

Dynamic Content for Executive Recruitment Firm

Added dynamic functionality to existing static HTML site for a Philadelphia-area firm specializing in executive recruitment for the healthcare industry. This was accomplished using ASP and SQL Server. Processes were created to allow administrators to set up available job opportunities for presentation on the site and to allow job-seekers to register and apply for available positions. Also, functionality was created to allow the administrators to set up a set of pages that are accessible to guests that register with the site (this allows the registered guest access to white papers, industry links, "hot candidate" listings, etc.).

Shown below is the Home page for the site. On the left-hand navigation menu for the site, two items, "For Guests" and "For Candidates" are circled; it is within these two areas that the administrators can exercise some degree of control regarding the content that appears on the site.

Need help? Have questions? Send an e-mail to: [\[redacted\]](#)

HEALTHCARE MANAGEMENT CONSULTANTS

About [\[redacted\]](#)

A Commitment to Our Clients

We are committed to building and maintaining long-term relationships and partnerships – serving candidates who return as clients, and clients who return for multiple engagements.

Faithful to Our Mission

We remain mindful of the factors that allowed our firm to grow over the years: personal service, timely response, quality candidates and a unique understanding of our clients' needs. This translates into several continuing commitments.

- We stay focused on what we know and do best—shaping exceptional nursing teams.
- We have a strong professional network.
- We have first-hand knowledge of the challenges faced by healthcare organizations and nursing executives.
- Our diverse team is committed to creating a culturally complimentary workforce.
- Our ultimate goal is to help organizations deliver high quality, cost-effective patient care.

As Published In
MODERN HEALTHCARE
30 LARGEST HEALTHCARE EXECUTIVE SEARCH FIRMS
2009

In the screen-shot below, the "For Candidates" menu item on the left is expanded, and the "Career Opportunities" item has been selected, causing the career opportunities page to be displayed:

Need help? Have questions? Send an e-mail to: [redacted]

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Current Opportunities

<u>Title</u>	<u>Category</u>	<u>Location</u>	<u>Date Posted</u>
Interim Management Opportunities	Interim Nurse Manager	[redacted]	2/08/2008
Patient Care Manager Critical Care Unit	Nurse Manager	[redacted]	13/20/2009
Patient Care Manager, Cardiac Step Down Unit	Nurse Manager	[redacted]	13/20/2009
Director, Surgical Services	Nursing Director	[redacted]	14/13/2009
Nurse Manager, Labor and Delivery	Nurse Manager	[redacted]	14/20/2009
Vice President, Clinical Excellence and Informatics	Other	[redacted]	14/27/2009
Patient Care Manager, Emergency Services	Nurse Manager	[redacted]	14/30/2009
Associate Chief Nursing Officer	Chief Nursing Officer	[redacted]	15/13/2009
Nurse Manager, Post Partum	Nurse Manager	[redacted]	16/03/2009

Clicking on a particular opportunity opens a page containing a full description of the opportunity:

Need help? Have questions? Send an e-mail to: [redacted]

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Current Opportunities

Patient Care Manager, Emergency Services

[redacted]

Patient Care Manager – Emergency Services

[redacted]

At the bottom of the detail description page are two buttons: "Apply for Position" and "Send to a Friend":



Requirements for this position include: A license to practice as a Registered Nurse in the Commonwealth of Pennsylvania; a Bachelor of Science in Nursing is required with a Masters Degree in Nursing or a related field desired; a minimum of 6 years nursing experience, with 3 or more years of progressive leadership; a "can do" attitude; strong interpersonal and staff mentoring skills; interdisciplinary and collaboration skills; and a commitment to quality care.

For more information, contact [redacted] as soon as possible:
[redacted]

If "Send to a Friend" is selected, the page below will be displayed, where the visitor can enter their friend's e-mail address and message, click Send, and the system will e-mail the friend information about the selected position.



