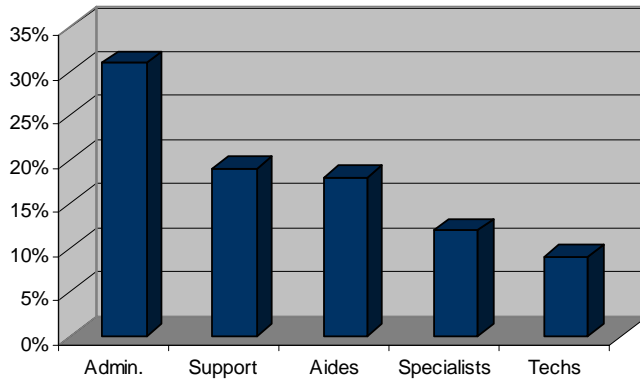


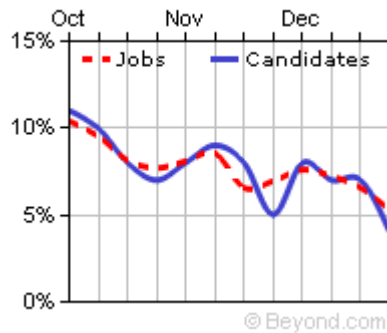
## Healthcare & Medical Channel

### 4Q08 Industry Outlook

**Candidate Breakdown – Percentage of Industry Healthcare & Medical**



**Healthcare & Medical Employment Trends (Percentage of Network – October to December 2008)**



**Healthcare and Medical Employment Forecast**  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Healthcare employment is projected to grow much faster than average, ranking medical assistants among the fastest growing occupations over the 2006-16 decade. Job opportunities should be excellent, particularly for those with formal training or experience, and certification.
- Overall employment of nursing, psychiatric, and home health aides is projected to grow 28 percent between 2006 and 2016.

Quarterly Channel Statistics	
Active Resumes*	619,648
Jobs Posted	138,484
Channel Sites	137
Email Contacts	2,532,278
Monthly Channel Statistics	
Job Views	265,982
Online Applications	51,059
New Resumes	16,466

Most Popular Candidate Titles (%)	
1. Admissions Registration Clerk	(8.67)
2. Medical Assistant	(8.64)
3. Medical Records Assistant	(7.80)
4. Billing/Coding Specialist	(7.42)
5. Medical Secretary	(6.74)
6. Medical Office Manager	(5.29)
7. Medical or Health Services Manager	(4.93)
8. Nursing Aide	(4.00)
9. Home Health Aide	(3.65)
10. Medical Transcriptionist	(3.46)

Cities with the Most Jobs Posted	
1. San Antonio, TX	
2. Houston, TX	
3. Atlanta, GA	
4. Anaheim, CA	
5. Austin, TX	

\*Includes only one resume per candidate

### We can help you can effectively reach this candidate pool.

Beyond.com, Inc. is the world's largest network of niche career communities, powering thousands of geographic and industry-specific sites. The Beyond.com Network is comprised of many distinct channels, each represented by a premier career destination and backed by a powerful group of associated communities.

By providing highly-relevant industry information and career opportunities, the Beyond.com Healthcare & Medical Channel attracts thousands of active and passive candidates each month. You can effectively target and hire these qualified and skilled industry professionals with our powerful recruitment solutions, including:

- Job Posting Packages
- E-Mail Marketing
- Banner Advertising
- Job Alert & Newsletter Sponsorships
- Featured Company Profiles



## The Beyond.com Network

We power thousands of industry, local and specialty career sites and connect users across all sites through a single destination – Beyond.com. As a result, our employers benefit from the undisputed quality of a niche job board combined with the expansive coverage of a national job board. To view a complete list of Beyond.com Network sites, please visit [www.Beyond.com/Channels](http://www.Beyond.com/Channels).

Top 10 States for New Candidates (%)
1. Florida (13.96)
2. California (9.59)
3. Texas (8.84)
4. Georgia (7.03)
5. New York (5.21)
6. Michigan (4.31)
7. North Carolina (4.22)
8. Ohio (3.79)
9. Pennsylvania (3.75)
10. Illinois (3.13)

### Top Healthcare & Medical Key Words Searched by Candidates:

Registered Nurse RN, Medical Assistant, Radiologic Technologist, Pharmacist, Licensed Nurse, Nurse, CNA, Radiologic Technician, Nursing Aide and LPN

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	AtlantaCareerPath.com	PhoenixJobs.com
ChicagoCareerSite.com	HoustonJobsite.com	DallasJobsite.com

### Industry Sites



## Key Healthcare & Medical Demographics

Beyond.com recruitment solutions are the best way for your company to tap into a highly-talented, knowledgeable and fresh candidate pool. As you can see, 40% of our network candidates have a 2 year college degree or higher, 48% have 5 or more years of experience, and 48% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	18.05
1-3 Years	20.19
3-5 Years	13.32
5-10 Years	16.59
10-15 Years	11.62
15-20 Years	9.38
21+ Years	10.84

Educational Background	%
Post Graduate Degree	6.80
4 Year College Degree	17.35
2 Year College Degree	15.55
Some College	37.69
High School Diploma	22.61

Length of Job Search	%
Just Started	36.45
2 Weeks	11.77
4 Weeks	10.95
6 Weeks	6.16
2 Months	9.00
3 Months	9.28
6 Months	7.14
9 Months	2.20
12 Months	1.17
Over 1 Year	5.88

**Channel Personality Type: ISFJ** (Introvert, Sensor, Feeler, Judger)  
 ISFJ traits include: cautious, gentle, and thoughtful; hesitant until they know people well then affectionate and caring; very literal and aware of the physical world; uncompromising about personal standards and easily offended; diligent and conscientious, organized and decisive. The most important thing to ISFJs is living a stable, predictable life and helping people in real ways.

## Start with Us...

Beyond.com will help maximize your campaign today. Contact us now at [Employer@Beyond.com](mailto:Employer@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!