



**STAFFING  
INDUSTRY**

**COVID-19**

**PULSE SURVEY**

Staffing Industry COVID-19 Pulse Survey Sponsors

**AVIONTÉ**



---

# COVID-19 Impact on the Staffing Industry

The staffing industry has never faced anything like the current COVID-19 pandemic. No aspect of our lives has been unaffected -- from the way recruiters and candidates interact to the stability of the stock market, from how employees teach their kids to whether or not they feel safe going to a hospital.

We built this survey because we wanted to hear directly from staffing firms on how these changes are impacting you, your team, and your business.

---

---

## In this report, you'll learn:

- The magnitude of internal layoffs that have hit the industry
- How staffing firms anticipate the pandemic will affect their bottom line in the short and long terms
- What staffing firms anticipate the future holds

We cap the report with a list of COVID-specific resources to help firms like yours get through this uncertain time.

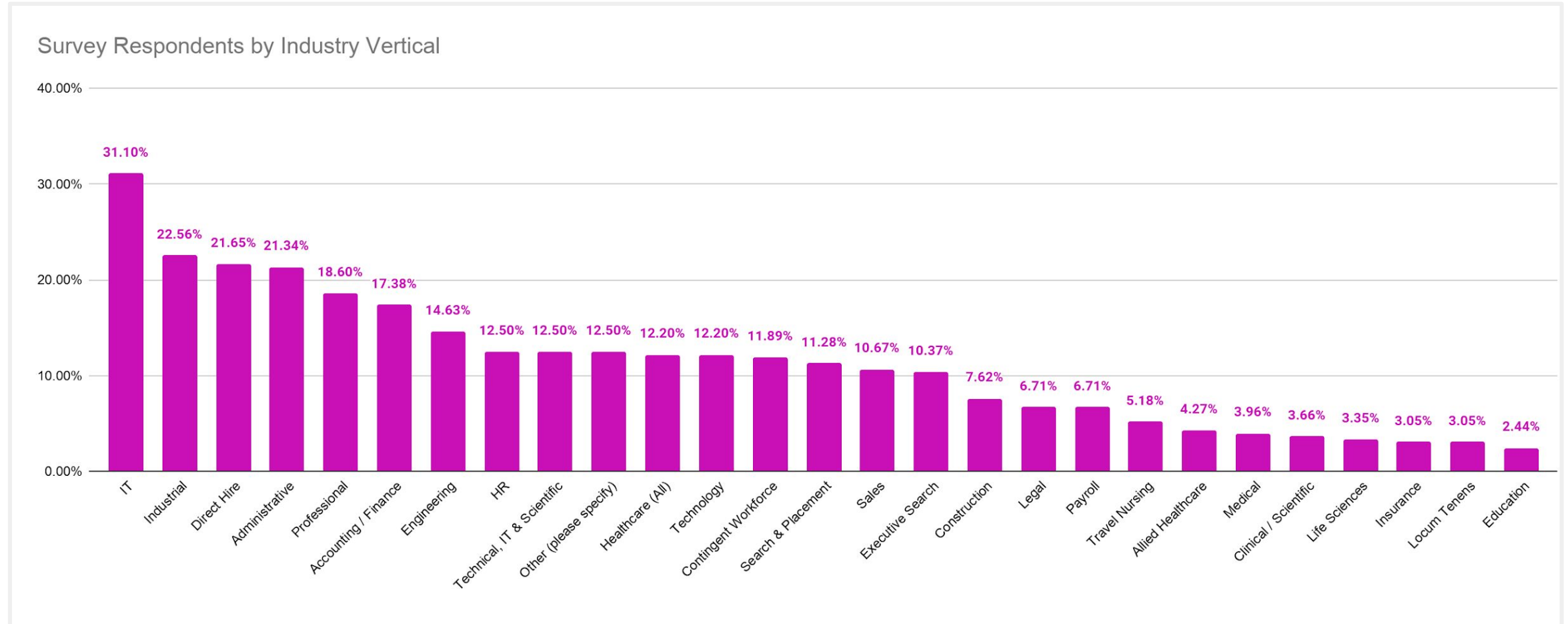
Stay safe,

Caitlin Delohery  
Editor-in-Chief of StaffingHub

---

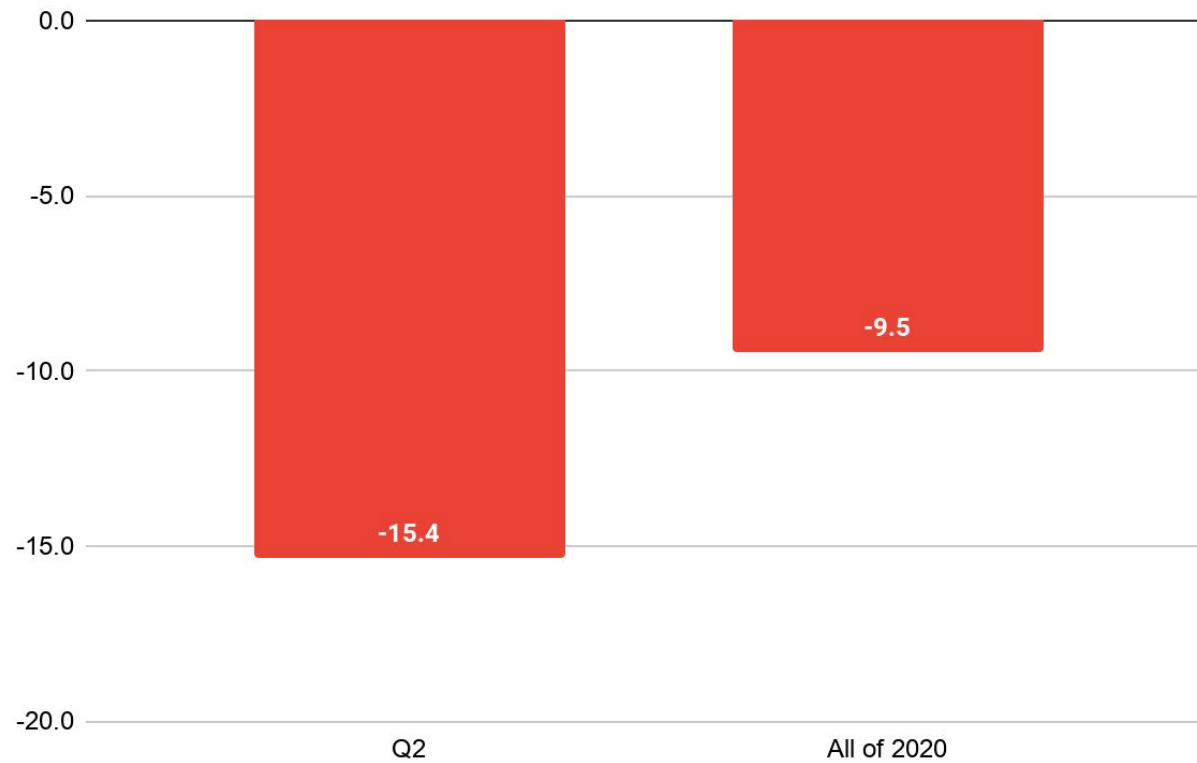
# Who Took the COVID-19 Survey

334 staffing professionals completed our COVID-19 pulse survey from March 31 to April 8, 2020.



# Revenue Impact Overview

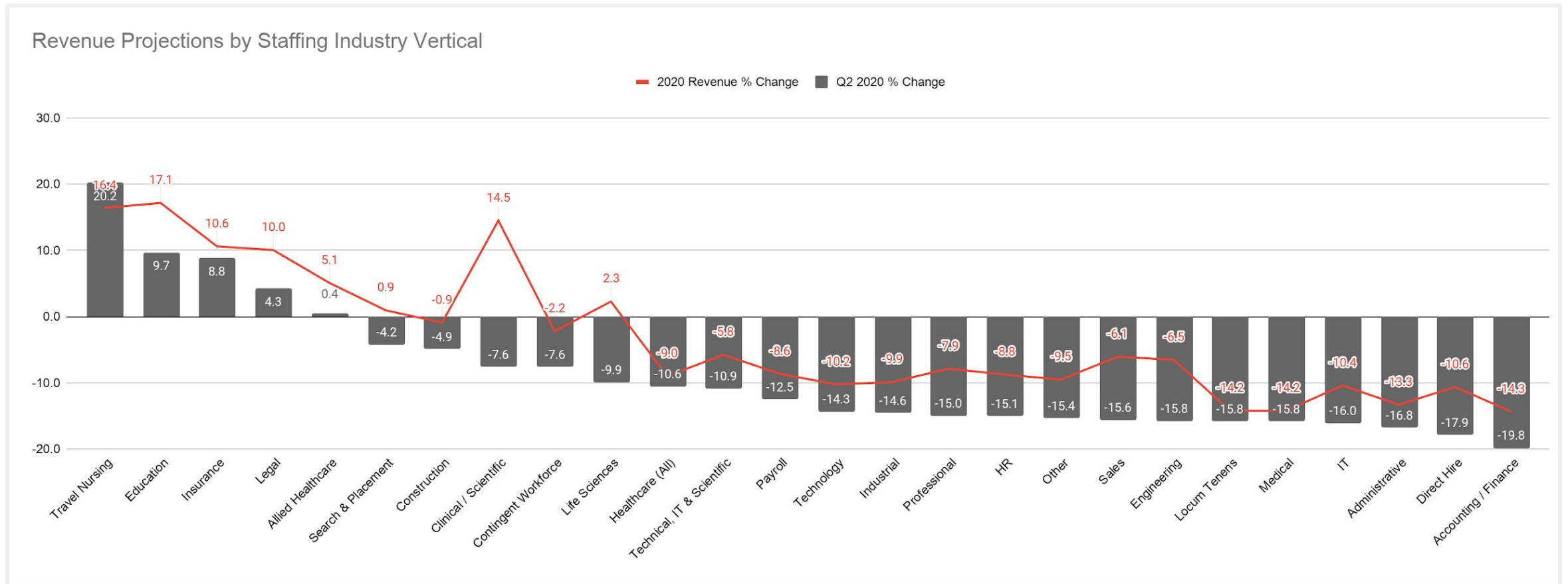
Revenue Projections Post Pandemic - All Verticals



