

Fraser Health Together

External Reputation

Awards & Recognition

BC Top Employer & Forbes



- BC Top Employer is an annual competition recognizing employers in British Columbia that lead their industries in offering exceptional places to work, an exemplary work/life balance, career growth and development opportunities, and resources for staff well-being. Announcement on February 14th includes article in Vancouver Sun and various digital promotions.
- Canada's Best Employers – winners selected based on independent surveys of over 12,000 employees working part-time or full-time for companies employing at least 500 people in Canada.

A promotional graphic for Fraser Health careers. On the left, it features the Fraser Health logo with the tagline 'Better health. Best in health care.' and the '2023 BC's Top Employers' award logo. Below this, it says 'Join our team of 43,000 staff, medical staff and volunteers dedicated to providing health services to 1.9 million British Columbian's in Metro Vancouver and the Fraser Valley.' and provides the website 'careers.fraserhealth.ca'. On the right, there is a photograph of a diverse group of healthcare professionals in scrubs and masks. To the right of the photo is a vertical teal bar with social media icons for Instagram, Facebook, LinkedIn, Twitter, and TikTok, and the text 'Careers at Fraser Health'.

External reputation – brand sentiment

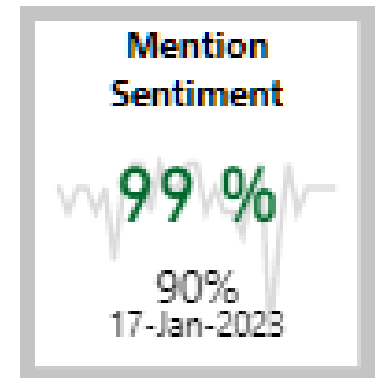
Public sentiment is monitored using a social listening tool which pulls targeted brand mentions from across a wide variety of platforms including social media, blogs, forums, news and review sites.

A sentiment percentage is tabulated daily based on a sum of positive and neutral brand mentions divided by total brand mentions.

A high percentage indicates few negative mentions.

The target for brand sentiment is 90 per cent.

For the period of October 1 to December 31, 2022, public sentiment of the Fraser Health brand averaged 97+ per cent.



External Reputation (as employer)

 indeed

 glassdoor

- Indeed and Glassdoor are dominant job boards/websites that evaluate employers based on reviews by current and former employees. The next slide will show how Fraser Health compares to other health authorities in BC.
- Indeed and Glassdoor are public forums allowing for ‘real-time’ feedback in a number of categories including culture, job advancement, and work/life balance. Company reviews offer a high level of transparency for candidates, as companies are unable to modify/edit published reviews. Our Talent Acquisition team is able to respond and address comments publicly.
- These sites are beneficial for individuals considering employment with Fraser Health – job seekers (or current employees) can read peer reviews to get a better sense of what working at Fraser Health feels like, or provide feedback as a current/former employee.
- Fraser Health’s ratings are shown on the next slide.

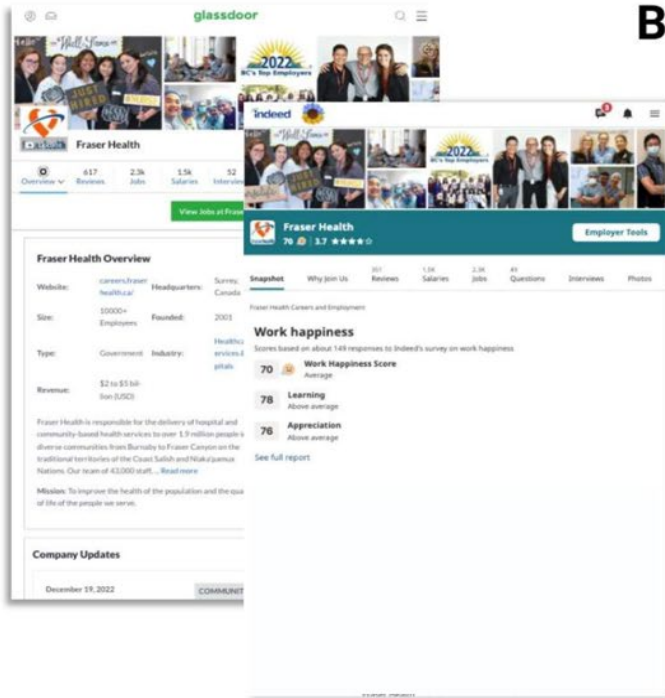
External Reputation (as employer)



