

Act Fast and Pay Right: Why APPs Hold the Upper Hand in Today's Job Market

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Introduction

Advanced Practice Providers (APPs), including Nurse Practitioners (NPs) and Physician Assistants (PAs), are in higher demand than ever. But it's not just about demand. APPs now hold more leverage, more options, and more recruiter attention than at any point in recent memory. This shift has major implications for how medical groups must approach hiring. If you delay contact or put forward a weak offer, you are likely to lose your top choice to a group that moved faster.

The Market Has Changed

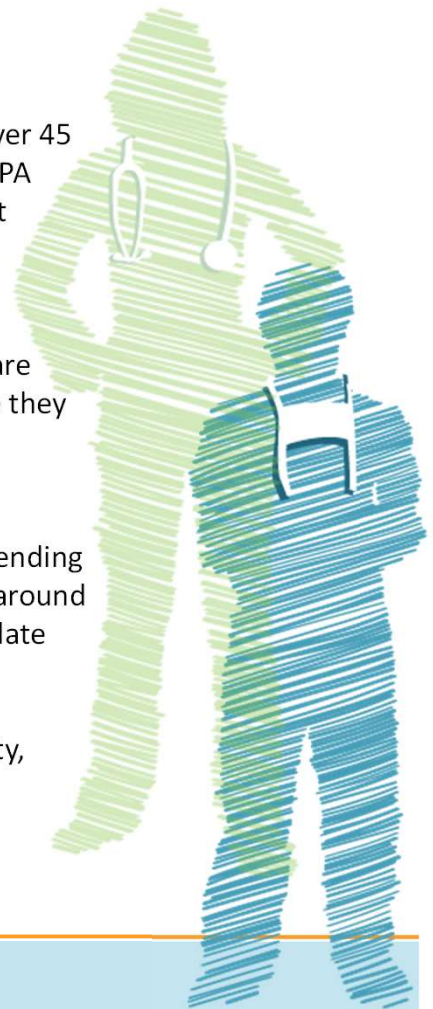
According to the U.S. Bureau of Labor Statistics, NP jobs are projected to grow by over 45 percent through 2033, making them one of the fastest-growing roles in healthcare. PA positions are expected to grow by 28 percent during the same period. These are not small jumps. They reflect an aging population, provider shortages, and a national shift toward more accessible, cost-effective care.

What this means in practice is simple. Great APPs are flooded with outreach. They are not waiting around for slow processes or unclear offers. They move quickly because they can.

Rising Compensation Reflects That Leverage

In 2024 alone, average NP compensation increased between 7 and 18 percent, depending on the setting. PAs saw an average increase of about 6 percent, with many earning around \$140,000 per year. These numbers are not just about inflation. They reflect a candidate pool that knows its value.

APPs are comparing offers. They are looking at base pay, bonuses, schedule flexibility, relocation support, CME stipends, and long-term incentives. If your offer is not competitive, it is not in the running.



Why Speed and Strength Matter

The combination of rising demand and rising pay expectations makes two things clear.

First, contact every presented candidate within 24 to 48 hours. Delays send the wrong message. In a market where every candidate has options, they gravitate toward the group that shows interest and moves quickly. Even a few days of silence can cost you the hire.

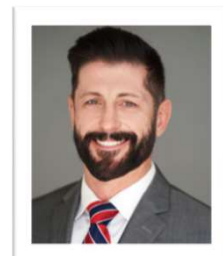
Second, your compensation package must be strong from the start. Low offers do not save money. They cost you time and delay your search. You are competing with hospitals, urgent care chains, specialty clinics, and telehealth companies offering premium pay and perks. If your offer does not reflect the market, you will lose candidates to those that do.

Conclusion

The groups that are winning APP talent in 2025 are the ones that move fast and make serious offers. This is no longer an employer-driven market. It belongs to the candidates. A position is not filled until the contract is signed, and to get that signature, you have to act like your competitors are already making their pitch.

About the Author

This white paper was authored by Matt Jordan, Senior Search Consultant at Jordan Search Consultants. Matt is a highly experienced healthcare recruiter known for his success placing physicians and APPs in a wide range of clinical settings. His insight is rooted in years of hands-on work, strong relationships across the industry, and a proven ability to match top talent with organizations in need.



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