

2025 U.S. Healthcare Staffing Report

*500 clinicians and recruiters
on the state of the industry,
key trends & AI*

 everee



StaffUpApp



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Introduction

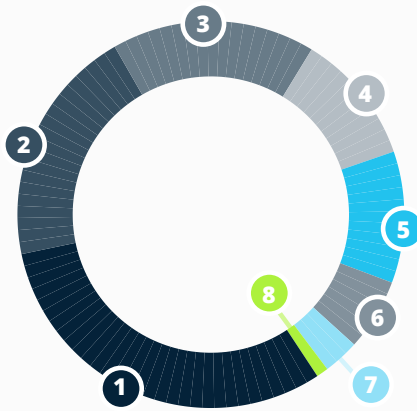
Clinicians have more choices than ever: gig platforms, direct-hire opportunities, and an increasing number of staffing agencies vying for their attention. For healthcare staffing agencies, this means the competition is fierce, and earning clinician's trust and loyalty is more challenging. With job openings [soaring by 48%](#) since 2019, agencies face growing competition, tighter margins, and a pressing need to adopt new technology. The key? Knowing what matters most to clinicians and addressing their biggest pain points, such as inconsistent scheduling, delays in pay, and lack of support during job transitions.

[Everee](#) and [StaffUpApp](#) recently surveyed 309 clinicians—including registered nurses (32%), nursing assistants (20%), and home health aides (18%)—to uncover what they truly value and how agencies can rise to the top. We also surveyed 200 agency recruiters to understand how they view technology like AI and its impact on their role.

About this survey

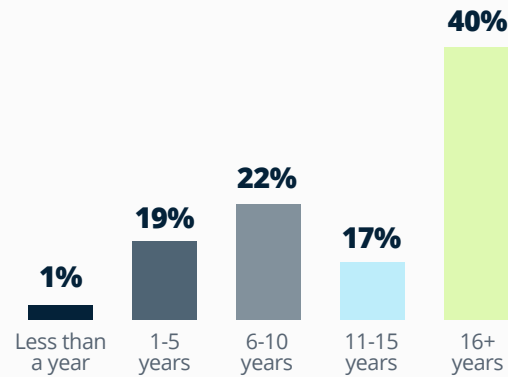
This survey included 309 clinicians and 202 staffing agency recruiters, all U.S. based.

Clinician roles

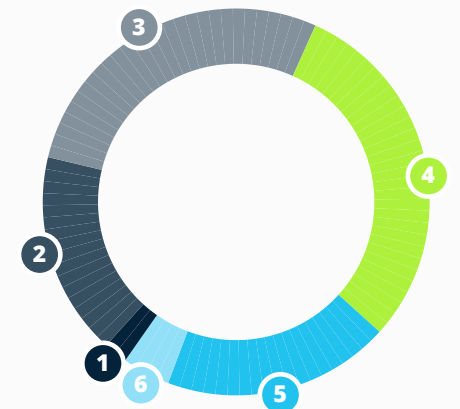


- 1 32%**
Registered nurse (RN)
- 2 20%**
Nursing assistant
- 3 18%**
Home health aide
- 4 9%**
Technician (laboratory, radiology, etc.)
- 5 9%**
Licensed practical nurse (LPN)
- 6 7%**
Dental hygienist or assistant
- 7 5%**
Physical or occupational therapist
- 8 1%**
Physician assistant

Clinician tenure in the industry



Clinician age breakdown



- 1 1%**
18-24 years old
- 2 17%**
25-34 years old
- 3 28%**
35-44 years old
- 4 32%**
45-54 years old
- 5 19%**
55-64 years old
- 6 3%**
65-74 years old

Chapter 1

The state of clinicians

Feeling financially strained and stuck

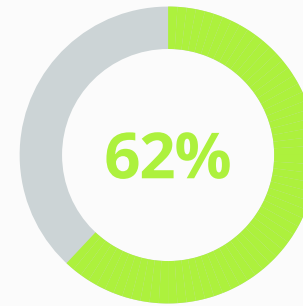
Though inflation has eased slightly, many Americans are still struggling to make ends meet, and clinicians are no exception. According to our survey, 62% of respondents are living paycheck to paycheck, a significant indicator of financial strain for those in critical healthcare roles.

The strain runs deeper: 74% of clinicians feel underpaid, and 72% said they would like to be paid more frequently, both clear signals of dissatisfaction with compensation.

