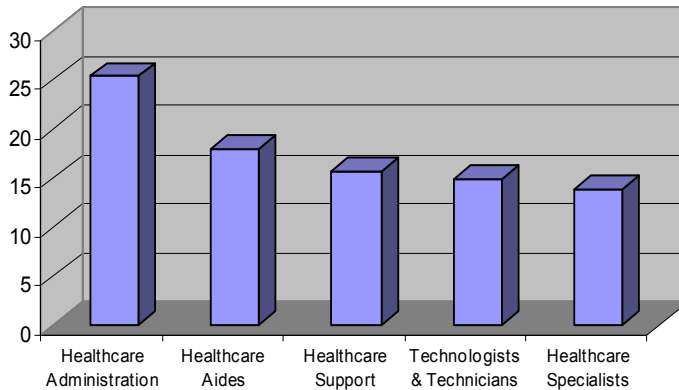
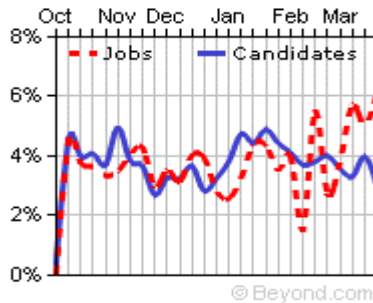


**Top Candidate Sectors – Percentage of Industry  
Healthcare & Medical**



**Healthcare & Medical Employment Trends  
(Percentage of Network - October 2005 to March 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](http://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	196K
Job Postings	29K
Channel Sites	97
Contacts	2.53 million

Top 10 Positions (%)	
1. Medical Assistant	(7.08%)
2. Billing Coding Specialist	(6.03%)
3. Admissions Registrations Clerk	(5.48%)
4. Medical or Health Services Manager	(5.32%)
5. Nursing Aide	(5.29%)
6. Medical Records Assistant	(4.96%)
7. Medical Office Manager	(4.30%)
8. Medical Secretaries	(4.13%)
9. Home Health Aide	(3.77%)
10. Case Management Manager	(2.65%)

Top 5 Cities for Jobs	
1. Los Angeles, CA	
2. Dallas, TX	
3. Denver, CO	
4. Chicago, IL	
5. Atlanta, GA	

# Healthcare & Medical 1QT06 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 Candidates
1. California (9.40%)
2. Texas (9.31%)
3. New York (8.60%)
4. Pennsylvania (6.77%)
5. Florida (5.78%)
6. Illinois (5.00%)
7. Georgia (4.07%)
8. Michigan (4.03%)
9. Ohio (3.70%)
10. New Jersey (3.63%)

### Healthcare & Medical Key Word Searches:

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

HealthcareRecruitment.com	BillingSpecialist.net	MedicalJobsite.com
Nurses.com	HospitalNetwork.com	RNJobs.com
MedicalOfficeSpecialist.com	HealthcareJobsite.com	HomeCareNurse.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, 40.82% of our network candidates have a 4 year college degree or higher and more than 55% 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.

Educational Background	
Post Graduate Degree	14.07%
4 Year College Degree	26.75%
2 Year College Degree	14.88%
Some College	26.76%
High School Diploma	17.18%

Length of Job Search	
Just Started	41.77%
2 Weeks	13.49%
4 Weeks	7.39%
6 Weeks	5.36%
2 Months	7.02%
3 Months	4.25%
6 Months	6.10%
9 Months	2.22%
12 Months	2.03%
Over 1 Year	10.17%

### Channel Personality Type:

The leading 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](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**