



# Engage the best Nurses and make hires faster.

## Here's why OpenPosition works:

We quickly launch a targeting strategy to help you reach the right target audience.



Fast set up - Katon does it all



The most effective messaging



100% local market candidate reach



Great for passive and relocation candidates



More hires for lower cost

## What's your greatest hiring need?

OpenPosition campaigns include:



Targeted audience selection



Personalized candidate landing pages



Communication tactics



Candidate stream in client portal

### Why Katon Direct:

- ✓ 15 years experience
- ✓ Only healthcare
- ✓ Over 3 million Nurses in Katon database
- ✓ Service, not software
- ✓ Direct marketing experts

### Nursing specialties Katon can target include:

- ✓ Registered Nurse
- ✓ Licensed Practical Nurse
- ✓ Advanced Practice Nurse
- ✓ Certified Nursing Assistant
- ✓ And More

Clients include: **AltaMed**



### 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.

[www.katondirect.com](http://www.katondirect.com) 914.921.8800