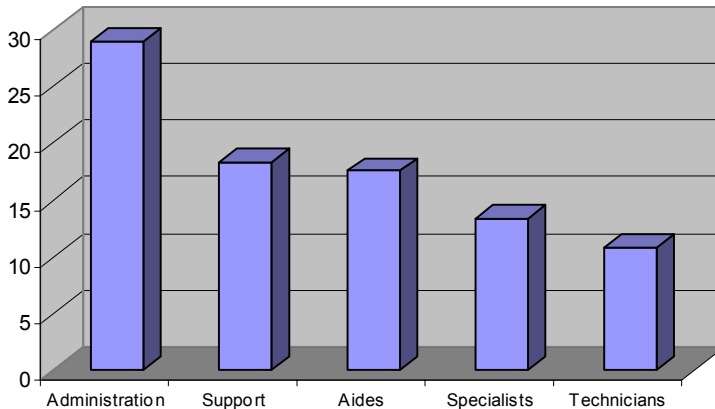
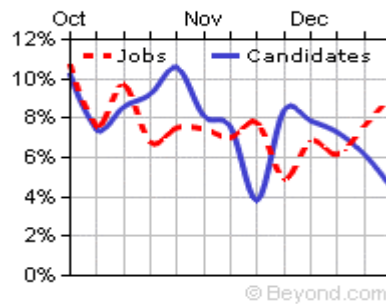


**Top Candidate Sectors – Percentage of Industry
Healthcare & Medical**



**Healthcare & Medical Employment Trends
(Percentage of Network – Oct. 2006 to Dec. 2006)**



**Healthcare and Medical Employment Forecast
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)**

- Employment of physician assistants is expected grow more than 26% through 2014, ranking among the fastest growing occupations, due to anticipated expansion of the health care industry and an emphasis on cost containment.
- Employment of RNs is expected to grow by more than 26% by 2014 due to technological advances increasing the number of conditions treatable by RNs, the aging population, and an emphasis of the importance of preventative care.

**You can effectively reach this market.
Here is how we can help.**

The Beyond.com Network is comprised of more than 11,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: www.Beyond.com/Network.

The Healthcare and Medical Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the medical professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding
- Corporate Spotlights
- Alerts and Keyword Purchases

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Healthcare and Medical Statistics	
Resumes	375K
Job Postings	127K
Channel Sites	114
Contacts	2.53 million

Top 10 Candidate Positions (%)
1. Medical Assistant (7.91)
2. Admissions Registration Clerk (7.54)
3. Billing/Coding Specialist (7.17)
4. Medical Records Assistant (6.87)
5. Medical or Health Services Manager (5.87)
6. Medical Office Manager (5.80)
7. Medical Secretaries (5.64)
8. Nursing Aide (4.45)
9. Home Health Aide (3.67)
10. Case Management Manager (2.78)

Top 5 Cities with Open Positions
1. Toms River, NJ
2. Livingston, NJ
3. Newark, NJ
4. Phoenix, AZ
5. Long Branch, NJ

Healthcare & Medical 4QT06 Industry Outlook

The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, key word searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. California (10.75)
2. Texas (9.81)
3. Florida (8.07)
4. New York (7.64)
5. Georgia (5.76)
6. Pennsylvania (5.72)
7. Illinois (5.34)
8. Michigan (4.72)
9. New Jersey (4.42)
10. Ohio (4.04)

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
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

Industry Sites

Nurses.com	MedicRegister.com	MedicalJobsite.com
HospitalWeb.com	HospitalNetwork.com	HealthDesk.com
MedicalOfficeSpecialist.com	HealthcareJobsite.com	BillingSpecialist.net

Key Healthcare & Medical Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Healthcare and Medical Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 34.63% of our network candidates have a 4 year college degree or higher, 52.30% have 5 or more years experience and more than 45% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	13.02
1-3 Years	20.14
3-5 Years	14.55
5-10 Years	19.74
10-15 Years	12.06
15-20 Years	10.62
21+ Years	9.88

Educational Background	%
Post Graduate Degree	11.88
4 Year College Degree	22.75
2 Year College Degree	15.42
Some College	30.86
High School Diploma	19.08

Length of Job Search	%
Just Started	34.14
2 Weeks	11.33
4 Weeks	12.86
6 Weeks	7.15
2 Months	8.88
3 Months	8.92
6 Months	6.77
9 Months	1.99
12 Months	1.34
Over 1 Year	6.63

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 LPSales@Beyond.com or by dialing 1-866-694-5627. Together we will help you Go Beyond!