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Current Opportunities

Patient Care Manager, Emergency Services

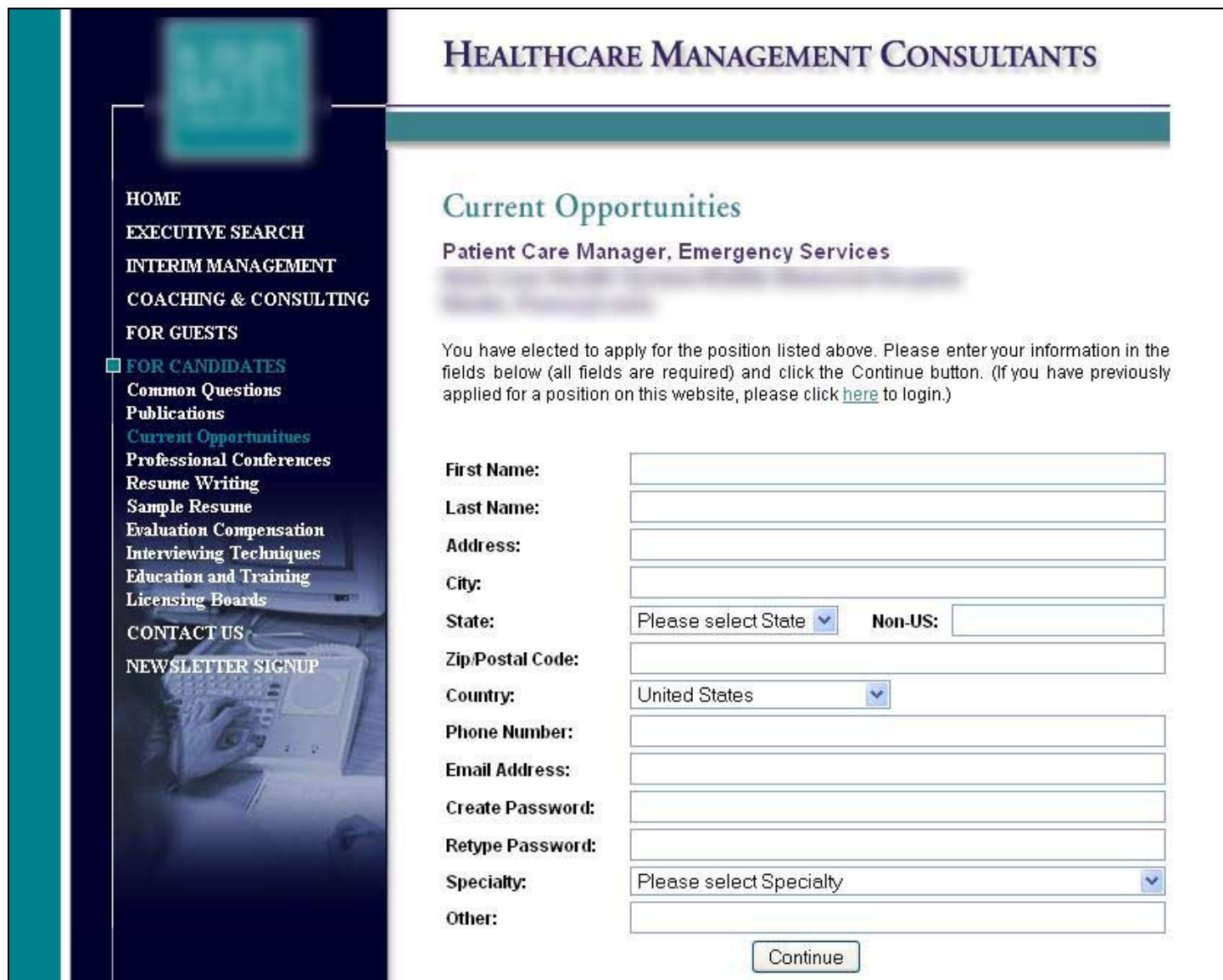
[redacted]

You have opted to send this opportunity to a friend. Please enter your friend's e-mail address and your message in the fields below and click the Send button. Your message, as well as a link to the information regarding this position, will then be sent to your friend.

Your Friend's E-mail Address:

Your Message:

Alternatively and more likely, when the applicant clicks "Apply for Position" at the bottom of the detail description page, he or she is directed to a page with a form to fill out, however, this can be bypassed if the applicant has previously applied for a position on this website:



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Current Opportunities

Patient Care Manager, Emergency Services

You have elected to apply for the position listed above. Please enter your information in the fields below (all fields are required) and click the Continue button. (If you have previously applied for a position on this website, please click [here](#) to login.)

