

2020 Healthcare
Staffing Study:

Healthcare Facility Recruitment Changes in a COVID-Affected Environment



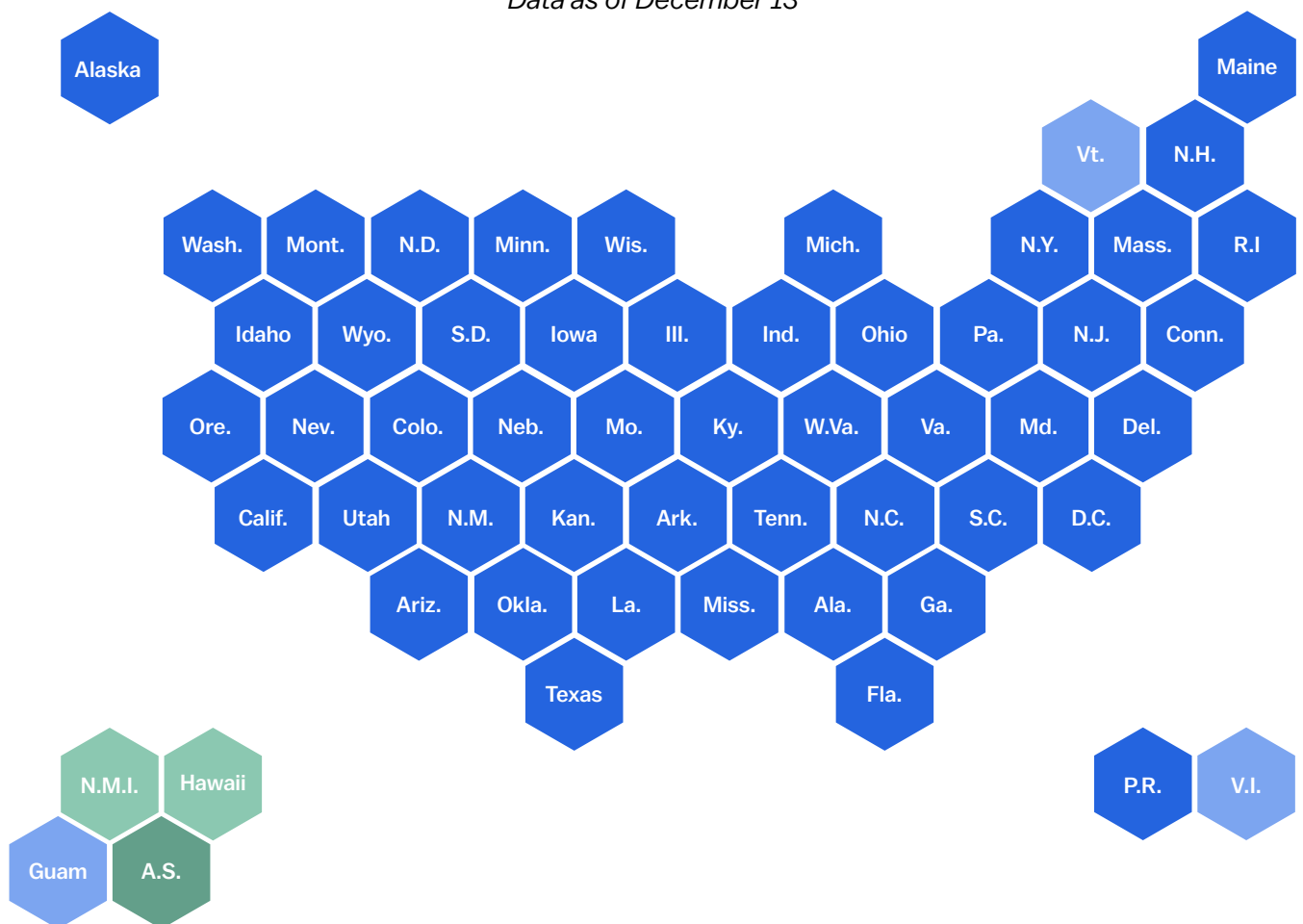
Spikes in COVID-19 continue to rise

There have been 11,530,193 Coronavirus cases in the United States as of November 19th, 2020, according to the Center for Systems Science and Engineering at John Hopkins University, with 250,545 of them resulting in death.