Staffing firms expect business revenue to decrease by **-15.4%** in Q2 2020 and **-9.5%** in 2020.

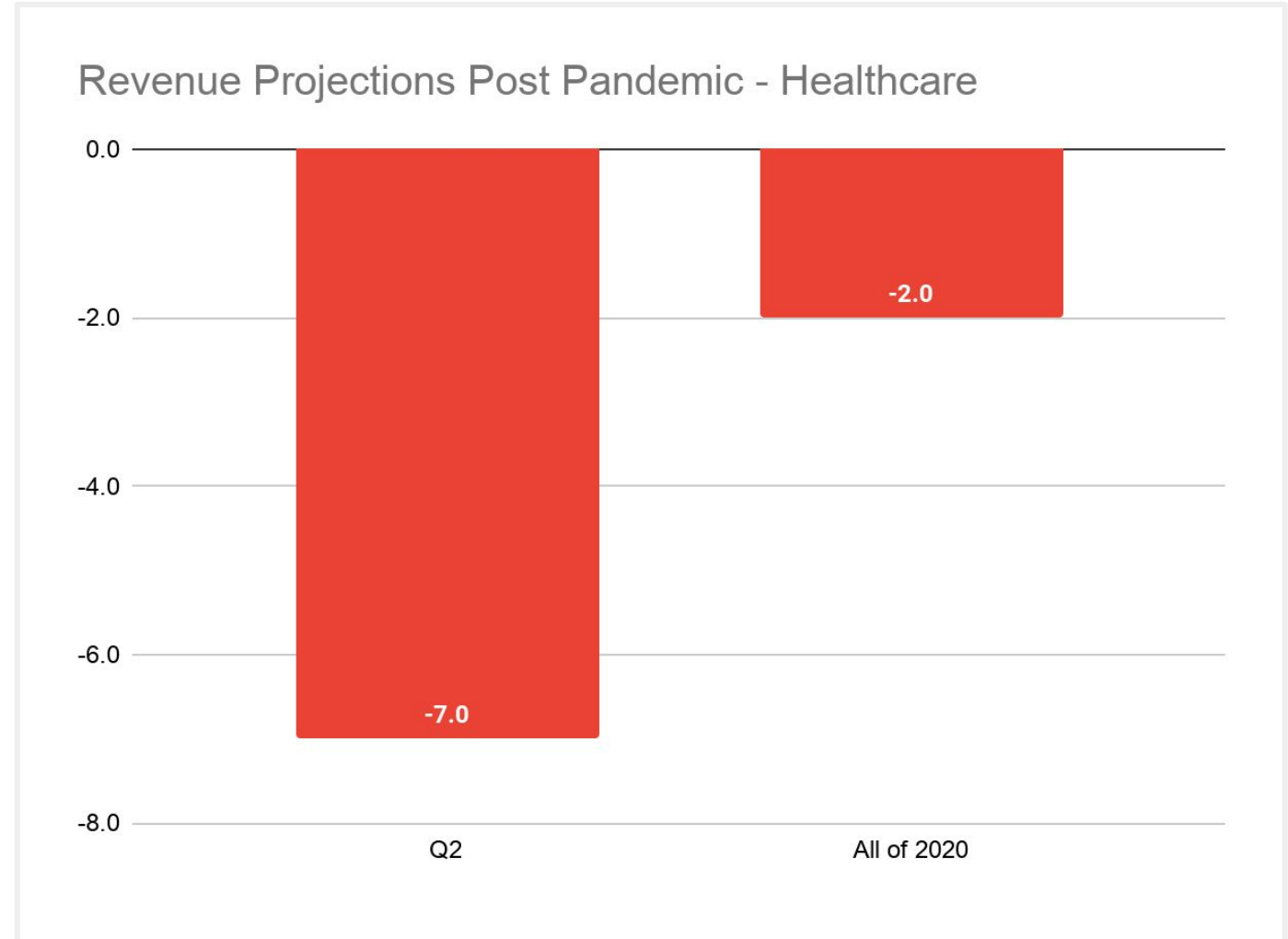
# Revenue Impact by Vertical

Most verticals anticipate revenue declines in 2020, but staffing firms in travel nursing, education, insurance, and legal verticals expect to see growth.



