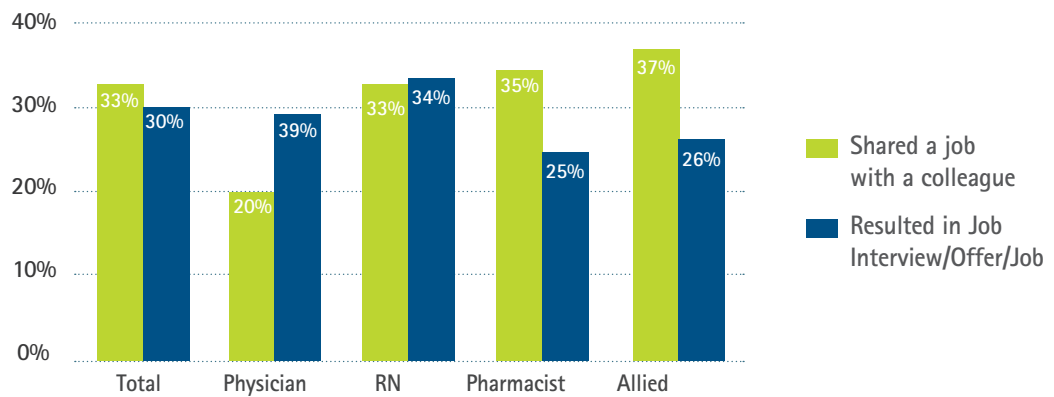
	Total	Physician	RN	Pharmacist	Allied
Enhanced social profile	61%	50%	59%	71%	62%
Refrained from posting negative or offensive content	32%	20%	34%	38%	33%
Increased online connections	27%	21%	27%	28%	28%
Updated personal profile with professional information or photo	25%	20%	20%	30%	26%
Made profile private	24%	14%	25%	31%	25%
Enhanced with keywords relevant to jobs of interest	14%	9%	9%	18%	16%
Connected with someone you did not know about a job	10%	7%	7%	13%	11%
Used contacts for professional gain	10%	9%	8%	12%	10%
Requested endorsements from connections	9%	5%	7%	13%	9%

*Pharmacists (71%) topped the list of clinicians who enhanced their profile this year, followed by allied professionals (62%), RNs (59%) and physicians (50%).*

### Q. HAVE YOU SHARED A JOB WITH A COLLEAGUE OR FRIEND USING SOCIAL MEDIA IN THE LAST YEAR?

About one-third of healthcare professionals shared a job with a colleague or friend using social media in the last year. While physicians are the least likely to share a job (20%), when they do, it is more likely than other segments to result in a job interview, offer or job (39%).

## JOB SEARCHING AMONG COLLEAGUES



### Q. HAS A POTENTIAL EMPLOYER EVER REFERENCED ONE OF YOUR SOCIAL MEDIA PROFILES/SITES DURING THE INTERVIEW PROCESS?

Less than 10% of healthcare professionals said that a potential employer referenced one of their social media profiles/sites during the interview process, just under one-fourth said that they weren't sure and 70% that they had not had a potential employer reference their social media profile/site. Among those professionals who had a potential employer reference their social media site, less than 20% said that the potential employer had asked for their log in.

## USE OF MOBILE DEVICES

As smartphones and tablets continue to be adopted by the general population, they are extending their reach into the healthcare environment, as well. This year's survey showed that three out of four clinicians (75%) are now using smartphones, up 11% year over year. Respondents also reported a corresponding rise in their use of mobile apps, although significantly fewer were using job search apps this year than in the past. Nearly four out of ten (38%) now use mobile devices to access healthcare related content and job information more than three times what clinicians were reporting just three years ago in 2010 (12%).

The number of clinicians who have chosen to receive mobile job alerts continues to rise across all disciplines (now 20%), doubling since 2010, while the total number who have used their mobile devices for filling out applications or submitting résumés is also around 20%.

## Q. WHAT TYPE OF CONTENT DO YOU ACCESS VIA YOUR MOBILE DEVICE?

Clinicians are using their smartphones significantly more year over year, with over 75% using a smartphone in 2013 compared to 64% in 2011. Specifically, usage of smartphones to access mobile apps increased from 51% to 61% and text mobile alerts increased from 39% to 47%.