The country has experienced a spike in cases since mid-October, with cases up +70.6% in the last 2 weeks - exactly one week before Thanksgiving. As the months get colder, the threshold for cases in most states is 25 or more new daily cases per 100,000 people, which indicates unchecked community spread.

Which States Have The Most New Daily Cases?

Data as of December 13



| Dark Blue | Light Blue | Light Green | Dark Green |
|----------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------|
| Threshold: 25+ daily new cases per 100,000 people | Threshold: 10-24 daily new cases per 100,000 people | Threshold: 1-9 daily new cases per 100,000 people | Threshold: <1 daily new cases per 100,000 people |
| Indicates: unchecked community spread | Indicates: escalating community spread | Indicates: potential community spread | Indicates: close to containment |

Source: npr.org, Coronavirus by the Numbers

The unchecked and escalating community spread around the country correlates to the key trends reflected in the statewide Vivian job data and anecdotes from healthcare employers across the country.

A few key trends we're tracking as spikes in COVID-19 continue to rise:



The increase in demand for healthcare professionals and open jobs in hotspots.



Healthcare facilities' growing need for specific specialties for designated COVID-19 patient support.



The rise in pay for certain specialties given the heightened national demand.

Our data comes from our digital healthcare hiring marketplace, with over 200,000 active nurses and allied health professionals and over 950,000 jobs from healthcare employers across all 50 states.

Below are key findings to help health systems and facilities understand if their staffing and compensation are in line with market trends, given rising demand and competition for qualified staff.



In-demand specialties

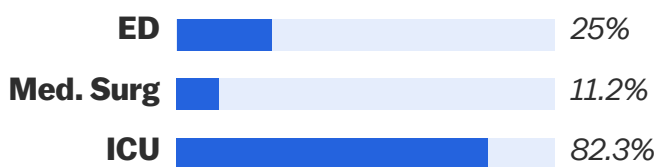
Given the spikes in COVID-19, we've seen increased demand for ICU, Med-Surg, Respiratory Therapist, and Emergency Department specialties in the last six weeks (early October to mid November) across the country.

- + 32% increase in demand for **ICU** specialties
- + 41% increase in demand for **Med-Surg** specialties
- + 37% increase in demand for **ED** specialties
- + 25% increase in demand for **Respiratory Therapists**

COVID-19 related job specialty growth by state

Looking at the demand for these specialties across different states from August to October, we've seen surges in unchecked community spread of COVID-19 and expect the demand to be even higher in 2021 as a second wave of the virus continues to impact the country.

