



Healthcare Recruiting Toolkit

Reference these handy resources to jumpstart your candidate search and engagement. In this toolkit, you'll find:

- Beginner Boolean cheat sheet
- Email best practices checklist
- Customizable messaging templates

Beginner Boolean search cheat sheet

Boolean is a mathematical logic that uses “operators” with keywords to limit, widen, or define your search for better results.

An important note: Many Boolean operators work similarly across various tools, but there may be nuanced differences. Consider these as best practices within SeekOut.

1. AND

- AND will **narrow** your search. The more keywords you add, the narrower your results will be. Combining keywords with AND means the candidate profiles **must contain every value**.
- A space or line break between keywords has the same effect as the AND operator, and the order in which you use keywords does not matter. For example, `surgeon AND trauma`, `trauma AND surgeon`, and `trauma surgeon` would all return the same results.

2. OR

- OR will **broaden** your search. Combining keywords with OR means the candidate profiles **can contain any of the values**. Results may have just one value, a combination of values, or potentially all values.
- OR statements should be enclosed by parentheses. However, the order in which you use keywords with OR does not matter. For example, `(physician OR doctor)` would return the same search results as `(doctor OR physician)`.
- The OR operator is especially useful when considering the different ways a certain attribute may be represented, for example `(“Electronic Medical Record” OR EMR)`, `(ICU OR “intensive care unit”)`.

3. () parentheses or brackets

- The () operator **groups (or “nests”) keywords together**.
- This helps in searches that contain both AND as well as OR operators. For example, `surgeon AND trauma OR emergency` needs to be clarified, because there are different search results depending on how the keywords are nested:
 - `surgeon AND (trauma OR emergency)` means candidate profiles must contain “surgeon” in addition to either “trauma” or “emergency”.
 - `(surgeon AND trauma) OR emergency` means candidate profiles can either contain both “surgeon” and “trauma” or just “emergency”.

4. "" quotation marks

- Quotation marks **group terms together as a verbatim phrase**, to specify keywords and narrow your search. In healthcare recruiting, this is important for many terms that include specialization, like “registered nurse”, “travel nurse”, “emergency medicine”, “skilled nursing facility”, “physical therapist”, etc.

- For any keywords containing multiple words, you should **use quotation marks to avoid each keyword being searched individually**. For example, “[pharmaceutical sales](#)” would return profiles with that exact phrase, whereas [pharmaceutical sales](#) without quotes operates as an AND statement; so you may get results where the words “pharmaceutical” and “sales” appear separately, in other contexts.

5. NOT

- NOT **excludes the term from search results**, thereby narrowing your search. For example, [\(physician OR doctor OR MD\) AND NOT assistant](#) would exclude any profiles containing “assistant” from the results.
- The NOT operator is an extension of AND in the sense that you cannot use the NOT operator alone, nor at the start of an expression.
- The NOT operator is also helpful for search terms that may have different meanings across various industries. For example, if hiring a programmer and searching for “Java”, you could also end up with coffee baristas in your search. Here, you might formulate the search [Java AND NOT barista](#).

6. The wildcards: * asterisk, ? question mark

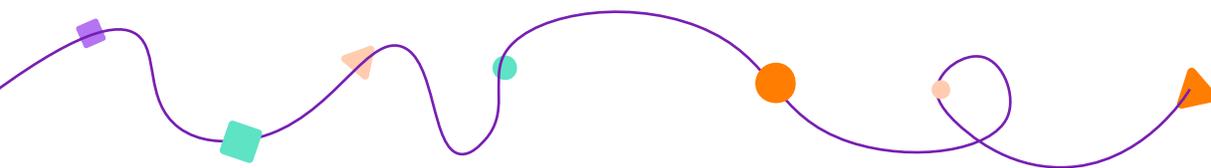
- Wildcards **act as placeholders** for any and all terms that contain a series of letters.
- The * *asterisk* can represent any number of additional letters, while the ? question mark represents just a single letter.
- Wildcards can help build broad-reaching Boolean searches without listing out every possible phrase connected with OR. They can also help capture results that are abbreviated or that may contain misspellings. For example, [derm*](#) would return results for keywords containing “derm” like “dermatology”, “dermatologist”, as well as the abbreviation “derm”.

Pro tip: You can also use the structure [fieldname:searchterm](#) to find words in a specific part of the candidate’s profile. Boolean operators can be used with these field searches. To learn more and see a list of field names, read the SeekOut Help article [Boolean & Field-Based Search](#).