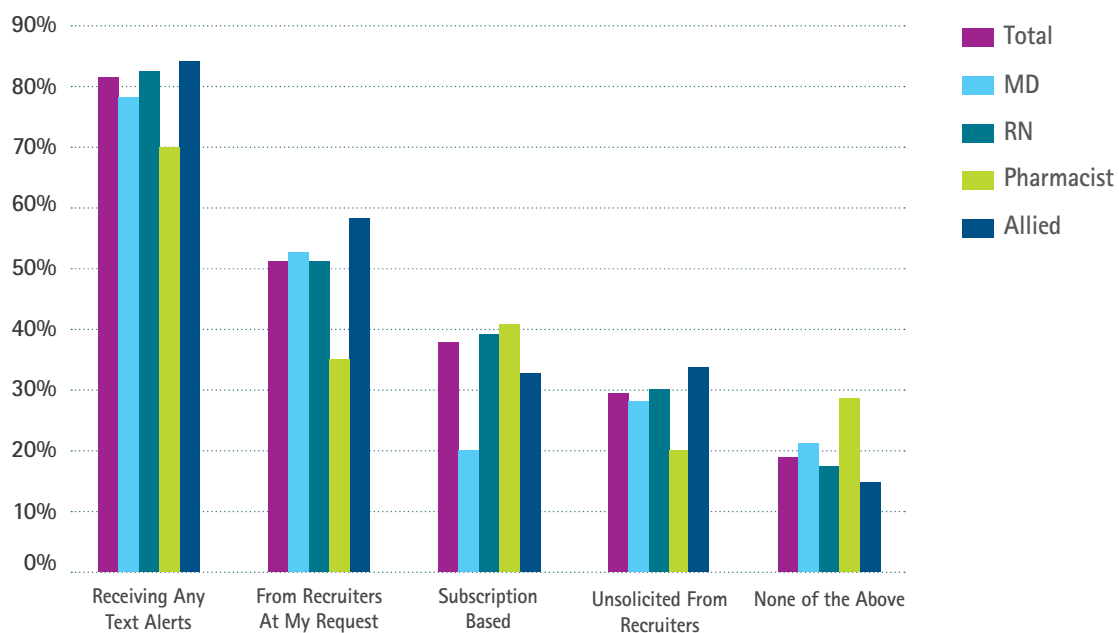
Physicians showed some decline in usage particularly in accessing social media sites and job boards via mobile, while other groups such as RNs showed significant increases particularly in mobile apps and text mobile alerts.

## Q. ARE YOU USING ANY MOBILE JOB (TEXT) ALERTS?

Receipt of text mobile job alerts has doubled since 2010 with 20% of healthcare professionals now reporting receipt, particularly RNs and allied professionals.

The majority of healthcare professionals report receiving some kind of mobile job alerts, with just over half reporting they had received job alerts from recruiters at their request, followed by 38% who received subscription-based mobile text alerts and just over a quarter who reported receiving unsolicited alerts.

### MOBILE TEXT ALERTS BY PROFESSION





**Q. DID JOB ALERTS RESULT IN ANY JOB INTERVIEWS, OFFERS OR NEW JOBS?**

Among healthcare professionals who received job alerts from recruiters at their request (55%), 27% received a job interview, 25% received a job offer, and 20% obtained a new job. Only 25% of professionals said that subscription-based job alerts resulted in an interview, offer or new job, compared to 40% of professionals who had received unsolicited job alerts.

Only 25% of professionals said that subscription-based job alerts resulted in an interview, offer or new job, compared to 40% of professionals who had received unsolicited job alerts.