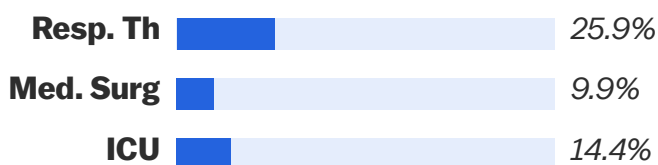
Wyoming



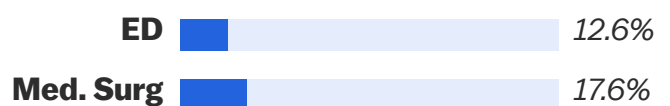
Wisconsin



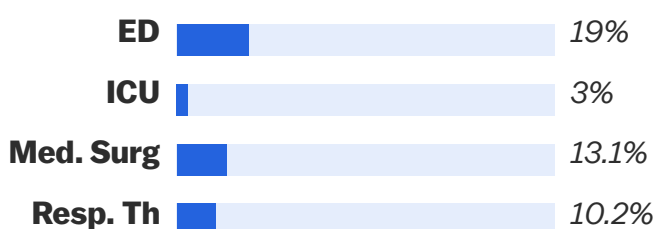
West Virginia



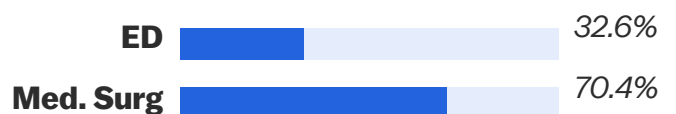
Washington



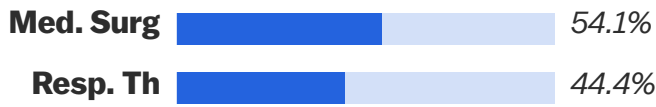
Virginia



Vermont



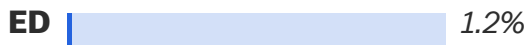
Utah



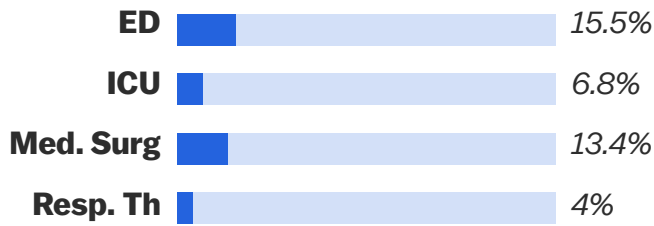
Tennessee



South Carolina



Pennsylvania



Oklahoma



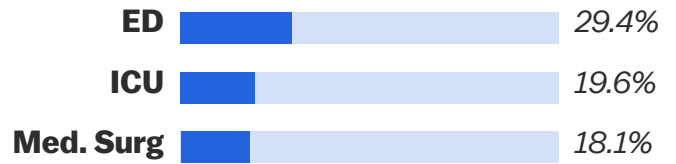
North Dakota



Texas



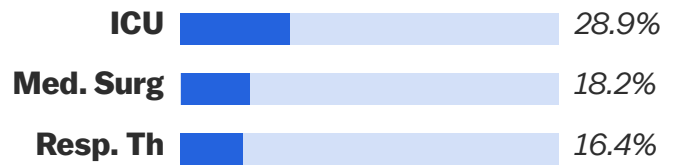
South Dakota



Rhode Island



Oregon



Ohio



North Carolina



New York



New Mexico



New Jersey



New Hampshire



Nebraska



Montana



Missouri



Mississippi



Minnesota



Michigan



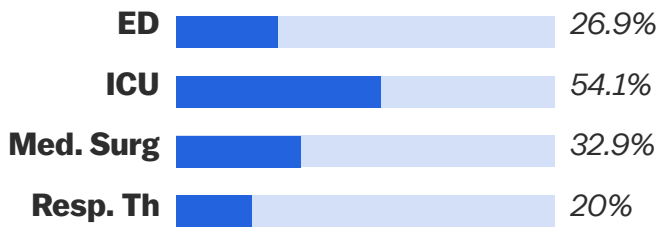
Massachusetts



Maryland



Maine



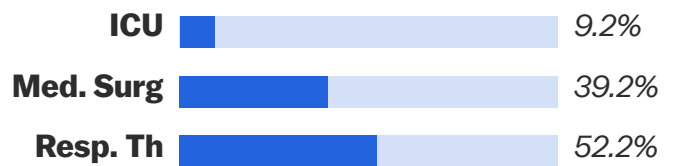
Louisiana



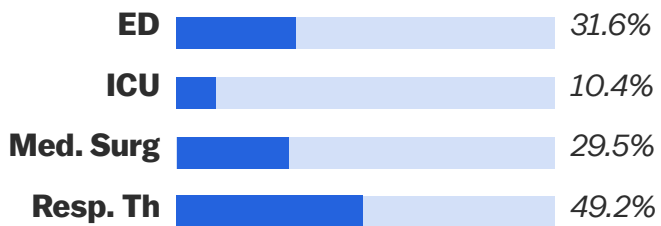
Kentucky



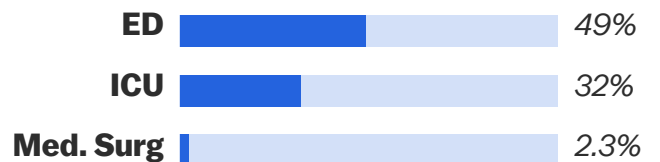
Kansas



Iowa



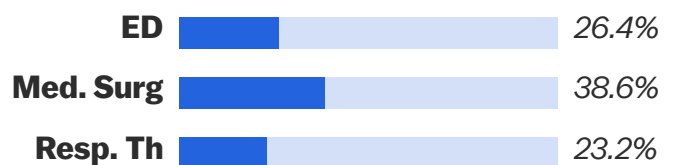
Indiana



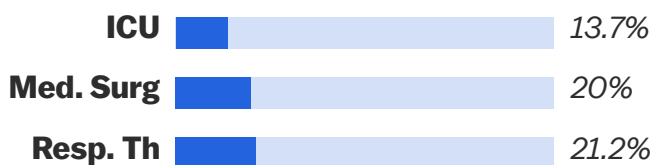
Illinois



Idaho



Hawaii



District of Columbia

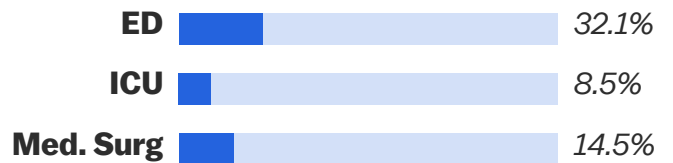


Delaware



Connecticut







Colorado**Arkansas****Arizona****Alaska**

How long jobs remain vacant by specialty

Job vacancies can cost hospitals millions of dollars. Lost patient volume due to a facility's inability to service demand, the high cost of agencies or travelers to compensate for the lack of permanent staff, paying employees overtime (at least 50% higher than regular rates) and the burnout costs like fatigue or nurse turnover (ranging from \$22,000-\$64,000 per nurse turnover) associated with this are just some of the costs hospitals incur by being short-staffed. More importantly, hidden costs like poor patient experience due to understaffing can have deep ramifications for health systems.

According to Vivian's data, the following COVID-19 related jobs remain unfilled on our platform for fourteen to eighteen days:

-  ICU jobs remain unfilled for an average of **18 days**
-  Med Surg jobs remain unfilled for an average of **17 days**
-  Emergency Department jobs remain unfilled for an average of **14 days**
-  Respiratory Therapist jobs remain unfilled for an average of **17 days**

Given that jobs typically remain vacant anywhere from thirty to ninety days by industry standards, open positions are filled 45-80% faster on Vivian, resulting in significant cost-savings for health systems.