Additional SeekOut Help resources:

[A Beginner’s Guide to Boolean Search](#)

[Advanced Boolean Search with SeekOut](#)



Email engagement checklist

Subject Line

- Under 70 characters**

Most email clients truncate after 70 characters. Best practice is to aim for 40–60 characters, or around 7–9 words.
- Personalized & relevant**

Try personalizing the subject line with the candidate’s first name. Grab attention and show relevance by mentioning specialty, location, or a unique benefit.
- Appropriate emoji use**

Consider your audience if you’re using emojis—they tend to resonate better with younger generations.
- No spam triggers**

Don’t use ALL CAPS, excessive exclamation points, or repeating symbols or emojis. Avoid keywords that will flag your message as spam.

Message

- Personalized & relevant**

Referencing something specific to the candidate. This will help them feel valued and show you have taken time to research them.
- EVP aligned to candidate’s needs**

Communicate your employer value proposition through the perspective of the candidate—think of their “what’s in it for me?”
- Accessible & relevant links**

If you share links to articles or web pages, be sure they’re relevant and accessible to the audience (e.g. not behind a subscription/paywall). Hyperlink words or use a URL shortener instead of copy/pasting long web addresses.
- Video is under 3 minutes**

If you’re embedding or linking to a personalized video message, keep it within 1–3 minutes.

How to add emojis on your computer

- PC: Windows key + either the period (.) or semicolon (;) key
- Mac: Control key + Command key + Spacebar

Copy/paste from [Emojipedia](#)

Employment-related spam keywords to avoid

- Income (additional, extra, your), Earn per week, Expect to earn, Double your
- Opportunity, Success, Amazing
- Work at home/work from home
- Certified
- Apply online, phone

See [HubSpot’s comprehensive list](#)

Personalization boosts replies

- Responses increase by 20% when you reference something specific about a candidate’s background
- Responses drop by 80% with generic discovery phrases like “I came across your profile on LinkedIn”

Source: [Textio](#)

Call to Action

Clear & inviting

Use clear, open-ended calls to action, and avoid yes/no questions that can shut down or stall engagement. Aim to get them on the phone, rather than encouraging them to apply. Optionally, for an unresponsive candidate, try offering a multiple-choice response, easing the pressure to reply in detail.

Self-service scheduling

Whenever possible, give the candidate the ability to schedule time with you through an app integrated with your calendar.

Before you send

Spelling & grammar

Check your message for spelling and grammatical errors.

Formatting

Test the email to ensure it's formatted correctly for various email clients and device types. This is especially important for HTML emails or when adding media.

Additional touchpoints

Create a "drip campaign" with multiple outreaches—don't just send one message! Add touchpoints in multiple channels, including email, phone, social media, even postal mail. Email automation platforms are very helpful with this.

A/B testing

Start by understanding your baselines, e.g. what is your current email open rate? Choose one variable to test at a time. Follow through to ensure statistically significant results (don't stop or change your test partway through).

Don't assume availability

- Responses drop by 25% when you push people to agree to a specific time and date for a call

Source: [Textio](#)

Metrics to target in A/B tests

- Open rates
- Response rates
- Candidates in funnel
- Time to hire

Variables to use in A/B tests

- Subject lines
- Message length
- EVP messages
- Tonality/style
- Calls to action (CTAs)
- Send schedules
- Sharing links

Get more A/B testing tips from experts like [Outreach](#)

Sample email templates

Nurture campaign #1

Step 1 – Email

Subject: Make an impact as a key member of {{Company name}}'s {{functional area}} team!

Message:

Hi {{Candidate first name}},

Your {{functional area}} background and accomplishments really stand out! As an experienced {{credential}}, your skillset is invaluable to ensuring high-quality, patient-centered care.

I'd like to learn more about your career goals and what's important to you when evaluating where to work. Are you open to a brief call this week to discuss this further?

{{Schedule time to chat}}

{{View our current openings}}

Sincerely,

{{Recruiter name}}

Step 2 – Email

Subject: {{Candidate first name}}, what do you value in your work?

Message:

Hi {{Candidate first name}},

It's never been more important to feel appreciated, safe, and cared for while at work.

At {{Company name}}, we believe in caring for you (and your family) so you can provide the best care to patients.

