



# SOCIAL LISTENING: EVALUATION OF TRAVEL NURSE COMPANIES

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ANALYSIS OF TRAVEL NURSE SENTIMENT  
TOWARDS TRAVEL NURSE COMPANIES

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# RESEARCH OBJECTIVES AND METHOD

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## EVALUATION OF TRAVEL NURSE ATTITUDES TOWARDS TRAVEL NURSE COMPANIES

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In order to determine travel nurse company brand awareness and mindshare within the travel nurse community we employed the following strategies:

Method and Sample:

- HRA conducted desk research using data collected between November 1, 2015 and February 29, 2016 from the Travel Nurse Network – The Gypsy Nurse Travel Nurse Housing – The Gypsy Nurse Facebook pages.
- Each individual Facebook post within this timeframe was analyzed to extract either a positive or negative sentiment. Sentiment is based on the context of the conversation and a series of keywords which help determine a positive or negative designation. Neutral comments were excluded from the data collected. Additionally, individual comments about each company were coded to categorize them further by specific attributes.
- Respondents were screened based on the following criteria:
  - Respondents must not be recruiters employed by any travel nurse company.
  - Respondents must only be aligned with one comment, unless in a single post they mentioned more than one travel nurse company.
- A total of 924 unique respondents were included in the study, comprising 981 total comments.
- Significance testing, where appropriate, was performed at a 95% level of confidence.

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## EXECUTIVE SUMMARY

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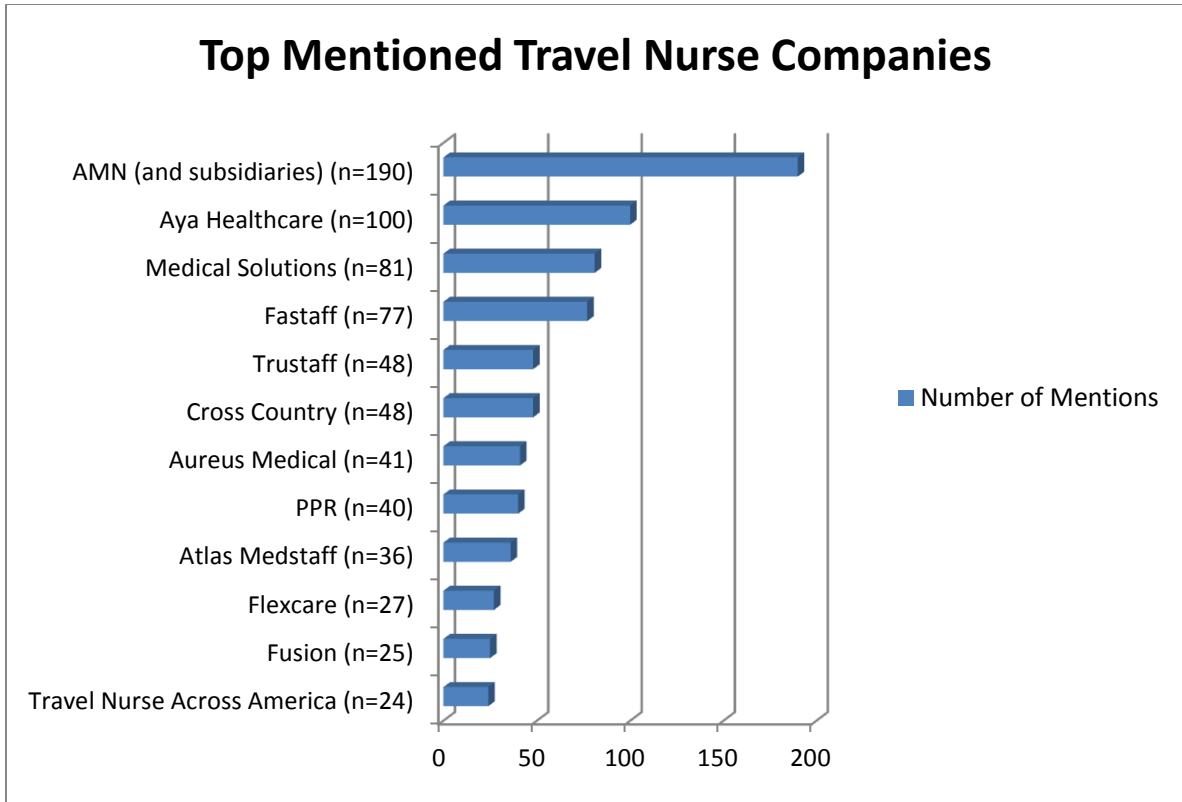
- Sentiment analysis is the process of identifying and categorizing opinions expressed in text to determine the author's attitude towards a specific topic. Sentiments are categorized as positive, negative or neutral.
- In the aggregate the overall perception of the travel nurse industry by travel nurses is positive. Of the top mentioned companies in this survey all are liked and trusted with a single exception.
  - Based on the percentage of positive vs. negative comments travel nurses view travel nurse companies positively with the exception of AMN Healthcare (AMN).
    - The methodology used to determine a positive or negative assessment was as follows: if the percentage of positive comments referencing a company was 51% or higher we deemed the perception of that company to be positive. If the percentage of positive comments referencing a company was 50% or lower we deemed the perception of that company to be negative.
- Through identifying the top mentioned travel nurse companies between November 2015 and February 2016, HRA determined the travel nurse companies with the largest mindshare in the travel nurse community. They are as follows:
  - AMN, Aya Healthcare, Medical Solutions, and Fastaff, in that order.
    - AMN, the company with the highest mindshare in the travel nurse community, is the only top mentioned company viewed negatively by travel nurses.