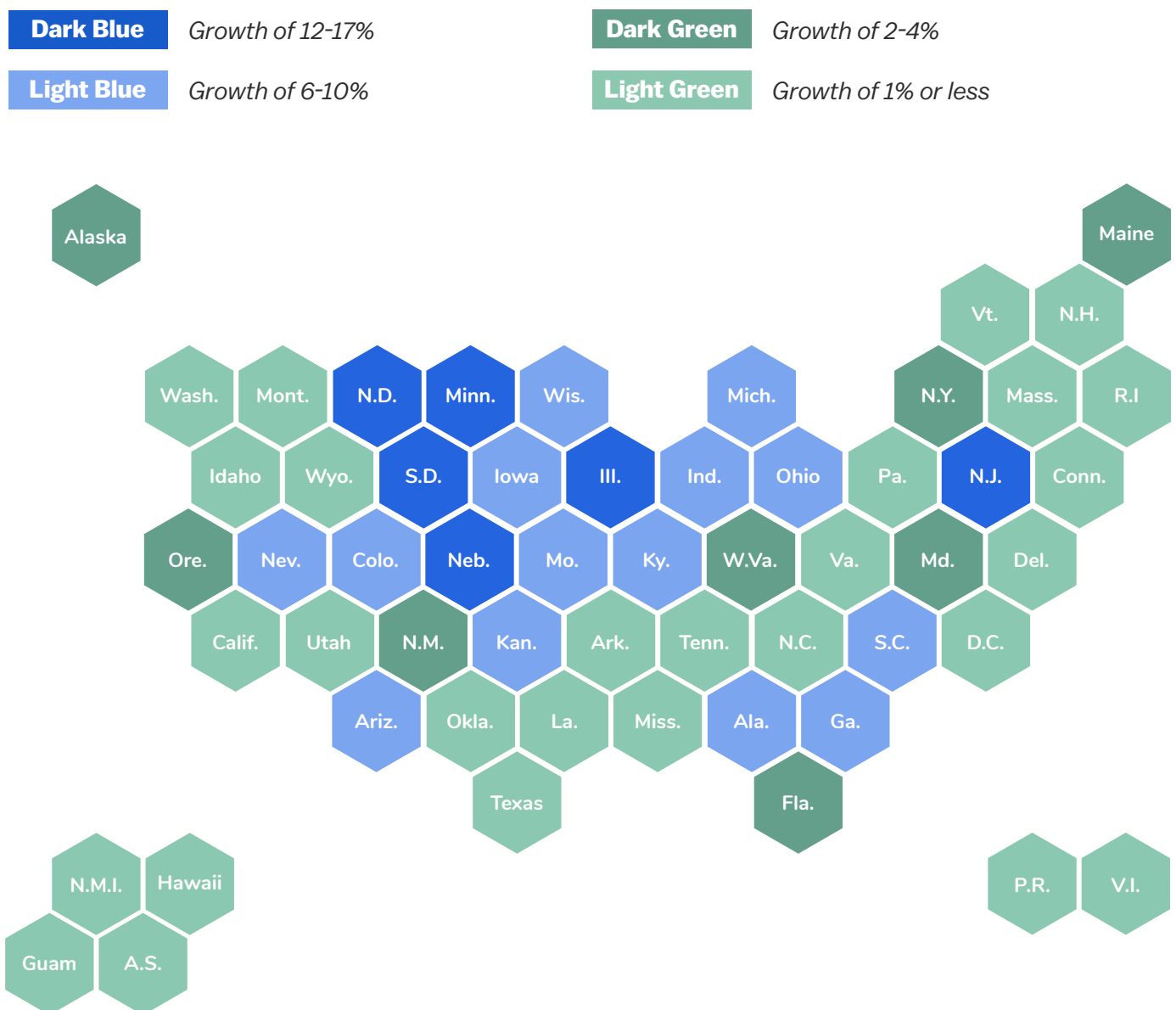


Average pay by specialty in each state

In the six weeks leading up to Thanksgiving, most states increased their pay for nursing and allied health professionals. New Jersey, South Dakota, Minnesota, Illinois, Nebraska, and North Dakota have experienced the highest pay increases, growing by **12-17%**.

Iowa, Colorado, Arizona, Kentucky, Missouri, South Carolina, Alabama, Michigan, Indiana, Nevada, Georgia, Kansas, Wisconsin, and Ohio experienced pay increases between **6-10%**.

Oregon, New Mexico, Tennessee, Florida, Alaska, New York, West Virginia, Maine, and Maryland all experienced pay growth by **2-4%**, with the remaining states experiencing **1% or less**.



We've broken down the average weekly pay for each COVID-19 related specialty by state from August to October. With the current spikes we're seeing in November across certain states, we expect (and are already seeing) weekly pay rates rise for these specialties as demand for their skill sets increases.