I'd love to talk with you about the roles we are hiring for in our {{department 1}} and growth opportunities in {{functional area}} and {{credential}}.

When works best for an exploratory call to share specifics?

{{Schedule time to chat}}

{{View our current openings}}

Looking forward,

{{Recruiter name}}

{{Company name}} name in the news!

{{news article link}}

{{news article link}}

Nurture campaign #1 (Continued)

Step 3 – Email

Subject: Discover your next {{functional area}} role at {{Company name}}!

Message:

Hi {{Candidate first name}},

{{Company name}} prioritizes its culture of {{culture descriptor}} and is celebrated as a {{award received}}.

Besides a competitive salary for your {{functional area}} experience, I'd love to learn what else you're looking for in your next role. Let me know when you can chat, or feel free to {{schedule time}}.

Best,

{{Recruiter name}}

Follow {{Company name}} on {{LinkedIn}} to stay up to date on open roles.

Step 4 – Email

Subject: Hi again from {{Company name}}!

Message:

Hi {{Candidate first name}},

I know life gets hectic and inboxes fill up fast—let me know with a quick reply if any of these fit your current situation:

1. Interested, just been really busy. ({{Schedule time}} that works for you.)
2. Interested, but now is not the right time. (When should I follow up with you?)
3. Not interested, but know someone who may be. (Care to introduce us?)

Fingers crossed,

{{Recruiter name}}



Nurture campaign #2

Step 1 – Email

Subject: {{Candidate name}}, your {{credential}} background is impressive! 🌟

Message:

Hi {{Candidate first name}}, what's next for you?

At {{Company name}}, we are seeking team members who share our dedication for doing for others. Based on your {{functional area}} background, I think you'd be able to make a big impact on our team.

“One of the deep secrets of life is that all that is really worth doing is what we do for others.”
—Lewis Carol

I'd like to learn more about your goals and what's important to you in your work. When works best for a quick chat? Let me know, or feel free to {{schedule time}}.

Sincerely,

{{Recruiter name}}

View our {{current openings}} & follow us on {{LinkedIn}} to stay up to date on open roles.

Step 2 – Email

Subject: Work/life balance ⚖️ = Flexible hours + development

Message:

Hi {{Candidate first name}},

Besides the highly competitive rates for your {{specialty}} experience, which of these benefits matter to you?

- Specialized training & support for career growth
- Flexible shifts, part-time work, and PTO
- Loan forgiveness, tuition reimbursement
- Paid parental leave

At {{Company name}}, we understand that a supported, respected, and celebrated team leads to outstanding patient outcomes. Let us put you first!

{{Schedule time to chat}}

{{View our current openings}}

Hope to speak with you soon,

{{Recruiter name}}

Nurture campaign #2 (Continued)

Step 4 – Email

Subject: Hi again 🙌 from {{Company name}}!

Message:

Hi {{Candidate first name}}, last email... I promise!

{{Company descriptor 1}}, {{company descriptor 2}}, leadership that truly supports you, and an opportunity to make a difference... I feel like we have it all.

I love working for {{Company name}} and I want to be sure we're on your radar! If you aren't interested, perhaps you know someone who may be?

Fingers crossed,

{{Recruiter name}}

{{Schedule time to chat}}

{{View our current openings}}

Nurture campaign #3

Step 1 – Email

Subject: Join an inclusive and supportive culture @ {{Company name}}!

Message:

Hi {{Candidate first name}}, are you open to new opportunities?

We're seeking a {{job title}} at {{Company name}}, where we think you'll connect with our mission to {{mission statement}}.

Most importantly, {{Company name}} prioritizes a culture of {{culture descriptor}} and maintains a {{rating}} on Glassdoor.

I'd like to learn more about you and what's important to you in your work. When works best for a short call? If it's easier, please {{use this link}} to schedule time.

Best,

{{Recruiter name}}

Read more about {{Company name}}'s award-winning {{department or program}}:

{{news article link}}

{{news article link}}

Nurture campaign #3 (Continued)

Step 2 – Email

Subject: Grow your {{functional area}} career at {{Company name}}! 📈

Message:

Hi {{Candidate first name}},

Our team members love the growth opportunities we have at {{Company name}}. Don't just take it from me—here's what our {{department leader title}}, {{department leader name}}, had to say about it:

{{Quote from department leader}}

I'd like to share more about {{Company name}} and answer your questions. I hope to speak with you soon—feel free to {{schedule time}} or let me know when is best for you to connect.

