

# NP Hiring Mistakes:

## A Checklist for Digital Health Employers

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### Treating NPs like RNs in your job description

NPs are autonomous clinicians. Generic JDs signal you don't understand the role, or the candidate.



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### A 3-week hiring process

The best NPs are off the market fast. Slow pipelines cost you the candidates you actually want.



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### Hiding the comp range

NPs know the market rate. Omitting salary doesn't create leverage; it creates distrust and lower application rates.

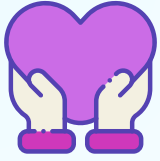


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### Posting on general job boards only

NP-specific talent isn't browsing Indeed. Volume of applicants  $\neq$  quality of candidates.





## No mission narrative in the job description

Digital health NPs are purpose-driven. A JD that reads like a task list loses to employers telling a better story.

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## Ignoring state licensure complexity

Telehealth roles span multiple states. NPs need clarity on which licenses are required, or who covers the cost.



## Over-credentialing the requirements

Requiring 5+ years for a role a 2-year NP can handle shrinks your pool and signals poor workforce planning.

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## Poor candidate experience in the process

NPs talk to each other. A clunky application or ghosted follow-up becomes a reputation problem.



## No retention strategy at hire

Replacing an NP costs 1.5–2× their salary. Hiring without a 90-day onboarding plan is just expensive churn.

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Still losing NP candidates you actually wanted? NPHire helps digital health teams hire credentialed, specialty-matched NPs, without the noise.

Book a demo at [NPHire.com](https://www.nphire.com)