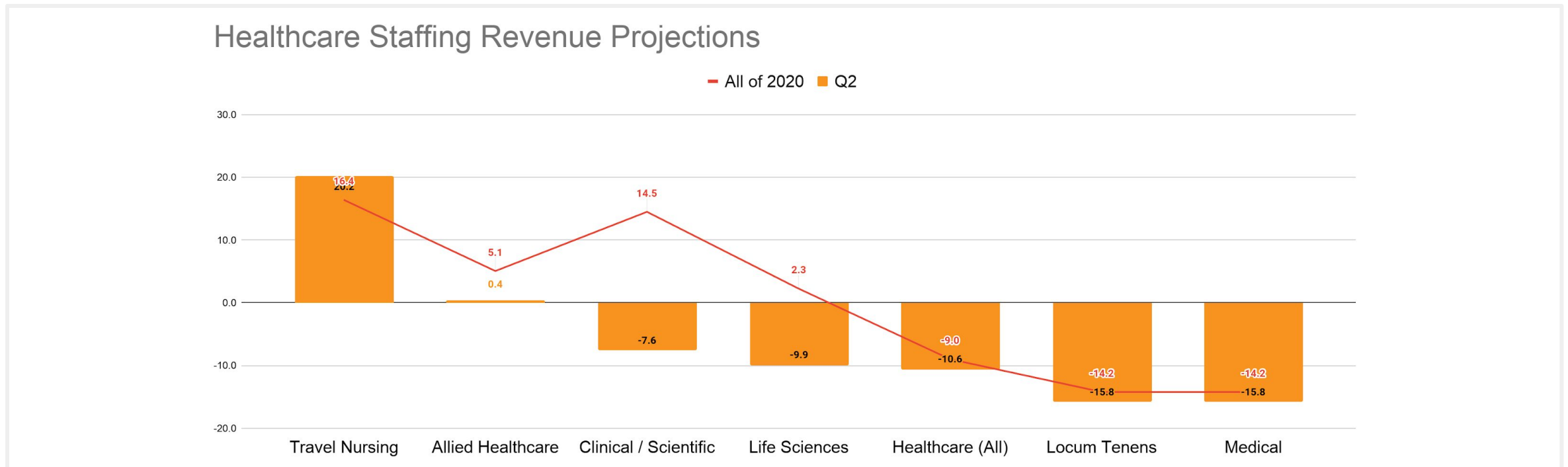
# Revenue Impact: Healthcare Staffing

While the industry expects to see deep losses in Q2 and throughout 2020, healthcare staffing firms' predictions were more optimistic, with a **7.0%** loss in 2020 and only a **2.0%** loss for the quarter. Comparatively, all other verticals expect losses of **15.4%** in Q2 and **10%** for the year.



# Healthcare Revenue by Specialty

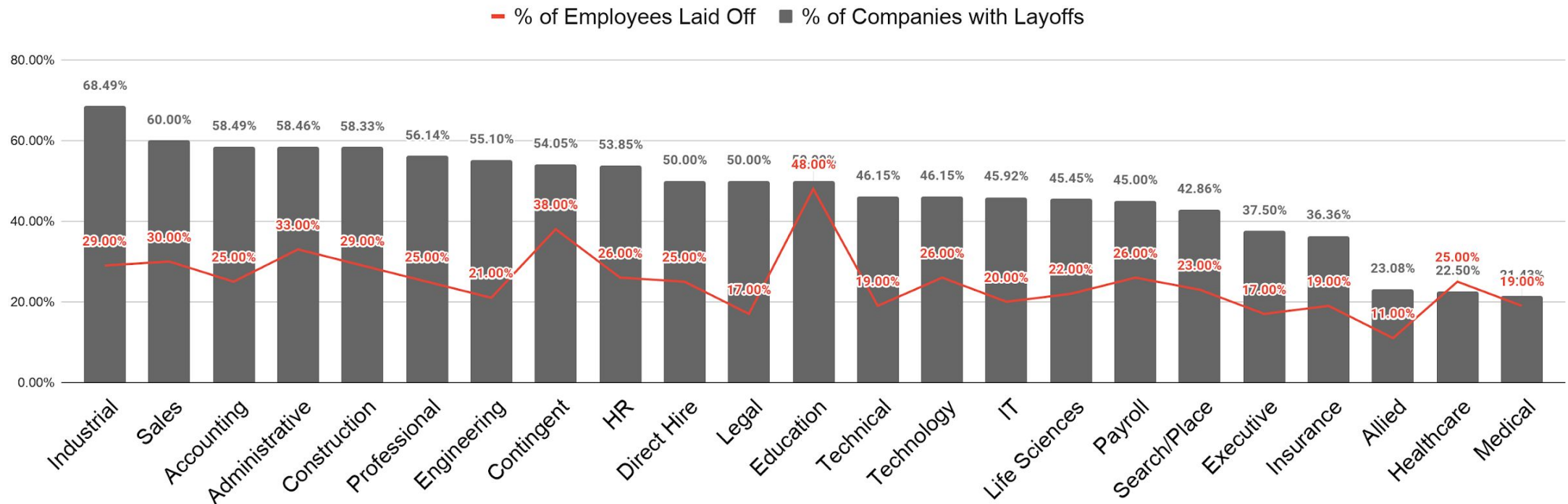
Taking a closer look at healthcare staffing, travel nursing, allied healthcare, and clinical/scientific verticals, all expect to see annual profit growth this year. Locum tenens and general medical staffing anticipate being hit the hardest, both anticipating **14.2%** annual losses.