Best,

{{Recruiter name}}

Learn more about {{Company name}} directly from our CEO!

{{webpage/article link}}

Step 3 – Email

Subject: Is {{benefit}} a priority for you, {{Candidate first name}}?

Message:

Hi {{Candidate first name}},

I'm checking back on the {{job title}} role I reached out about. Your {{skill #1}} and {{skill #2}} expertise would be a great fit at {{Company name}}.

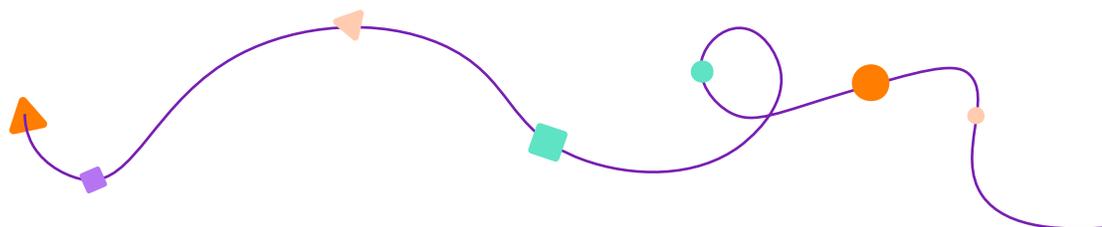
If {{benefit}}, and {{culture descriptor}} are important to you, I think you'll find we have the type of environment that you're looking for.

Let's chat! {{Schedule time to chat}}

Regards,

{{Recruiter name}}

Follow {{Company name}} on {{LinkedIn}} to stay up to date on open roles.



Nurture campaign #3 (Continued)

Step 4 – Email (two months later)

Subject: {{first name}}, checking in one last time.

Message:

Hi {{Candidate first name}},

I can't believe two months have passed since my last outreach! I hope you've been well, and perhaps now is a better time to explore a new opportunity? If not, I'd like to keep in touch for future openings.

I know that great people often know other great people, is there someone in your network I should reach out to regarding the {{job title}} role?

Best,

{{Recruiter name}}

{{View our current openings}}

Pipeline building for future roles

Subject: {{Candidate first name}}, you caught our attention at {{Company name}}!

Message:

Hi {{Candidate first name}},

Your {{skill/accomplishment}} in {{functional area}} is very impressive. We will be hiring for additional roles throughout the year and I'd love to keep you informed of openings that are of interest to you.

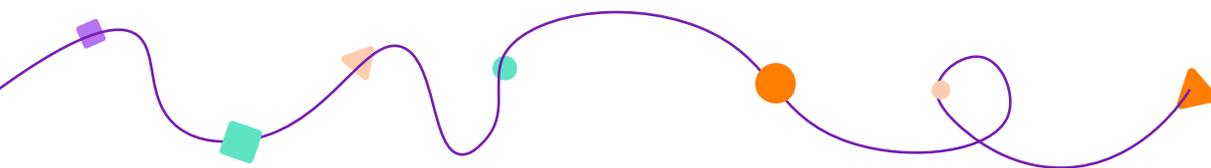
Do you have time to connect so we can learn about your personal career goals? Let's {{schedule time to chat}}!

If it's not a good time, please keep us on your radar and reach out with any questions.

With gratitude,

{{Recruiter name}}

Follow {{Company name}} on {{LinkedIn}} to stay up to date on open roles.



Rediscovery for a prior applicant

Subject: Hello from {{Company name}}, {{Candidate first name}}! 🤖

Message:

Hi {{Candidate first name}}, thank you for your prior interest in {{Company name}}.

We have a new role that may be a great fit for your growing your {{skill}} expertise. Here's more on the position: {{job description link}}.

If you're open to a new opportunity, I'd like to grab time for you to connect with our lead recruiter. Let me know, or feel free to {{schedule time}}.

Let me know if you have questions, and we hope to hear from you.

Looking forward,

{{Recruiter name}}

SeekOut helps thousands of organizations hire, grow, and keep great talent, including nurses and specialized healthcare roles. SeekOut for Healthcare provides the largest talent pool available—over 31 million nurses, doctors, clinical candidates, and specialized healthcare workers—with up-to-date data from state licensing boards, CMS NPI, networks like Doximity, and more. Our powerful search, analytics, and outreach tools make it easy to find and engage with the talent you need. For more information, visit seekout.com.