| | Fraser Health | Vancouver Coastal Health | Provincial Health Services Authority | Interior Health | Northern Health | Island Health |
|------------------------------|-----------------------------|-----------------------------|--------------------------------------|-----------------------------|----------------------------|-----------------------------|
| Overall Rating | 3.7 (339 ratings) | 3.8 (202 ratings) | 3.1 (176 ratings) | 3.2 (234 ratings) | 3.4 (90 ratings) | 3.4 (202 ratings) |
| Work/Life Balance | 3.7** | 3.6 | 3.3 | 3.2 | 3.7 | 3.3 |
| Comp/Benefits | 3.6 | 3.7 | 3.1 | 3.3 | 3.5 | 3.5 |
| Job Security/ Advancement | 3.5 | 3.5 | 2.8 | 3.1 | 3.5 | 3.1 |
| Management | 3.3 | 3.2 | 2.6 | 2.7 | 3.1 | 2.9 |
| Culture | 3.4 | 3.4 | 2.7 | 2.9 | 3.2 | 3 |

A rating of 3.4 or more is considered a good rating overall. Healthcare industry average is 3.65.

Brand Performance on Glassdoor and Indeed



| | Indeed | Glassdoor |
|-----------------------|------------|------------|
| Brand Impressions | 654,369 | 722,576 |
| Page Views | 13,561 | 11,784 |
| Total Followers | 5,644 | 2,014 |
| Total Reviews | 351 | 617 |
| Overall Rating | 3.7 | 3.7 |



Fraser Health: October 01, 2022 - December 31, 2022
 Glassdoor Data: October 01, 2022 - December 31, 2022




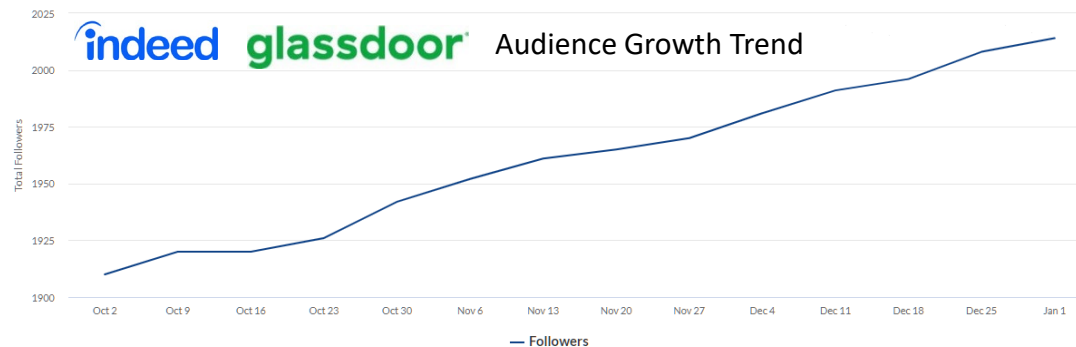
- Over 1.3 million people have seen information (“brand impressions”) relating to our organization, including reviews, branding, profile views, and jobs across Indeed and Glassdoor. These numbers are healthy!
- Total followership on these platforms nearing 8,000 (trending upwards) – these ‘followers’ can see regular updates and subscribe to job alerts from Fraser Health.
- Total number of reviews by current and former employees was 968, across both platforms.

Audience Growth on our Careers Social Media Channels

October 2022 – December 2022



 TikTok
 New official careers channel Oct 22
 173 followers / +44%



Good news: All of our career channels (except Twitter) are trending upwards in audience growth. This allows our brand, jobs, and content to reach more potential candidates in the global market.

Indeed and Glassdoor Job Ads

Job performance funnel (Oct – Dec 2022)

Jobs and campaigns

3,822,266

impressions ▼

360,272

clicks ▼

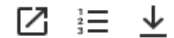
- With 2,000 job postings (on average) at any given time, we can assume that each job was viewed approximately 1,900 times by job seekers, totalling more than 3.8 million.
- This is a 9.4% click-through-rate, meaning 9.4% of candidates who viewed these jobs (impressions), clicked through to take further action or apply to a job. Market average is approximately 8%.

Metrics are solely representative of activity from Indeed & Glassdoor; data does not represent direct sources (ie. careers.fraserhealth.ca website)