# Layoffs by Vertical

**45%** of staffing firms reported layoffs due to COVID-19, with an average of **30%** of the workforce being laid off. Education firms and contingent workforce solutions saw the deepest cuts, laying off **48%** and **38%** of their employees respectively.

## Staffing Industry Layoffs by Vertical





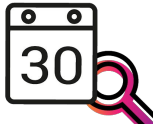
# Factors Impacting Revenue

## All Verticals

---



**Hiring freezes**



**Client shutdowns**



**Widespread layoffs**

## Healthcare Verticals

---



**Hiring freezes**



**Uncertainty and health risks**



**Some positions are booming,  
some are shutdown**

# What's Shifting Revenue

*We were headed for a solid growth year and up every week in billing until COVID-19.*

*Staff getting ill, they are the front line, making sure they have PPE, paying them if they are quarantined*

*Job sites shutting down*

*More demand for outsourced services*

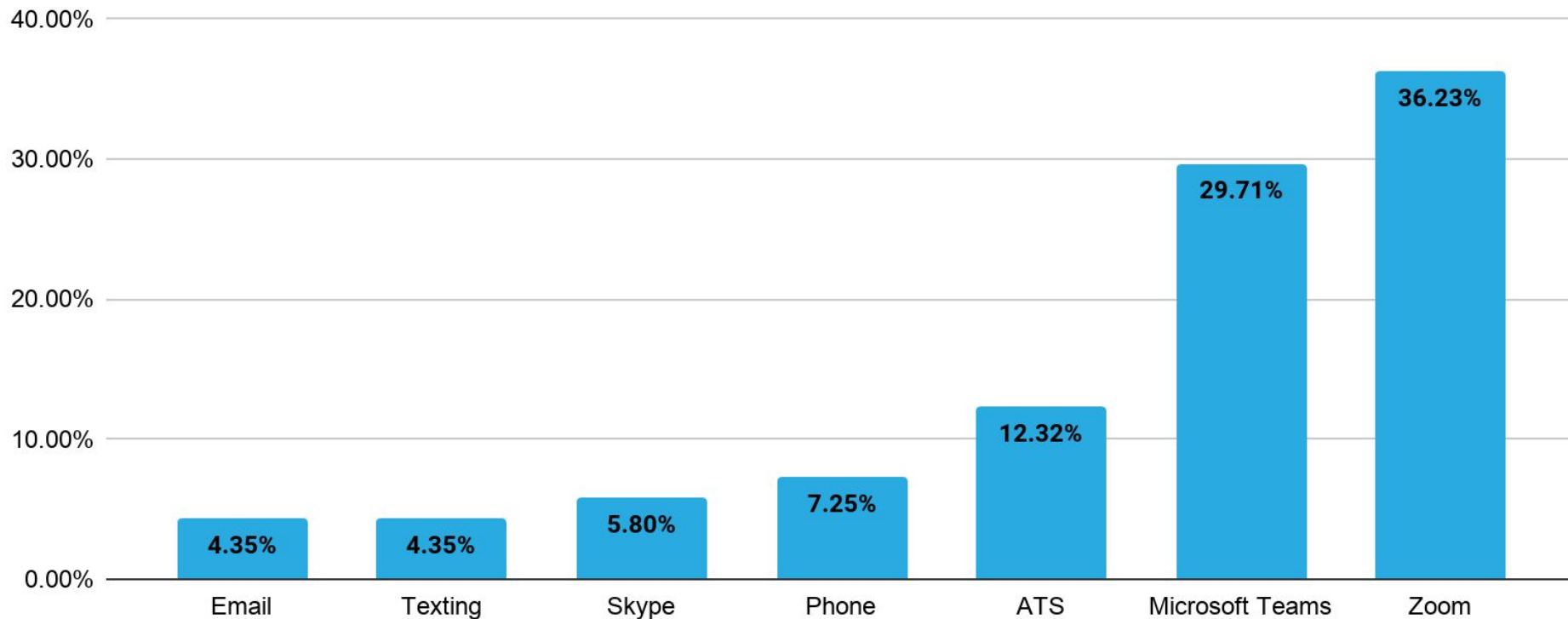
*Increased demand for healthcare professionals*

