

The Growing Demand in Healthcare: Nationwide Trends & Nexxt Insights

The healthcare industry is thriving and poised for steady growth, with no signs of slowing down. According to the [Bureau of Labor Statistics \(BLS\)](#), October 2023 saw the addition of 58,000 healthcare jobs nationwide. This surge was primarily observed in ambulatory services, hospitals, and nursing and residential care facilities. Projections from the BLS indicate that the healthcare sector will [outpace all other industries in growth through 2032](#), with healthcare jobs accounting for 45% of new jobs during this period.

With employment in the healthcare field being one of the fastest growing sectors in the United States, understanding the growing trends and how to attract talent will be instrumental to your recruiting success. In [2022, Registered Nurses accounted for one out of every five healthcare workers](#), and personal care aides and nursing assistants held the posts for the second and third most popular healthcare roles. Healthcare workers accounted for 9.3% of total employment.

Within the Nexxt ecosystem, we observed a 12% increase in overall daily healthcare job listings from August to October 2023. Healthcare membership on Nexxt surged by 53% during that time, balancing the total number of jobs to members at a near 1:1 ratio. The Nexxt jobs report indicates that 43 of 50 states increased their healthcare daily job count from September to October 2023, with an average increase of 8% month over month. Nexxt's healthcare network is brimming with fresh candidates, actively seeking employment and newly posted jobs that are ready to be filled.

Nexxt Healthcare Industry data:

	AUGUST 2023	SEPTEMBER 2023	OCTOBER 2023
DAILY JOB COUNT	1,344,106	1,419,950	1,498,160
TOTAL MEMBERS	959,922	1,435,362	1,464,118
JOBS PER MEMBER	1.40	0.99	1.02

Daily Job Count = Number of daily jobs by industry in Nexxt Ecosystem

Total Members = Number of applicant profiles that match that industry in the Nexxt Ecosystem


Jobs per Member = Number of jobs available per matched candidate

Nexxt Healthcare Daily Job Count Increases by State – Top 5:

1	South Dakota	(+27.71%)
2	New Jersey	(+20.51%)
3	Wyoming	(+19.29%)
4	New Mexico	(+14.65%)
5	Washington	(+11.37%)

Best Practices for Hiring Healthcare Workers

Given the demand in healthcare hiring, are your job postings attractive to candidates seeking new opportunities? Do you know what will pique a candidate's interest, prompting them to interact with your jobs? When crafting a recruitment marketing campaign that includes job postings, text messages, and email marketing content, the inclusion of compelling keywords that strike a chord with candidates is instrumental in driving engagement. Drawing from the latest SEO and SEM trends, we've pinpointed healthcare keywords that can enhance the effectiveness of your messaging and encourage engagement:

	KEYWORDS	DESCRIPTION
 Healthcare	Competitive pay	Salaries or wages in line with or higher than industry standards
	Flexible scheduling	Shift-based work or flexibility for other commitments
	Career development	Opportunities for on-the-job learning and advancement
	Patient care	Experience working directly with patients, keeping them happy and comfortable
	Clinical expertise	Experience with and education in clinical skills
	Medical knowledge	A thorough understanding of information within the medical field
	Detail oriented	Strong focus on precision and accuracy in tasks, such as medication or IV administration
	Communication skills	Reasonable, well-rounded thinking to aide in decision making and prioritization
	Critical thinking	Adaptability to changing schedules, working hours, and patient needs
	Compassion	Care and sympathy, especially for patients in your care and their loved ones

As you navigate this ever-increasing demand for healthcare professionals, it's important to ensure your recruitment strategies are up to the task. Do you have the right tools and techniques to attract the best talent? If not, consider turning to Nexxt. Nexxt is the solution you need to find the right people, in the right places, at the right time. Thanks to the use of advanced technology, a dynamic talent ecosystem, and multi-channel recruitment marketing solutions, we help companies find the perfect candidates for their hiring needs.

We understand the unique challenges of the healthcare industry, and we are well-equipped to assist you reach your hiring goals. Our extensive database is comprised of more than **11 million members within the healthcare sector**, while **adding 30,000 members on average monthly**. These are candidates from the Nexxt ecosystem, who have opted in to receive messages from Nexxt about jobs our clients are filling through our various tactics.

Candidates have the flexibility to choose whether they prefer to receive communications via emails, text messages, or both from Nexxt. When paired together, text and email campaigns offer an excellent means of distinguishing your job postings through proactive outreach. You're no longer simply posting a job and passively waiting for qualified candidates to find it; you're reaching the right candidates directly, driving quality traffic to your apply page.

Think about the last time you deleted a text without reading it. It doesn't happen often, right? In fact, our text messages have a 97% open rate, 3 out of 4 job seekers use their mobile phones as part of their job search process, and 78% of job seekers are open to receiving job opportunities via text. Your messages are sure to be seen with Nexxt.

Whether you're looking for new avenues to attract healthcare talent, enhancing your existing avenues, or looking for a new partner who will help guide and strategize with you—Nexxt is the right partner. [Schedule time with the Nexxt team](#) or [learn more here!](#)

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