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## TOP MENTIONED COMPANIES

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**A1.** This chart illustrates the relative mindshare of the top mentioned companies in the travel nurse industry.



Base: Total Respondents (n=737\*)

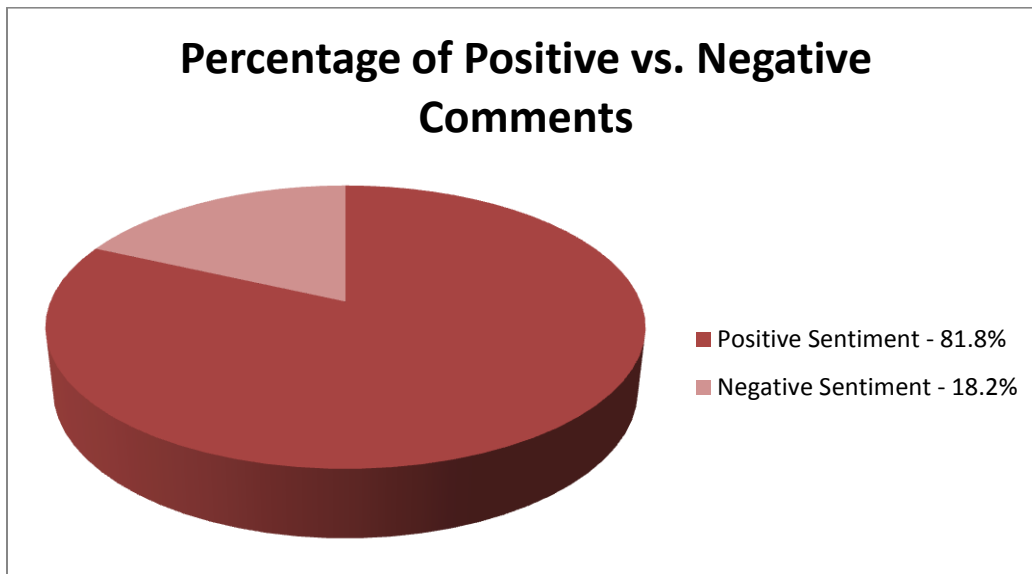
\*Companies with fewer than 20 mentions not shown due to small base size.

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## TRAVEL NURSE INDUSTRY SENTIMENT ANALYSIS

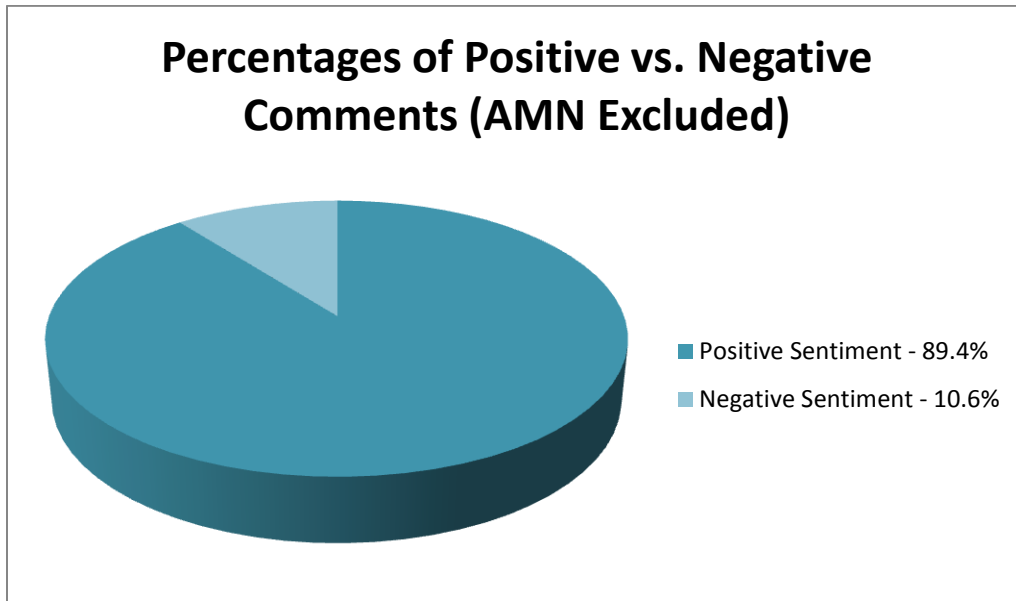
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**B1.** This chart illustrates the percentage of positive and negative sentiment in the travel nurse industry as a whole. 924 unique respondents were included in the study comprising a total of 981 comments. Of the 981 total comments that were analyzed in this study 802 were positive, representing 81.8% and 179 were negative representing 18.2%.