*Drop in our Therapy contract business (PT and OT), mostly in Outpatient settings.  
We started working Respiratory given the spike in demand.*

# Software Used During Pandemic

Likely as the result of moving to remote recruiting, Zoom and Microsoft Teams were reported as top tools used by firms during the pandemic.

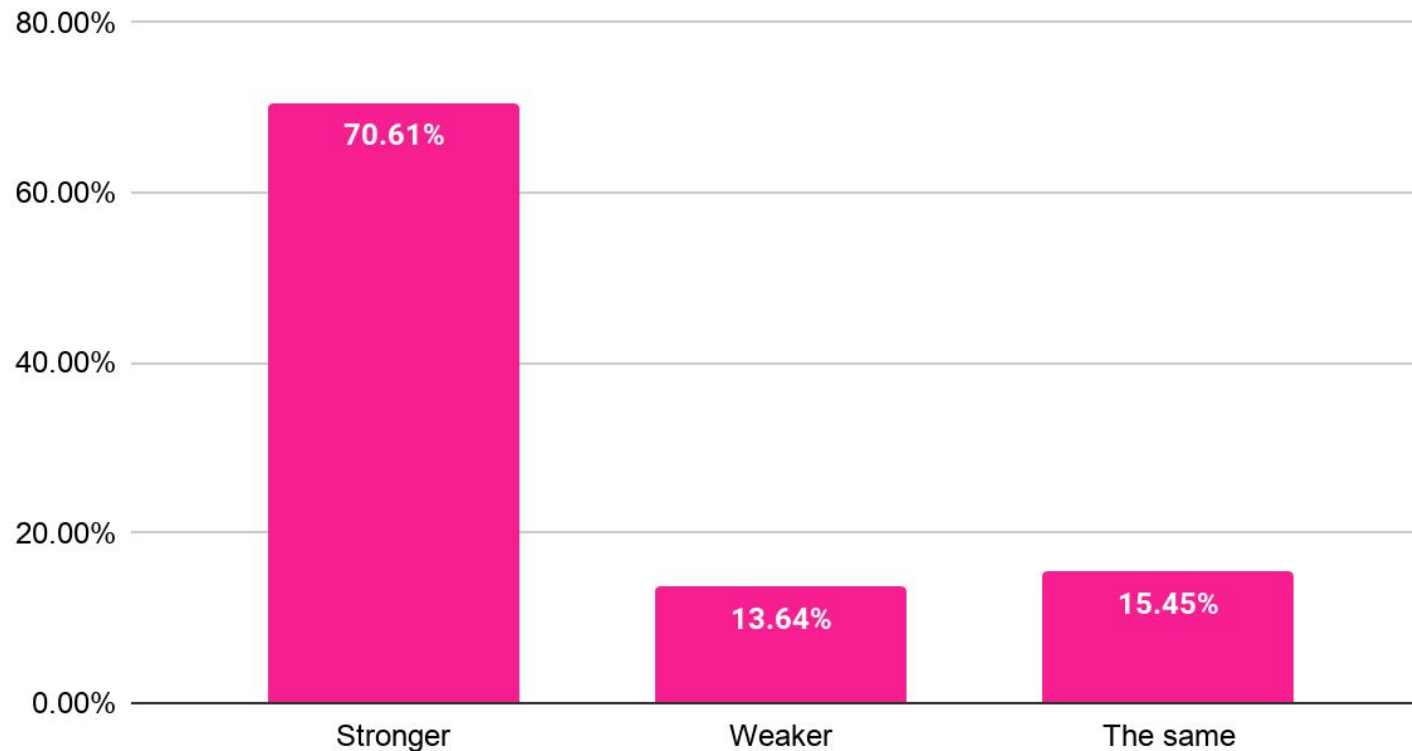
What Software or Tools Does Your Firm Use for Remote Communication?