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State:	Please select State <input type="button" value="v"/> Non-US: <input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	United States <input type="button" value="v"/>
Phone Number:	<input type="text"/>
Email Address:	<input type="text"/>
Create Password:	<input type="text"/>
Retype Password:	<input type="text"/>
Specialty:	Please select Specialty <input type="button" value="v"/>
Other:	<input type="text"/>

In any case, the applicant logs in:

The screenshot shows the top portion of a website. On the left is a dark blue vertical navigation menu with white text. The main content area has a white background with a teal header bar. The page title is "HEALTHCARE MANAGEMENT CONSULTANTS". Below the header, the section is titled "Current Opportunities" and lists a job: "Patient Care Manager, Emergency Services". A blurred area follows. Below this, there is a login instruction: "Please login to proceed with your application for the position listed above. If you have forgotten your password, please click [here](#)." There are two input fields: "Email Address:" and "Password:". The password field contains ten black dots. A "Continue" button is positioned below the password field.

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HEALTHCARE MANAGEMENT CONSULTANTS

Current Opportunities

Patient Care Manager, Emergency Services

Please login to proceed with your application for the position listed above. If you have forgotten your password, please click [here](#).

Email Address:

Password:

Continue

Next the applicant must choose how to send their resume. They can either upload their resume as a separate file or type / paste it into a web page as text:

This screenshot shows the same website as the previous one, but at a different stage of the application process. The navigation menu and header are identical. The "Current Opportunities" section lists the same job: "Patient Care Manager, Emergency Services". Below this, there is a blurred area. The text reads: "The next step in the application process is to send us your resume. You can do this either by uploading your resume as a separate file (such as a MS-Word ".doc" file) or by directly typing or pasting your resume into a large text field that will appear on the next page." Below this, it says: "Also, you may optionally send us a cover letter using either of the methods described above." The question "How do you want to send us your resume? (Please click the appropriate button below.)" is followed by two buttons: "Upload Resume as a Separate File" and "Type/Paste Resume Into Web Page".

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HEALTHCARE MANAGEMENT CONSULTANTS

Current Opportunities

Patient Care Manager, Emergency Services

The next step in the application process is to send us your resume. You can do this either by uploading your resume as a separate file (such as a MS-Word ".doc" file) or by directly typing or pasting your resume into a large text field that will appear on the next page.

Also, you may optionally send us a cover letter using either of the methods described above.

How do you want to send us your resume? (Please click the appropriate button below.)

Upload Resume as a Separate File

Type/Paste Resume Into Web Page

If the applicant chooses to upload their resume, they will be directed to this page, which allows them to do so:

HEALTHCARE MANAGEMENT CONSULTANTS

Current Opportunities

Patient Care Manager, Emergency Services

To continue with the application process, please upload your resume. Locate your resume file using the "Browse" button.

We can accept files in any of the following formats:
.doc (MS-Word), .rtf, .pdf, .txt, .htm, .html, .chm

Please note: If you are using MS-Word 2007 or higher, you must save your file as a .doc, NOT as a .docx. (We cannot accept files in .docx format.)

Once the resume file name is specified, click the "Upload" button to upload it to our site.

File Name: Current File: **applicant.txt**

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Moving on to the "guest" functionality, as stated earlier, the administrators are able set up a set of pages that are accessible to guests that register with the site; this allows the registered guest access to white papers, industry links, "hot candidate" listings, etc. A guest must log in, but if not already registered, must go through the registration process first (filling out a web form with basic contact information, not shown here). The Guest Login screen is shown below:

HEALTHCARE MANAGEMENT CONSULTANTS

Guest Login

Please log in to proceed to the Guest Menu.

If you are not yet registered, please click [here](#).

If you have forgotten your password, please click [here](#).

Email Address:

Password:

Navigation Menu:
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Once logged in, the guest is presented with the Guest Menu screen, where they can access the functions listed there (view a message from the president, download white papers, sign up for the newsletter, view industry links, view a "hot candidate" list, or view the "word on the street" article).

The screenshot shows the website's header with the title "HEALTHCARE MANAGEMENT CONSULTANTS" in a serif font. Below the header is a dark teal navigation bar with a white logo. To the left of the main content area is a dark blue sidebar with a white navigation menu. The main content area has a white background with a teal horizontal bar. The "Guest Menu" is displayed in a teal serif font, followed by a list of links: "From the Desk of the President", "White Papers", "Sign Up for Newsletter", "Important Industry Links", "Hot Candidates", and "Word on the Street".