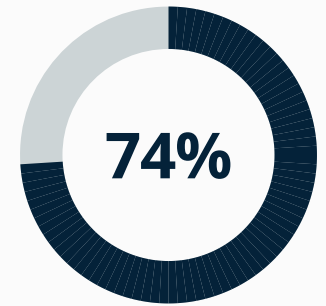
Despite these frustrations, 63% of clinicians report they are unlikely to leave their job in the next 12 months. But this isn't necessarily a sign of contentment. With wages stretched thin and financial stability elusive, many clinicians appear stuck—tied to their roles not by satisfaction, but by limited options.

The data paints a sobering picture: a workforce undervalued, financially strained and seemingly trapped in place.

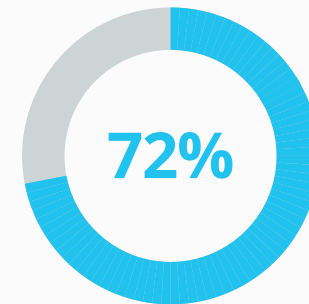
Clinician sentiment around pay rate and pay frequency



live paycheck to paycheck



feel underpaid



want to be paid more frequently

The appeal of temporary work: better pay and flexibility

For clinicians feeling undervalued and financially strained, temporary healthcare roles are emerging as an attractive alternative. Of those who said they would consider leaving their jobs within a year (20%), 67% indicated they would take a temporary healthcare role, suggesting that the majority aren't abandoning the industry—they're searching for roles that better meet their needs. Temporary positions offer a reprieve from the frustrations of permanent roles: higher pay, reduced burnout, and chances to explore new environments. At a time when inflation and rising living costs compound financial stress, temporary roles offer clinicians tangible benefits that permanent positions often fail to deliver.

Top 5 reasons clinicians choose temporary work:

- 1 Higher pay
- 2 Flexible scheduling
- 3 Work-life balance
- 4 More frequent pay
- 5 Opportunity to travel

To attract more candidates, agencies should emphasize these benefits—not just as perks, but as solutions to the dissatisfaction clinicians feel in their current roles.

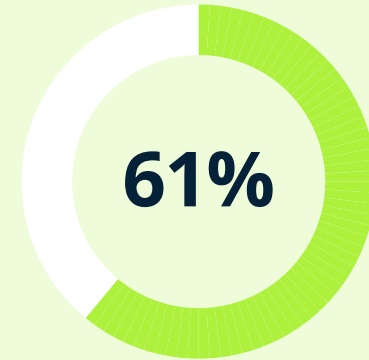
Temporary work isn't just about flexibility; for many, it's about survival and reclaiming control.

The impact of faster pay

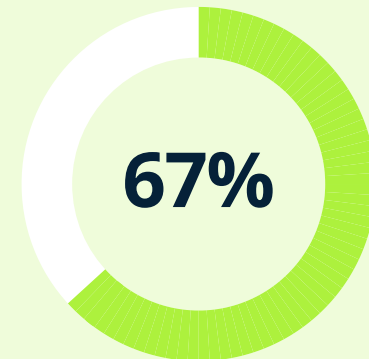
On top of this list, 61% of clinicians surveyed said they would choose to work for one agency over another if they got paid within 24 hours of completing a shift. This preference reflects a broader trend of worker preferences for faster pay and to work for companies that prioritize their financial well-being. Same-day pay helps them cover unexpected expenses, reduce financial stress and have more control over their cash flow, making it a critical factor in attracting and retaining top talent.

Recruiters agree that same-day pay would be a game-changer. In a survey of 200 staffing agency recruiters Everee conducted in 2024, 67% said the ability to offer it would significantly improve their ability to attract and retain candidates.

When margins are tight and pay rates only have so much flexibility, paying faster can differentiate your agency. Payroll solutions purpose-built for staffing, like Everee, make same-day pay possible without adding an administrative burden.



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Chapter 2

What clinicians want (and don't) in a staffing agency

In a market saturated with agencies that sound alike, it's crucial to understand what truly resonates with clinicians. In addition to asking them what makes them consider temporary work over permanent roles, we also asked how they choose which agencies to work with.

By uncovering what they value most in an agency—and what drives them away—you can craft a strategy that not only captures their attention, but also earns their loyalty. Our data reveals that clinicians prioritize agencies that offer transparent communication, streamlined scheduling, and competitive pay. On the flip side, frustrations such as delays in assignments or a lack of recruiter support can quickly push them to seek other opportunities. By addressing these priorities and eliminating common pain points, your agency can rise above the competition to attract and retain top talent.