ICU (Highest to lowest)

| | | | | | | | |
|----------------------|--------|----------------|--------|----------------|--------|---------------|--------|
| New Mexico | \$2683 | Washington | \$2156 | Nebraska | \$2011 | Arizona | \$1877 |
| District of Columbia | \$2517 | Maryland | \$2137 | Alaska | \$2010 | Vermont | \$1857 |
| California | \$2433 | Arkansas | \$2128 | Indiana | \$1993 | Tennessee | \$1845 |
| Georgia | \$2398 | Idaho | \$2127 | Massachusetts | \$1967 | Montana | \$1836 |
| Minnesota | \$2312 | Connecticut | \$2115 | New York | \$1968 | Mississippi | \$1835 |
| Utah | \$2307 | Louisiana | \$2092 | Virginia | \$1964 | New Hampshire | \$1819 |
| Oklahoma | \$2284 | Rhode Island | \$2082 | Florida | \$1961 | Ohio | \$1782 |
| South Dakota | \$2239 | South Carolina | \$2062 | North Carolina | \$1945 | Michigan | \$1776 |
| Hawaii | \$2201 | Kentucky | \$2049 | Kansas | \$1928 | Maine | \$1751 |
| Nevada | \$2189 | New Jersey | \$2038 | Texas | \$1909 | West Virginia | \$1746 |
| North Dakota | \$2174 | Missouri | \$2030 | Pennsylvania | \$1889 | Colorado | \$1603 |
| Delaware | \$2166 | Iowa | \$2014 | Illinois | \$1882 | Wyoming | \$1189 |
| Wisconsin | \$2157 | Oregon | \$2014 | Alabama | \$1872 | | |

Med Surg (Highest to lowest)

| | | | | | | | |
|----------------------|--------|----------------|--------|----------------|--------|---------------|--------|
| North Dakota | \$2023 | Washington | \$1785 | New Mexico | \$1715 | New Hampshire | \$1630 |
| Rhode Island | \$1997 | Louisiana | \$1767 | Kentucky | \$1713 | Wyoming | \$1619 |
| California | \$1980 | South Carolina | \$1765 | Pennsylvania | \$1711 | Idaho | \$1618 |
| Oklahoma | \$1905 | Indiana | \$1759 | Florida | \$1701 | Ohio | \$1618 |
| Nevada | \$1877 | Montana | \$1757 | Alabama | \$1699 | Connecticut | \$1601 |
| District of Columbia | \$1876 | Iowa | \$1754 | Vermont | \$1693 | Tennessee | \$1600 |
| Georgia | \$1871 | Massachusetts | \$1744 | North Carolina | \$1690 | Michigan | \$1588 |
| Arkansas | \$1870 | Nebraska | \$1739 | New York | \$1675 | Kansas | \$1570 |
| Wisconsin | \$1830 | Virginia | \$1737 | Illinois | \$1672 | Colorado | \$1558 |
| Maryland | \$1826 | South Dakota | \$1731 | Texas | \$1663 | Utah | \$1529 |
| New Jersey | \$1813 | Arizona | \$1729 | Maine | \$1663 | Mississippi | \$1515 |
| Minnesota | \$1806 | Missouri | \$1721 | Alaska | \$1643 | | |
| Oregon | \$1793 | Hawaii | \$1716 | West Virginia | \$1631 | | |

