

# OPENHOUSE

IDENTIFY > REACH > HIRE

Let Katon Direct be the driving force to get qualified candidates in your door

## YOUR GOAL

### ATTRACT TOP TALENT TO YOUR EVENTS

Get the best candidates for full-time, part-time and per diem positions to attend your hiring events so you can close the deal on high quality hires.

## YOUR CHALLENGE

### LOW NUMBERS & POOR FIT

Not enough people show up to make your event worthwhile. Or, you have a decent number of people, but they're not a good fit for your position and/or organization.

## OPENHOUSE DELIVERS

Access to our proprietary database of over 8 million US healthcare professionals, sophisticated digital marketing techniques, and personalized messaging that yields the results you're looking for.

- Quick results
- High quality talent
- Reduced sourcing burden



Drive qualified clinical talent to your recruitment events by delivering the right message at the right time. Once you get candidates in the door, persuade and engage them with a convincing follow-up campaign that is aimed at converting them from pre-hire to new hire.

### THE RIGHT FIT

OpenHouse campaigns target specific license types and experience levels, based on your needs. This ensures the right candidates are invited to your events.

### THE RIGHT QUANTITY

Our proprietary database of healthcare professionals goes way beyond current job seekers and gives you access to otherwise unreachable talent.

#### About Katon Direct

Over 300 healthcare organizations rely on Katon Direct for their recruitment marketing needs because we understand that talent means everything. For the past 15 years, we have been the leader in healthcare recruitment marketing solutions. By combining an industry-leading database with streamlined candidate experience, we're able to help our clients gain a competitive advantage in the battle for top talent.

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