

## With AdPronto Direct, recruiting healthcare professionals doesn't have to be expensive.

Successful search firms focus their sourcing efforts on individuals who are not actively looking for a job. These so-called passive job seekers constitute about 85% of the job market. Experienced recruiters understand that just because someone isn't actively seeking a new job, it doesn't mean they wouldn't be interested in exploring their career options should a better opportunity arise.

Our e-mail marketing service allows you to present your job opportunity to a highly-targeted audience for a fraction of the cost of other sourcing services.

- **Geo-Targeted** – AdPronto supports recruiters in targeting healthcare professionals who live within a reasonable commuting distance of the employer's facility.
- **Rapid Turnaround** – Concept-to-delivery time is less than 24 hours. In an emergency, we can provide support in less than 2 hours.
- **Immediate Candidate Response** – Response time is measured in hours...and continues for one to two weeks.
- **Easy-To-Do** – We handle everything, including list management, copywriting, creative design and fulfillment.
- **Intrusiveness** – Instead of waiting for candidates to find you, e-mail marketing delivers your message directly to the inbox of prospective candidates.

### **Occupations Available** in DC, DE, MD, NJ, PA and VA

Licensed Practical Nurses	Psychologists
Medical Doctors	Registered Nurses
Nurse Practitioners	Respiratory Therapists
Occupational Therapists	Social Workers
Pharmacists	Social Workers (Clinical)
Physical Therapists	Speech Language Pathologists
Physician Assistants	

## Contact Us Today

**Call or e-mail your Davis Account Manager or:**

Brad Petersen   bpetersen@davis.jobs   (800) 777-3284  
Mike Gavio   mgavio@davis.jobs   (800) 777-3284

### Healthcare demographics every manager should know:

- 93% of healthcare professionals who live within 15 miles of your facility don't work for you.
- 90% of healthcare professionals work within 15 miles of their employer.
- Job board postings reach less than 5% of healthcare professionals who live within 15 miles of your facility.

## Project Examples with Pricing

### Example #1: Sourcing Physical Therapists

Our database identifies a total population of 1,584 Physical Therapists who live within 8 miles of ZIP code 18966 (Southampton, PA).

Of this number, our service can reach 649 PTs via e-mail marketing.

The cost for a customized e-card (designed and delivered) would be \$525.

Turnaround time for this project is generally less than 24 hours.

### Example #2: Sourcing Registered Nurses

Our database identifies a total population of 10,240 Registered Nurses who live within 12 miles of ZIP code 08060 (Mount Holly, NJ).

Of this number, our service can reach 5,369 nurses via e-mail marketing.

The cost for a customized e-card (designed and delivered) would be \$543.45.

Note: There is a surcharge of \$18.45 because the list exceeds the 5,000 limit.

Turnaround time for this project is generally less than 24 hours.