**Q. WHY ARE YOU NOT USING MOBILE JOB (TEXT) ALERTS?**

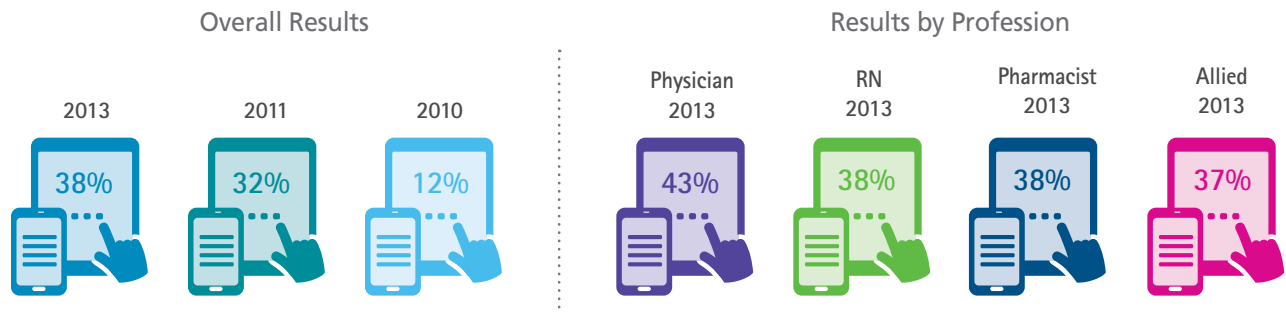
Corresponding to the increase in receiving mobile job alerts, clinicians are less likely to say that they see no need for this method, with the exception of physicians, where an increased percentage said that they saw no need in 2013 (49%) compared to 2011 (43%). Additionally there has been a significant decrease in the percentage citing that it is an additional expense in 2010 (17%) compared to only 10% in 2013.

Reasons Not Using	2013	2011	2010	Physician 2013	RN 2013	Pharmacist 2013	Allied 2013
See no need for method, able to access other ways	40%	41%	51%	49%	34%	39%	46%
Not considered before, but I would in the future	32%	33%	30%	24%	34%	34%	32%
It is an additional expense I prefer not to pay	11%	15%	25%	11%	10%	10%	10%
I do not have access from my phone	9%	15%	13%	5%	9%	9%	8%
I do not have texting feature	10%	9%	17%	13%	8%	10%	9%
I found a job and stopped receiving	11%	0	0	11%	10%	17%	8%

**Q. ARE YOU USING MOBILE DEVICES OR TABLETS TO ACCESS HEALTHCARE-RELATED CONTENT, JOBS OR APPLICATIONS?**

The use of mobile devices to access healthcare-related content, jobs or applications has continued to rise since 2010. At that time, 12% of the healthcare professionals surveyed said they accessed via mobile, whereas 38% access today. Physicians use mobile for these purposes more than other healthcare professionals, at 43%.

**ACCESSING HEALTHCARE-RELATED CONTENT, JOBS OR APPLICATIONS**



**Q. ARE YOU USING HEALTHCARE-RELATED MOBILE APPLICATIONS FOR JOB SEEKING ON YOUR MOBILE PHONE OR TABLET DEVICE?**

Interestingly, accessing healthcare-related content, jobs or mobile applications increased dramatically from 2010 to 2011 and leveled off in 2013. Using healthcare-related mobile applications for job seeking also rose in 2011, but significantly decreased to less than 2010 levels this year. This may indicate that healthcare professionals tried using mobile applications for job seeking and then backed away from using, particularly physicians, or that mobile websites are more prevalent in 2013, providing more direct access to jobs.

**Q. HAVE YOU EVER FILLED OUT A JOB APPLICATION VIA A MOBILE DEVICE?**

Only 20% of healthcare professionals have filled out a job application using a mobile device or submitted a résumé via a mobile device, with physicians being the least likely and allied professionals being the most likely (11% vs. 27%).

## CONCLUSION

*AMN Healthcare's 2013 Survey of Social Media and Mobile Usage by Healthcare Professionals: Job Search and Career Trends* provides an overview of ways in which healthcare professionals are using traditional, social and mobile media to find career opportunities. The survey suggests that job search methods are continually changing, as physicians, nurses, allied professionals and pharmacists are increasing their use of social media to find healthcare information and jobs. This year, the top three job search methods from 2010 and 2011 also changed their ranking, with direct source now the top choice, followed by online job boards and referrals. The incidence of recruiters finding candidates directly was down considerably from the past two surveys, indicating that organizations may be starting to rely on their social media outreach efforts for recruiting more heavily than in the past.