ED (Highest to lowest)

| | | | | | | | |
|----------------------|--------|---------------|--------|----------------|--------|----------------|--------|
| California | \$2160 | Missouri | \$1765 | Oklahoma | \$1708 | North Carolina | \$1645 |
| District of Columbia | \$2130 | Iowa | \$1759 | Connecticut | \$1708 | Maine | \$1634 |
| New Jersey | \$1944 | Minnesota | \$1757 | South Carolina | \$1693 | Ohio | \$1633 |
| Nebraska | \$1875 | Maryland | \$1750 | Idaho | \$1692 | Tennessee | \$1632 |
| Nevada | \$1875 | Georgia | \$1744 | Florida | \$1687 | Virginia | \$1626 |
| Washington | \$1839 | Texas | \$1743 | Kansas | \$1680 | West Virginia | \$1604 |
| New York | \$1830 | New Hampshire | \$1743 | Alabama | \$1667 | Colorado | \$1601 |
| Arkansas | \$1811 | South Dakota | \$1740 | Kentucky | \$1667 | Montana | \$1580 |
| Rhode Island | \$1797 | Indiana | \$1734 | Pennsylvania | \$1665 | Mississippi | \$1489 |
| Alaska | \$1781 | North Dakota | \$1724 | Arizona | \$1664 | Utah | \$1461 |
| New Mexico | \$1778 | Wisconsin | \$1721 | Wyoming | \$1663 | Hawaii | \$1409 |
| Oregon | \$1772 | Massachusetts | \$1717 | Michigan | \$1660 | | |
| Vermont | \$1768 | Louisiana | \$1710 | Illinois | \$1650 | | |

| Respiratory Therapist (Highest to lowest) | | | | | | | |
|-------------------------------------------|--------|----------------|--------|---------------|--------|---------------|--------|
| District of Columbia | \$1954 | Michigan | \$1635 | Pennsylvania | \$1550 | Wyoming | \$1474 |
| North Dakota | \$1839 | Indiana | \$1631 | New Mexico | \$1545 | Kentucky | \$1467 |
| Minnesota | \$1801 | Oklahoma | \$1629 | Massachusetts | \$1537 | Mississippi | \$1467 |
| Georgia | \$1712 | Ohio | \$1612 | Hawaii | \$1535 | Arizona | \$1454 |
| Arkansas | \$1711 | Montana | \$1602 | Texas | \$1533 | Kansas | \$1450 |
| Wisconsin | \$1683 | Alaska | \$1597 | New Hampshire | \$1518 | West Virginia | \$1437 |
| South Dakota | \$1672 | Maryland | \$1586 | Illinois | \$1509 | Alabama | \$1424 |
| New Jersey | \$1670 | Iowa | \$1582 | Connecticut | \$1506 | | |
| Virginia | \$1665 | South Carolina | \$1572 | Tennessee | \$1506 | | |
| California | \$1650 | Nebraska | \$1568 | Idaho | \$1505 | | |
| Louisiana | \$1644 | Missouri | \$1559 | Washington | \$1502 | | |
| Maine | \$1640 | Florida | \$1559 | Colorado | \$1496 | | |
| New York | \$1639 | North Carolina | \$1555 | Oregon | \$1480 | | |

How Vivian is supporting healthcare systems

Vivian gives health systems the tools they need to solve their labor challenges. Through our nationwide hiring marketplace and sophisticated digital marketing, health systems can expand the reach of their brand and jobs across a talent pool of 200,000+ qualified and career-seeking healthcare professionals with 3-5X cost-savings compared to current standards, a result of Vivian’s targeting and efficiency. On average, hospitals save \$15-\$20 per hour for each employee (\$7,000-\$9,000 per assignment) with Vivian.

Health system recruiters can have real-time conversations with interested candidates online or through SMS text communication, which alone accounts for 20-30% increased productivity. This kind of candidate engagement, coupled with Vivian’s marketing and concierge matching services increase speed to hire by 80%, resulting in significant cost-savings for hospitals.

3-5X

cost-savings

20-30%

increased productivity

80%

increase speed to hire

Understanding market trends around job demand, compensation, and candidate insights are critical. Vivian empowers health systems with the data and analytics they need to make informed decisions with real-time data across all fifty states, with over 950,000 jobs posted per year.

Curious about how Vivian can supercharge your healthcare organization’s hiring initiatives during these uncertain times?

→ **Learn more about Vivian’s Employer Recruitment Solutions**