# Emerge from COVID-19 Stronger

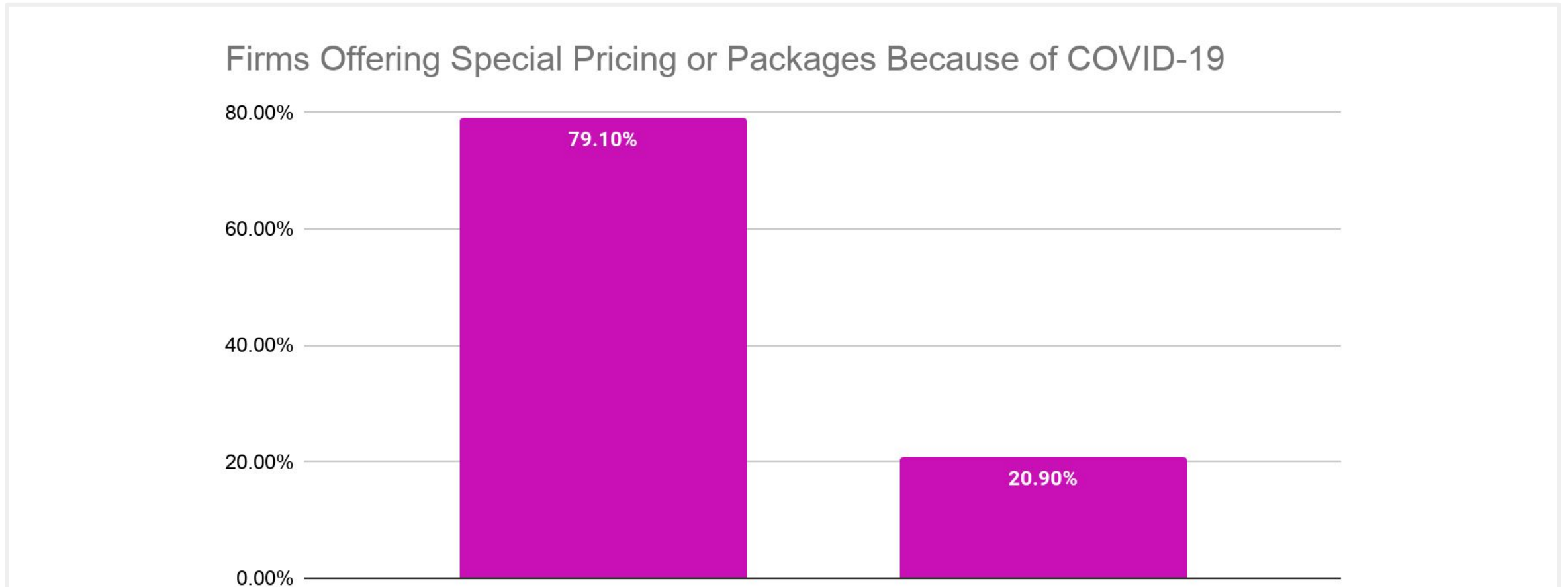
The staffing industry isn't going to be knocked down: the vast majority of respondents think the industry will come back from the pandemic stronger than before.

How Staffing Firms Expect to Emerge from Pandemic



# Most Firms Not Offering Specials

Nearly 80% of staffing firms say they do not expect to offer special pricing or packages during this time.



# Overall Change in Business Strategy

Firms are looking to shift priorities and change the type of business they go after. As firms adjust to the new realities of working remotely they are focused on building stronger relationships with clients and candidates.

***Focusing on building relationships***

***Focused on essential business' staffing needs***

***Leveraging the time to train the team***

***No longer allow longer payment terms***

***Yes, marketing more to the essential businesses and other industries that could see a spike in business once things are back like bankruptcy firms and credit and collection.***

***Opening two new lines of business. One of which is not related to recruiting.***

***Very much day by day, priority of take care of our nurses and clients.***

# COVID-19 Resources for Staffing Firms

Below are some resources specifically for staffing firms to make this era a little easier.



## Avionté

[Avionté](#) created a [COVID-19 resources page](#) to ensure staffing firms have the latest information available to help navigate this challenging time and adapt to a new employment environment. Avionté is focused on providing relevant industry and government resources along with the necessary tools and techniques staffing firms are seeking.



## Bullhorn

These are unprecedented times for everyone across the globe, and the team here at Bullhorn are working to bring you the most up-to-date content, government guidance, data, and webinars to keep you informed. [Visit this page often](#) as we add new resources on a regular basis.



## ClearEdge Marketing

[ClearEdge Marketing](#) is offering a complimentary one-hour consulting session to help address some of the most frequently asked questions, from engaging a newly remote team to sales strategies in these uncertain times to best practices for virtual candidate marketing to appropriate social media responses. ClearEdge Marketing wants to help businesses persevere. No strings attached. Just [send an email here](#).

# COVID-19 Resources for Staffing Firms

---



## Doximity

[Doximity](#) is posting free jobs for any urgent COVID-19 temporary clinical need. Jobs will be distributed via our expansive network of U.S. clinicians and high-engagement career email digests. If you have a job to fill, you can post it by [submitting this form](#).



