

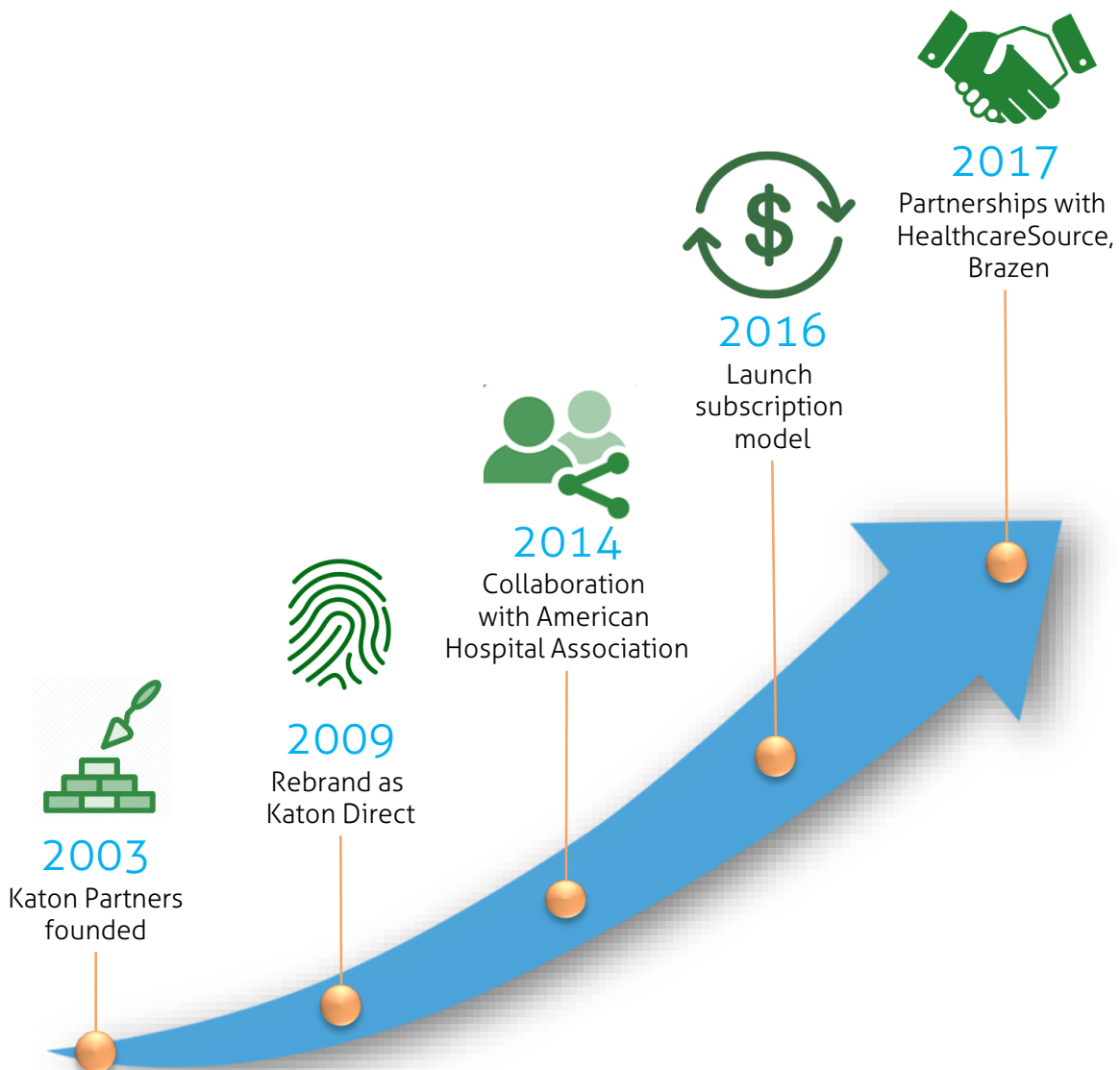


You Need a Healthcare Talent Expert to Solve a Healthcare Talent Problem




Healthcare is changing. Talent acquisition is rapidly evolving. Top talent is now demanding a frictionless candidate experience. What does this all mean for healthcare employers?

At Katon Direct we understand how crucial it is to hire the best clinicians, which is why for the past 15 years we have been the leader in targeted recruitment marketing solutions that help employers overcome their greatest challenge: attracting the most experienced and qualified clinical talent.