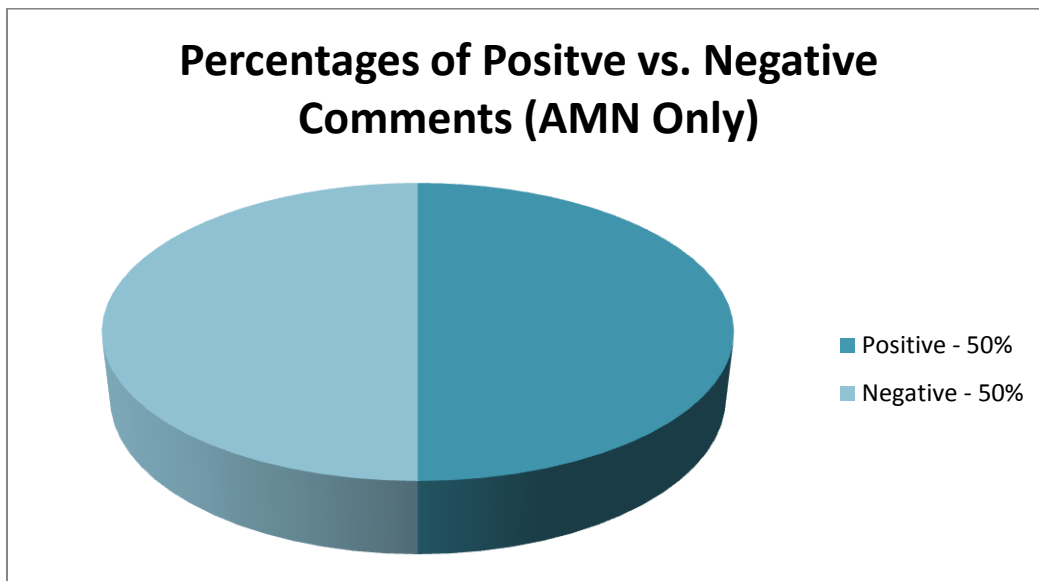


\* 53% of all negative comments referenced AMN and its subsidiaries.

**C1.** This chart illustrates overall travel nurse industry positive and negative sentiment, with all comments referencing AMN removed from the data. Of the 791 comments analyzed 707 were positive, representing 89.4% and 84 were negative, representing 10.6%.



**C2.** This chart illustrates the positive vs. negative sentiment for AMN. Of the 190 comments referencing AMN 95 were positive, representing 50% and 95 were negative, representing 50%.



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## TRAVEL NURSE INDUSTRY SENTIMENT ANALYSIS, CONT.

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- The most common negative statements made about AMN by travel nurses were related to poor experiences with the company. The majority of such comments were associated with payment complications.
- It is also important to note that most of the positive comments referencing AMN had low saliency. For example:
  - “My experience is that there is nothing wrong with AMN you just have to have a good recruiter.”
- Positive comments referencing other top mentioned companies had high saliency. Representative comments include:
  - “I loooove Aya!! The company is wonderful and my recruiter is fantastic!”
  - “Atlas is amazing. You won’t be disappointed.”
  - “Cross Country is awesome.”
  - “I’m with Trustaff and happy.”

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## CONCLUSION

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- The survey identified 12 companies with the highest mindshare in the travel nurse industry.
- AMN, the company with the highest mindshare, is perceived negatively in comparison to the other companies. Of the companies with positive reputations, Aya Healthcare has the highest mindshare, followed by Medical Solutions and Fastaff.
- The preponderance of positive comments strongly indicates that travel nurses perceive the industry positively and have a favorable view of most companies.