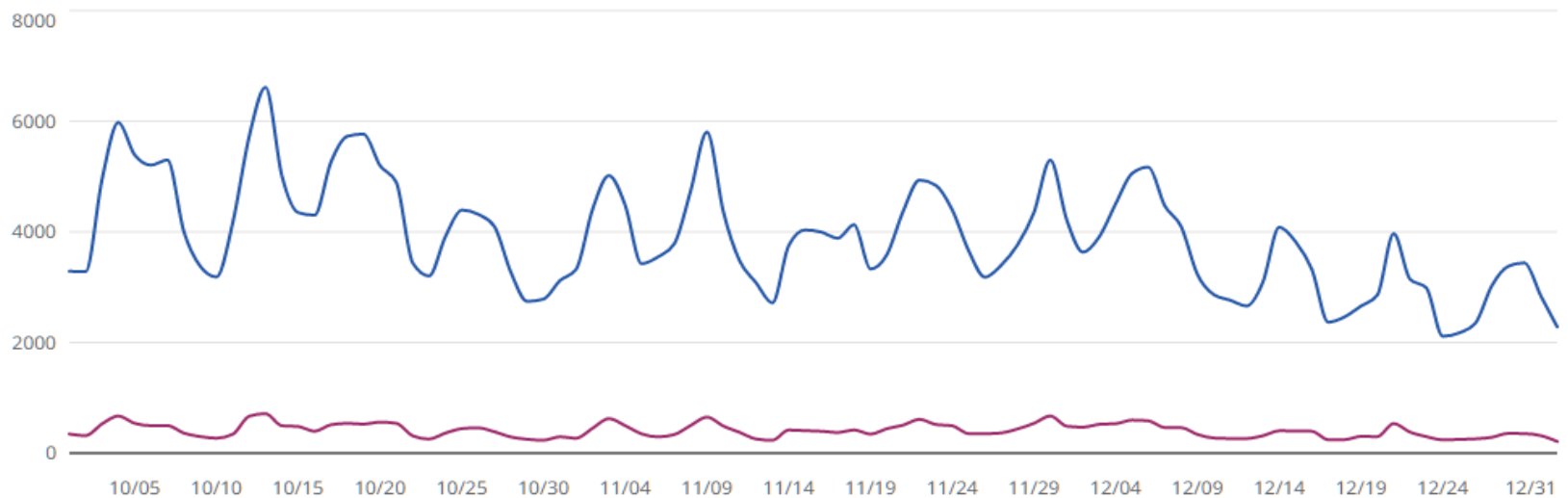
Indeed and Glassdoor Job Ads

“Clicks” verses “Applies”(October 2022 – December 2022)

Engagement summary 1



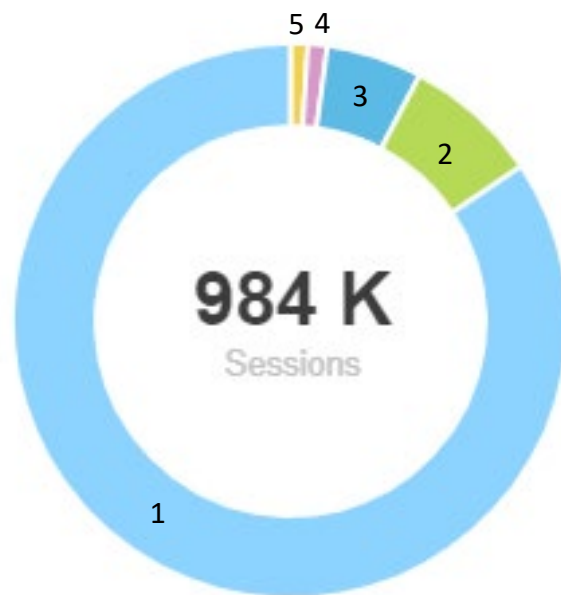
✓ Clicks Apply starts ✓ Applies



Trendline downwards of clicks on a job ad verses applications reflects typical candidate behaviour leading to December, and the end of the calendar year. Day-to-day volatility – the peaks and valleys that you see - are typical for weekend (peaks) and weekday (valleys) applications.

Driving Candidate Traffic to Fraser Health's Career Website

October 2022 – December 2022



These numbers tell us that in three months, our career site has had nearly 1,000,000 visitors. (People are interested in us!) Below is a breakdown of the source of our career site visitors.

- 1. 830,000** - Referrals: the number of visitors that were brought to the Fraser Health career site from an external source where we have provided content (i.e. HealthMatch, Indeed, Glassdoor, or iCims)
- 2. 78,000** - Organic Search - those who, for example, searched “nursing jobs bc” or “hospitalist surrey” and were brought to our career site from a search engine, like Google.
- 3. 55,000** – Direct: the number of people who came directly to our career site by typing in our URL.
- 4. 11,000** – Social: the number of visitors clicking through from Instagram, LinkedIn, Facebook, TikTok, Twitter, or YouTube.
- 5. 9,500** – Other: this number references the web traffic that has an acquisition source or medium that is not recognized within our analytics platform. For example, sometimes our job postings are sent as “e-blasts” through an alumni association or conference delegate lists, and the recipient may then go to our career site.