CORPORATE TIMELINE



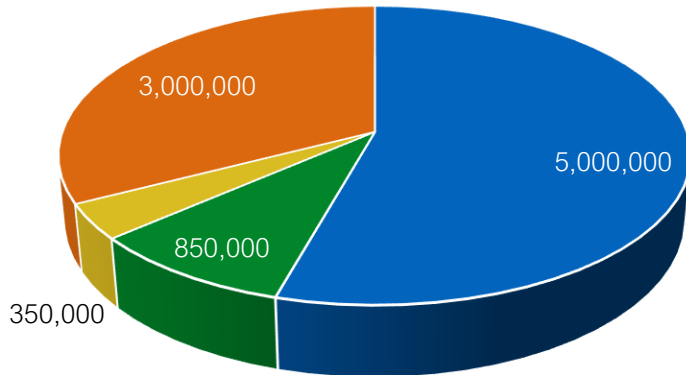
SOLUTIONS PORTFOLIO

SOLUTION	WHAT IS IT?	WHY DO I NEED IT?	FEE STRUCTURE
 OpenPosition	Fast candidate search without placement fees	Quickly engage experienced candidates and make hires.	Starting at 5K
 OpenHouse	Branded marketing to drive right-fit talent to hiring events	Tired of seeing empty seats or unqualified candidates at your hiring events?	Starting at 5K
 Recruitment Marketing	Data-driven, branded recruitment marketing subscription service	Source, recruit and build a robust talent pipeline to stay ahead of the competition	Custom pricing

BRAND EXCLUSIVITY  **POWERED BY DATA**  **CANDIDATE EXPERIENCE**

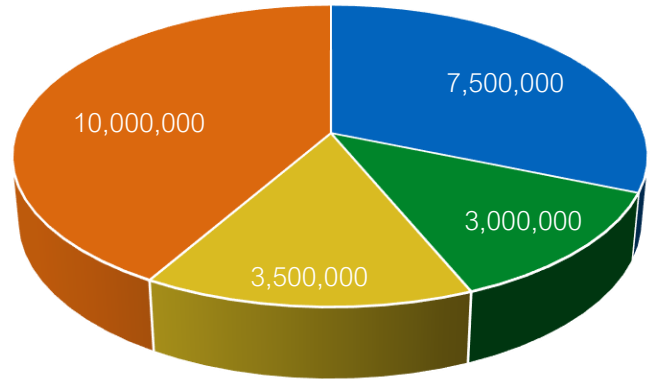
DATABASE AT A GLANCE

Job Category



- Nursing (RN, LPN, CNA)
- Physicians
- Mid-Levels
- Allied

Contact Methods



- Direct Mail
- Email
- Live Calls/Voice Broadcast
- Cookies/Device IDs

DATA CLEANSING AND ENHANCEMENT

DATA ACQUISITION

- 250+ sources
- State boards, associations, publicly available sources, private 3rd parties

DATA ENHANCEMENT

- Phone/email append
- Offline data conversion
- Specialty tagging
- Migration tracking

DATA CLEANSING

- National Change of Address (NCOA)
- Delivery Point Verification (DPV)
- Address standardization
- Lapsed licensure removal

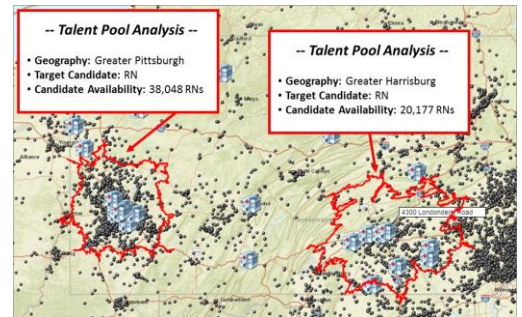
BRAND SAFETY

- Email verification/spam trap filtering
- National deceased registry
- License verification and primary licensure tagging

TARGET

- Geo-targeting by drive time, radius, zip etc...
- Segment by license type, experience, etc...
- Proprietary migration data for relocation

National Database of Clinical Talent



REACH

- Email marketing
- Direct mail
- Voicemail broadcasting
- Live calls via virtual call center
- Programmatic display advertising
- Integrations: Twilio, SpitFire, Mailgun

Omni-Channel Communications



CONNECT

Dynamic Landing Pages

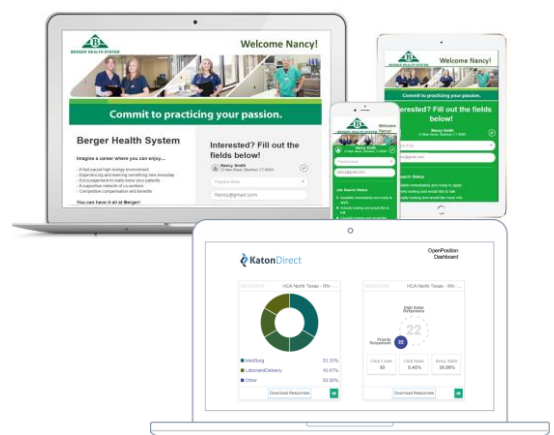
- Mobile/responsive design
- Personalized candidate experience
- Conversion optimized
- Client portal for analytics, reporting, communication
- Integrations: Google Analytics, ActiveCampaign, theTradeDesk