Healthcare professionals are using mobile devices more than ever, with three out of four now using smartphones, and survey respondents reporting that they are using these devices more frequently to access healthcare-related content and job information. Instead of downloading individual apps, however, job candidates seem to prefer to find opportunities directly on healthcare-related and general social media sites.

As social media and mobile device usage continues to grow, they seem likely to gain a larger portion of the healthcare recruitment market and may overtake traditional methods in the not-so-distant future.

## APPENDIX



### OVERALL SUMMARY TABLE

	2013	2011	2010
% Currently Employed	87%	86%	86%
% Currently Looking for Employment	33%	35%	38%
% Looking for Contract Work	19%	19%	21%
% Looking for Full-Time Work	22%	23%	26%
% Looking for Part-Time Work	12%	13%	14%
Mean # Months Looking	6.5	5.9	6.2
% Actively Looked Past Two Years	65%	64%	62%
# Job Search Resources Used by 50% or More	3	5	5
Top Resource Used to Seek Job	Recruiter	Referrals	Referrals
% Used Social Media for Networking with Peers	43%	48%	37%
Frequency of Using Facebook per Week for Networking	4.0%	6.2%	5.1%
Frequency of Using LinkedIn per Week for Networking	1.6%	0.9%	0.4%
% Used Social Media in Job Search	42%	31%	21%
Frequency of Using Facebook per Week for Job Searching	1.2%	1.8%	1.2%
Frequency of Using LinkedIn per Week for Job Searching	1.5%	0.8%	0.6%
% Using a Smartphone	77%	64%	NA
% Using Mobile Job Text Alerts	20%	18%	10%
% Accessing Healthcare Content via Mobile	38%	32%	12%
% Using Healthcare Mobile Apps for Job Searching	11%	30%	13%
Top Social Media Site if Only Choose One	LinkedIn	Facebook	Facebook
Top Healthcare Site if Only Choose One*	Medscape	Medscape	NA

\*AllNurses was chosen as top site by RNs

## SUMMARY TABLE BY DISCIPLINE

Attribute	Physician	RN	Pharmacist	Allied
% Currently Employed	88%	89%	85%	92%
% Currently Looking for Employment	35%	28%	43%	39%
% Looking for Contract Work	22%	15%	10%	22%
% Looking for Full-Time Work	20%	17%	29%	22%
% Looking for Part-Time Work	14%	8%	17%	10%
Mean # Months Looking for Work	10	4	7	6
% Actively Looked for Work in the Past Two Years	53%	54%	68%	79%
% Using Social Media in Job Search	28%	43%	47%	44%
% Using Social Media Primarily for Professional Purposes	12%	9%	18%	18%
% Primary Way Using Social Media for Job Posting	43%	49%	60%	53%
% That Enhanced Social Profiles	50%	60%	71%	62%
% Accessing Web Via Mobile Device	43%	37%	38%	37%
% Using Healthcare Mobile Apps for Job Searching	9%	11%	13%	12%
% Completed Application via Mobile Device	7%	17%	13%	21%
% Submitted Resume via Mobile Device	9%	14%	14%	20%
% That Chose LinkedIn as their Top Social Media Site	63%	52%	72%	55%
% That Chose MedScape as their Top Healthcare Site	36%	32*%	67%	48%

### RESEARCH OVERVIEW

- A sample size of 1,902 respondents provides a maximum study error of +/- 3.1% at the 95% confidence level, which means if you were to survey another group of 1,902 respondents, the maximum difference on any given question between the first and second set of responses would be +/- 3.1%.
- Within the individual clinician segments, maximum study error ranges from +/- 6.9 to 4.4% at the 95% confidence level.
- Percentages may exceed 100% in some cases as some questions allowed for multiple responses.



For additional information about this survey,  
please contact:  
carol.johnson@amnhealthcare.com

AMN Healthcare  
12400 High Bluff Drive  
San Diego, CA 92130

[www.amnhealthcare.com](http://www.amnhealthcare.com)