Top factors that influence agency choice

- 1 Highest pay rate
- 2 Better jobs to choose from
- 3 Quick and easy shift scheduling
- 4 Good communication and support
- 5 Quick and easy onboarding

Top challenges/frustrations with staffing agencies

- 1 Delays in assignment placement / Inaccurate job descriptions or details (tied for first place)
- 2 Difficulty with shift scheduling or flexibility
- 3 Inconsistent communication with recruiters
- 4 Lack of support during assignments
- 5 Time-tracking issues (e.g., hard to clock in, get hours approved)

Competitive pay rates are table stakes. Beyond pay, however, clinicians value a seamless, transparent, and supportive experience from start to finish. From offering diverse job options and efficient scheduling tools to ensuring consistent communication and eliminating administrative hassles, every interaction matters.

To stay ahead, it's essential to address these factors by cultivating a people-first culture that strengthens clinician-recruiter relationships while using technology to deliver a frictionless experience—a topic we explore further in the next chapter.

Chapter 3

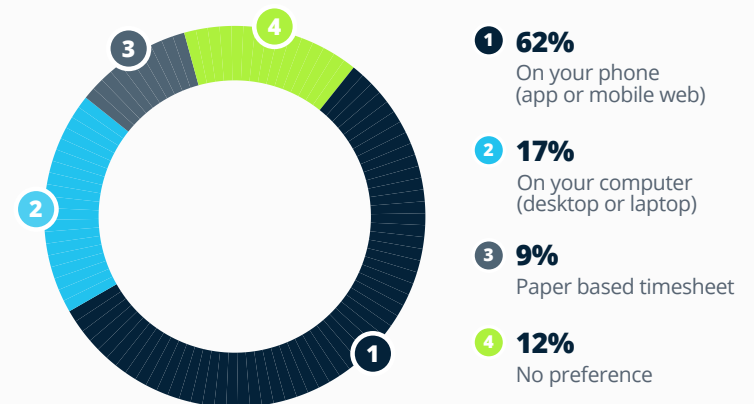
Technology as a competitive edge

Candidates increasingly expect their agency interactions to mirror the modern, digital experiences they're used to in their everyday lives. Industries like food delivery and rideshare have changed customer expectations, while fintech platforms like Venmo and PayPal have set new standards for instant, user-friendly financial transactions.

Staffing agencies can draw inspiration from these examples to elevate their candidate experience. If clinicians can order groceries or pay their babysitters with a few taps of an app, why can't they pick up shifts or manage their timesheets just as easily?

It's no surprise then that our survey found 62% of clinicians prefer managing their schedules and timesheets using an app or the mobile web, compared to desktop/laptop (17%) and paper timesheets (9%). Couple that with a quick and easy shift scheduling process and quick and easy onboarding making it into the top 5 reasons they pick one agency over another, and it's clear providing a mobile staffing platform for your workers can be a massive differentiator.

How do you prefer to manage scheduling and timesheets?



Platform model adoption

Adoption of a platform model is still relatively low in the industry. According to Staffing Industry Analysts' 2024 Temporary Staffing Platforms Update, platforms represent just 20% of U.S. temporary staffing revenue for travel nurses, per diem and allied, and a much smaller percentage for locum tenens.

Software development and technology strategy is not a core strength of most staffing firms. Many agency owners come from HR and recruiting backgrounds. As such, building technology in-house can be daunting. It's not uncommon for agencies to try to build their own app at a huge cost, and the project fails. This can happen because the agency underestimated the amount of time and resources it takes to build and, perhaps more importantly, maintain their software. Or because they're trying to integrate so many technologies into one experience that they have too many dependencies.

Fortunately, there are a growing number of out-of-the-box staffing software solutions you can use today. By joining forces with a Staffing Software as a Service vendor like [StaffUpApp](#), your agency can launch your own staffing app without building it from scratch—enabling you with all the tools you need to run a modern staffing agency, from attracting and engaging new talent to invoicing and payroll. And you can do it all under your brand to improve clinician loyalty.

Quick and easy shift scheduling and onboarding were 2 of the top 5 most important factors when selecting a healthcare staffing agency.

AI in recruiting

In addition to providing a seamless mobile experience for staff, equipping recruiters with cutting-edge technology is essential for unlocking their full potential. When it comes to tech innovation in staffing, artificial intelligence (AI) takes center stage. As the top topic at major staffing conferences last year, agencies have been eager to explore AI's capabilities and determine which use cases truly deliver on their promise.