-- OR --

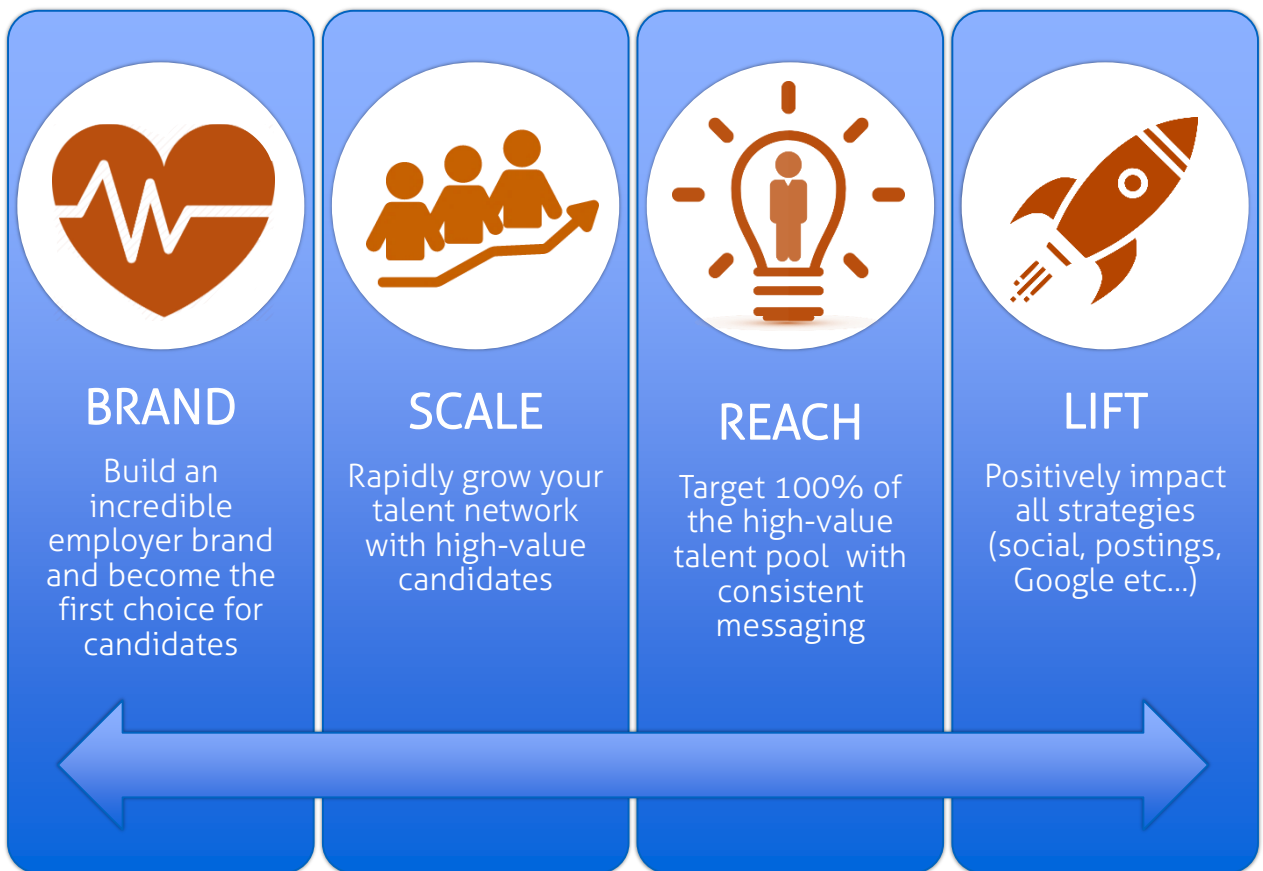
Platform Integration

- Fully API based platform (External API portal 2019)
- Integrate with your API and provide full life cycle data

Dynamic Experience



Only Katon Direct has the healthcare expertise to help you achieve your clinical talent acquisition goals and win the war for top talent.



Hundreds of healthcare institutions rely on Katon Direct



“Our relationship with Katon has resulted in overall lower costs-per-hire and consistent increases in career event attendance. Katon’s ability to produce tangible results has made them an invaluable member of our extended team.”

Leslie Phillips - Senior Director, Enterprise Recruitment – HR Operations – Tenet Healthcare

Your Recruitment Marketing Partner For Engaging Top Talent



KatonDirect

**2 Landmark Square
Stamford, CT 06901**

**914-921-8800
info@katondirect.com**