## From Wolf

We know countless people are hurting right now and in desperate need of work. That's why [From Wolf](#) is introducing an initiative for entrepreneurs and intrapreneurs to start their own on-demand staffing platform with next to no upfront investment to help our communities find jobs. Talk to us to learn more about how we can help. Together, we can rebuild.



## Haley Marketing

Check out the [COVID-Recovery Resource Center](#). We created a library of on-demand webinars, eBooks, and educational articles about how staffing companies can quickly recover from economic downturns. We're also offering discounts on many of our services, and we've created new, low-cost sales and marketing tools to help staffing companies increase their visibility, improve remote selling, and drive new sales opportunities.



# COVID-19 Resources for Staffing Firms

---



## Kamana

[Kamana](#) is offering nurse and allied health staffing agencies a mobile-friendly platform for their candidates to "self-prepare" profiles to expedite the screening, submission, and onboarding process. Kamana can provide an agency-specific portal link, inform healthcare professionals of core profile requirements upon signing up, and direct them where to share their profile upon completion.



## StaffingFuture

We're offering [covid19jobs.io](#), a free job board listing any positions related to the crisis, including charity work or jobs available to those that have been laid off. This is a totally free resource and we are looking for support from our industry partners in the form of traffic, jobs, donations for paid traffic (which will be matched by our partners) and in communication this to the market.



**StaffUpApp**

## StaffUpApp

There's a lot of uncertainty right now with everything that's going on in the world, and strong candidate engagement is more important than ever. To help get through this together, [StaffUpApp](#) is providing our service complimentary for the first two months to help get your jobs filled and candidate engagement better than it's ever been.

# COVID-19 Resources for Staffing Firms

---



## Great Recruiters

As many staffing firms move to remote recruiting, we've heard from recruiting managers that Great Recruiters helps them stay connected to their teams and celebrate the wins during these tough times. To help firms make sure both candidates and recruiters are happy, Great Recruiters is offering complimentary real-time reviews and reputation management to staffing firms for 30 days. No obligation after 30 days. Sign up by 5/31 and get onboarded by 6/15 to qualify for this offer and waive onboarding fees. Email [sales@greatrecruiters.com](mailto:sales@greatrecruiters.com) to inquire further.



## Staffing Referrals

## Staffing Referrals

Our platform helps find qualified referrals in even the toughest of situations. After learning that our software placed [23% more nurses during the pandemic](#), we decided to offer complimentary access to firms that are helping on the frontlines. Email [sales@staffingreferrals.com](mailto:sales@staffingreferrals.com) to inquire more.



## TextUs

Right now, most essential workers are strapped for time, in the field, and away from computers. But, communication and coordination are more important than ever for managing relationships and sharing time-sensitive updates. That's why we're offering [TextUs for Essential Businesses](#), a complimentary service during Q2 to help essential businesses communicate quickly and easily via text messaging with their customers and employees.

# COVID-19 Resources for Staffing Firms

---



## WorkN

WorkN builds custom mobile apps that help staffing firms connect the companies who have immediate demands for workers to the millions of healthy Americans who need work during this pandemic. To help staffing firms more efficiently and quickly deploy workers for [essential service sectors](#), Atlanta based software firm [WorkN](#) will offer a special payment plan to reduce up-front costs for the implementation to any new clients through July 31, 2020. If your firm is interested in leveraging WorkN's on demand staffing mobile app to efficiently recruit and place workers, please contact WorkN directly.



## WurkNow

Stop manually entering employee information and get back time in your day so you can do what matters most, placing the right person for the job every time. WurkNow's all-in-one solution goes beyond the typical HCM software by providing you with a platform that is intuitive and scales with your business. What's better than that? Our Time and Labor Software is free through 2020. All you have to do is download the app. No development required! WurkNow will work, wherever you are. You may learn more about us by visiting <https://wurknw.co/huboffer> or calling us directly at 866-987-5669.

Tune in:

# The Staffing Show

HOSTED BY: Caitlin Delohery

A PODCAST BROUGHT TO YOU BY STAFFING HUB

## The Only Podcast Dedicated to Identifying What's Next in the Staffing Industry

Check out our interviews with top  
staffing industry leaders:

- [Joyce Russell](#), President at the Adecco Group US Foundation
- [Mary Lucas](#), Chief Talent Officer at Supplemental Health Care
- [Ralph Henderson](#), CEO of AMN Healthcare

# STAFFING INDUSTRY **COVID-19** PULSE SURVEY

Staffing Industry COVID-19 Pulse Survey Sponsors

**AVIONTÉ**

**gr** great  
recruiters™

 Staffing Referrals

 **TextUs**™

 **WurkNow**