To find out what recruiters think about AI, we asked them to rank the biggest benefit of AI to their roles.

Interestingly, 11% answered, "I don't think AI will improve my job," but this skepticism may stem from several factors. Some recruiters might be reluctant to adopt AI because they fear it could replace certain aspects of their role, threatening their job security. Others might doubt AI's ability to handle the nuanced, relationship-driven aspects of recruiting that they excel at. Additionally, a lack of understanding or exposure to AI technology could lead to uncertainty about its benefits or how to effectively integrate it into their workflow. Addressing these concerns through education, transparent implementation, and clear demonstrations of AI's value can help shift this perception.

Top ways recruiters believe AI will impact their roles:

- 1 Providing data-driven insights and analytics
- 2 Increasing the speed of the hiring process
- 3 Enhancing candidate screening and matching accuracy
- 4 Automating repetitive tasks to save time
- 5 Reducing bias in the hiring process

As you assess your tech stack, it's important to align AI investments with both recruiter and clinician needs to maximize its value. While AI holds the promise of transforming recruitment, its impact depends on thoughtful implementation and a clear understanding of its potential benefits.

11% of recruiters don't think AI will improve their jobs at all

Recruiters can leverage AI-powered tools to analyze market trends, salary benchmarks, and workforce data, enabling more strategic decision-making. Automating manual processes like resume parsing or initial candidate outreach can reduce time-to-fill, helping agencies stay competitive in securing top talent. From scheduling interviews to managing email follow-ups, automation can also help recruiters focus on high-value activities like building relationships and supporting candidates. In the healthcare staffing space, this could include providing personalized support during onboarding, checking in with clinicians during assignments to ensure satisfaction, and proactively addressing any issues that arise. These efforts not only enhance the candidate experience but also foster long-term loyalty and trust.

For candidates, AI can sift through large talent pools to find the best matches, ensuring clinicians are paired with roles that align with their skills and preferences. And by standardizing and anonymizing key parts of the screening process, AI can help mitigate unconscious bias, promoting a more inclusive hiring strategy.

By embracing AI strategically, healthcare staffing agencies can empower recruiters, elevate the candidate experience, and maintain a competitive edge in an increasingly tech-driven industry.

The key is finding the right balance between leveraging technology and preserving the personal connections that define exceptional staffing services.

How to approach AI adoption in your agency

1. Start small with high-impact use cases:

Rather than overhauling your processes all at once, identify areas where AI can address the most pressing inefficiencies. For example, automating repetitive tasks like data entry or improving candidate screening can deliver quick wins.

2. Train your team:

Ensure recruiters understand how AI works and how it complements their expertise. The tools are only as effective as the people using them, so focus on education and training to bridge any knowledge gaps.

3. Prioritize transparency:

Build trust with both recruiters and candidates by explaining how AI is used in your hiring processes. Make it clear that these tools enhance, not replace, human judgment and relationships.

4. Evaluate and iterate:

AI is a rapidly evolving field, so regular assessments of its impact on your workflows are essential. Collect feedback from your recruiters and candidates to refine your strategies and adjust as needed.

5. Focus on human connection:

While AI can streamline tasks and provide insights, it's the human touch that truly differentiates your agency. Use the time saved by AI to deepen relationships with candidates and clients.

About Everee

Everee is payroll software built for healthcare staffing. It's the only payroll software that offers same-day pay for clinicians that are classified as W-2 workers, just like it does for 1099 contractors—so you can pay everyone fast and out-hire your competition. With our Flex Suite, managing payroll across multiple locations and rates is easy, even in the trickiest compliance situations. If you have your own app, you can quickly integrate Everee using our REST APIs, webhooks, and embeddable components. We also natively integrate with staffing platforms, including StaffUpApp. We offer usage-based pricing, a free pay card option, and payroll financing to help you save money and improve cash flow.

Learn more: everee.com



About StaffUpApp

StaffUpApp is a mobile first staffing platform, built to empower the next generation of great staffing companies. We level the playing field for staffing firms of all sizes by giving them access to game changing mobile recruiting and staffing technology previously only available to Fortune 500 companies and well-funded technology startups. We guide clients through the 5 Steps to Mobile Staffing Success with our proprietary approach to building a true engine of growth and sustainability for a long term, highly scalable, highly successful staffing enterprise.

Learn more: staffupapp.com