HEALTHCARE MANAGEMENT CONSULTANTS

Guest Menu

- [From the Desk of the President](#)
- [White Papers](#)
- [Sign Up for Newsletter](#)
- [Important Industry Links](#)
- [Hot Candidates](#)
- [Word on the Street](#)

We will now look at some of the back-end administrator functionality. The administrator first logs in:

The screenshot shows the website's header with the title "HEALTHCARE MANAGEMENT CONSULTANTS" in a serif font. Below the header is a dark teal navigation bar with a white logo. To the left of the main content area is a dark blue sidebar with a white navigation menu. The main content area has a white background with a teal horizontal bar. The "Administrator Login" is displayed in a teal serif font. Below the title is a message: "This page is restricted to administrators. Please log in with your administrator user ID and password." There are two input fields: "User ID:" and "Password:". Below the input fields is an "OK" button.

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Administrator Login

This page is restricted to administrators. Please log in with your administrator user ID and password.

User ID:

Password:

The Administrator Menu is then displayed, allowing the administrator access to the various functions that enable them to control the content on certain areas of the site:



HEALTHCARE MANAGEMENT CONSULTANTS

Administrator Menu

FOR CANDIDATES Item Maintenance

- [Opportunity Maintenance](#)
- [Opportunity Category Maintenance](#)
- [Specialty Maintenance](#)

FOR GUESTS Item Maintenance

- [From Desk of President Message Maintenance](#)
- [White Papers Maintenance](#)
- [Important Industry Links Maintenance](#)
- [Hot Candidates Maintenance](#)
- [Word on the Street Message Maintenance](#)

General Database Table Maintenance

- [Partner Maintenance](#)

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The Opportunity Maintenance function allows the administrator to add, edit, and delete job opportunities:

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Opportunity Maintenance


[Add New Opportunity](#) [Return to Admin Menu](#)

Advanced Practice Nurse Medical Surgical Services	Edit / View Delete
Associate Chief Nurse	Edit / View Delete
Associate Chief Nursing Officer	Edit / View Delete

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Adding a new opportunity or editing an existing one is carried out on two screens. On the first screen, the basic information about the position is given. Note that for the opportunity description, a rich-text component is used on the web form to enable bolding and coloring of text, as well as other needed formatting.

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Edit Opportunity (Page 1 of 2)

Title:

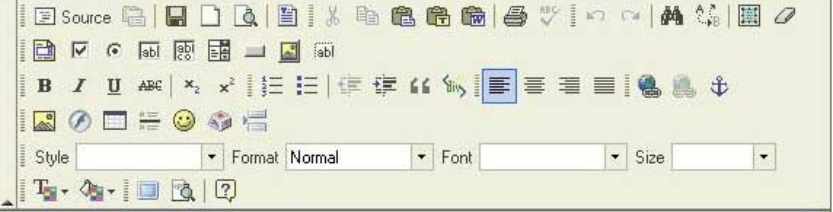
Company:

City: **State:**

Category: **Partner:**

Active

Description:



Director Behavioral Health
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Continue

On the second screen needed to add or an edit an opportunity, the administrator can optionally upload up to two files. The files associated with the opportunity, if any, would be attached to an e-mail that is sent to an applicant when the applicant applies for that opportunity.

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Edit Opportunity (Page 2 of 2)

Note:
Up to two files can be uploaded. Any files uploaded for this opportunity will be sent as attachments to an applicant when the applicant applies for this opportunity. To upload a file, you must first click the **Browse** button to locate the file, then click the **"Upload File x"** button to upload the file.

The email text field is optional text that will appear as the second paragraph in the email that is sent to an applicant (this will typically be an explanation of the files that are being attached). The **Finish** button will commit the email text and return you to the Opportunity Maintenance screen (but remember - to upload, you must use the individual Upload buttons - if you select a file, then click Finish without using the Upload button, the file will NOT be uploaded).

File 1:

File 2:

Email Text:

Now, let's take a quick look at some of the other administrator functions.

The Opportunity Category Maintenance screen allows the administrator to add, edit, or delete an opportunity category:

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Opportunity Category Maintenance

Add New Category Return to Admin Menu

Any Edit Delete

Assistant/Associate Chief Nursing Officer Edit Delete

Assistant/Associate VP, Nursing/Patient Car Edit Delete

The "From the Desk of the President" message is composed on this screen:

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From Desk of President Message Maintenance

Source Format: Normal Font Size

Coming soon!

Update Message Return to Admin Menu

A white paper can be uploaded on this screen:

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Add New White Paper

PDF File:

Link Text:

Description:

Seq #:

Industry links can be added, updated, or deleted on this screen:

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Important Industry Links Maintenance

Link Text:

Link URL:

Description:

Seq #:
