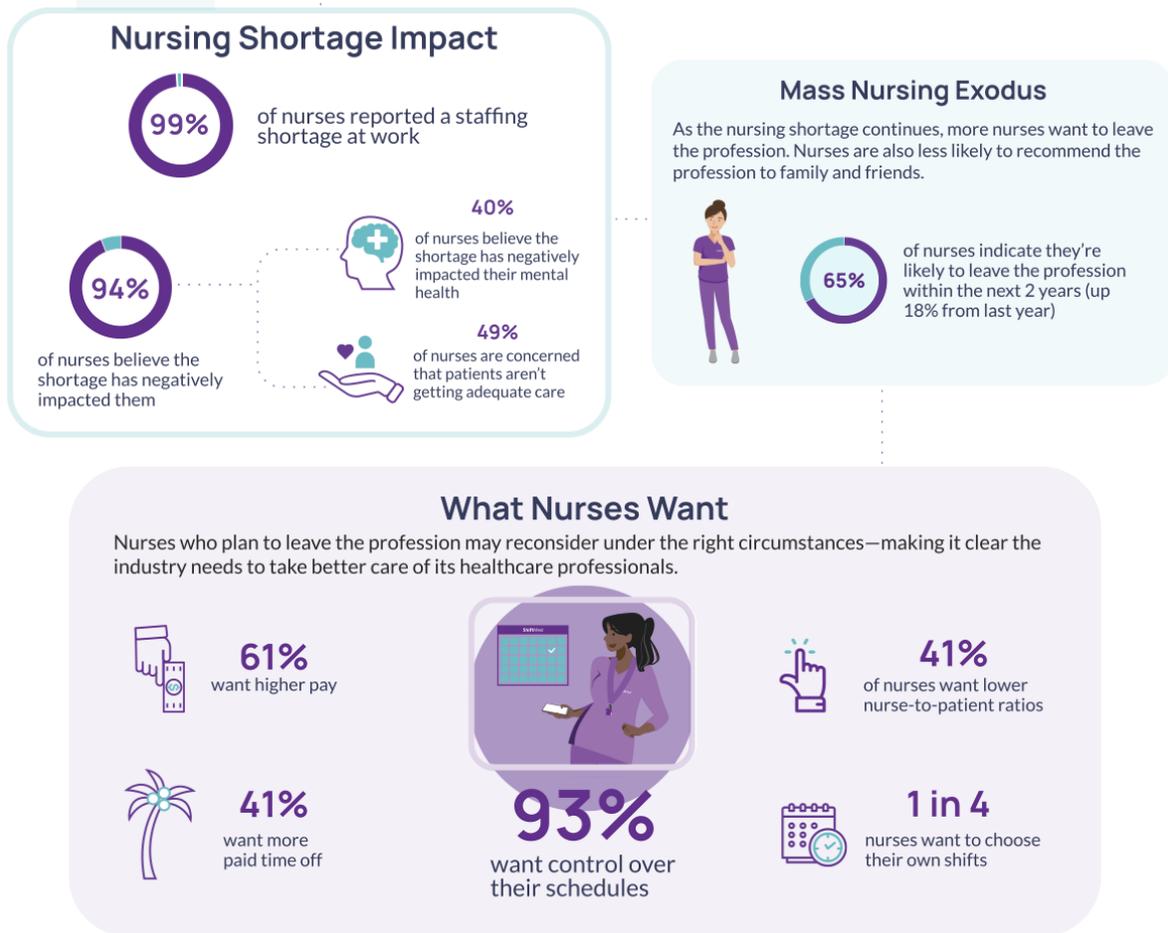




**Liberate Your Workforce from Travel Agencies, Wage
Inflation, and Excessive Turnover Through ShiftMed's
White-Labeled, W-2 Workforce Marketplace
3-Step Approach**

ShiftMed

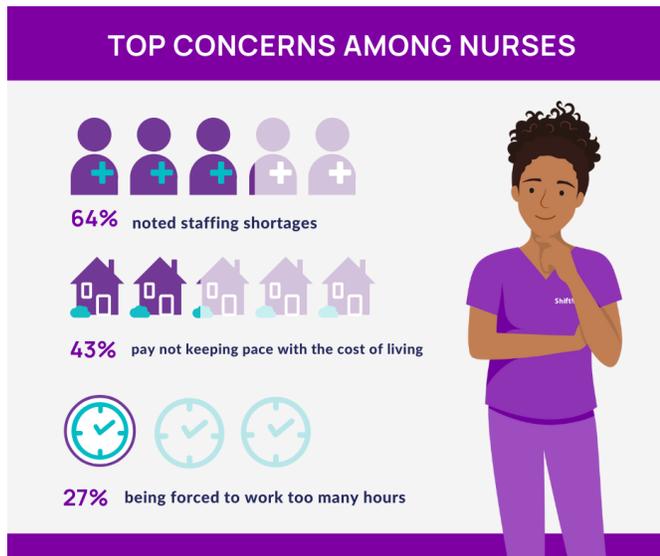
Post-pandemic, there was a hopeful consensus by most healthcare leaders that workforce issues would abate. No matter how hopeful, it is now apparent, through multiple surveys and data sources, that workforce conditions are worsening and traditional efforts to remove external travel labor, recruit, retain, engage, etc. are no longer enough to sustain a thriving, cost efficient workforce ecosystem.



Consider these startling [statistics obtained by ShiftMed and Wakefield Research](#): In a survey of 500 nurses (400 RNs, 50 LPNs, 50 CNAs), **65% of nurses say they're likely to leave the nursing profession in the next two years**. Additionally, they say **having the ability to control their schedule would make them more willing to stay in the nursing profession**.

ShiftMed

What Do Nurses Want?



The nurses who are likely to leave the profession within the next two years said they might reconsider under the right circumstances. When asked what they want, they said:

- 93% want control over their schedules
- 61% want higher pay
- 41% want more paid time off
- 41% want lower nurse-to-patient ratios
- 1 in 4 want to choose their shifts

The bottom-line is that they want choice and flexibility, as much as increased wages/benefits.

ShiftMed helps health systems give credentialed RNs, LPNs, and CNAs, the power to choose when, where, and how often they work. Giving nurses these options increases their shift attendance and benefits your health system by reliably filling critical shifts. Our #1 nursing jobs app leverages your health system brand and gives them easy, direct access to thousands of open shifts in their communities.

Why The 'Traditional Model' Isn't Working Anymore

A traditional staffing company using VMS/MSP or app technology and a new Silicon Valley 1099 gig staffing company are hurting your healthcare system by solving a single problem, which is filling a shift regardless of the cost, without considering your budget, full-time employees, or recruitment and retention needs.

Can you blame them? Your sustainable workforce needs do not align with their legacy traveler business model, margins, or startup investor demands.

They must pursue high-margin, staff pricing models with an illusion of an "on-demand" marketplace offering, and invest millions of dollars to undermine your healthcare system's workforce infrastructure.

ShiftMed

- They are driving up wage inflation.
- They are stealing your staff.
- They want you to rely on more outside staff, not less.
- They want everyone to work as a 1099 contractor, which puts your system at unnecessary legal and liability risks.
- They require long-term, expensive contract structures versus the hiring of full-time rebalanced with on-demand, flexible labor models.

The alternative is no better, and that is to continue the staffing status quo, remove all outside labor, cap volumes, replicate inefficient staffing agency models internally, and hope that we can hire our way out of the problem. That makes the situation worse, reinforcing a negative workforce cycle of burnout and increasing costs.

Some will recommend staying with your legacy staffing partner because they are going “on demand”, creating an internal resource pool tech platform, or are going to provide marketplace technology. The issue with that is that their business models are aligned with high-profit travel and/or 1099 model investor margin expectations, which means whatever they appear to give you is potentially a mechanism to protect them from a new, disruptive model displacing their profits or to continue to ever expand outside labor usage. It is akin to a cigarette company offering nicotine patches. Others are not a true partner in building sustainable workforce models for your system.

ShiftMed is redefining on-demand staffing to work *for* health systems, not against them.

ShiftMed: A Holistic Workforce Partner Liberating you from Dependence on Traveler Agencies

[ShiftMed](#) is redefining what it means to be a partner and what workforce marketplace technology can do to serve your health system’s needs today and sustainably into the future. We do this with a focus on our 4 R’s philosophy - **Reducing** Costs, Increasing **Recruitment**, Improving **Retention**, and **Rebalancing** Labor Pools through a 3-Step Process:

SHIFTMED BENEFITS NURSES



Work when you want,
where you want, and
how often you want.



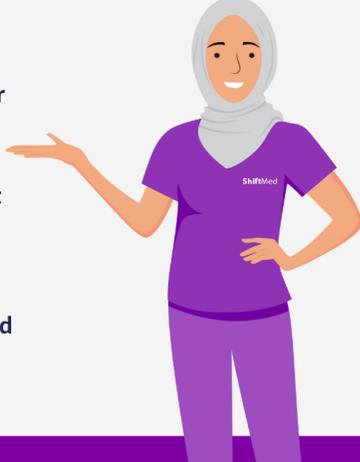
ShiftMed

SHIFTMED BENEFITS PROVIDERS

Reduce financial and liability risks with our W-2 nurses.

Prevent staff burnout and reduce employee overtime.

Save on recruiting and onboarding costs.



Step (1): Radically Reduce Travel and Outside Labor Costs - Save yourself millions, reduce travel almost immediately, and stabilize your workforce model by creating your own local marketplace:

- Partner with ShiftMed as a W-2 Workforce Marketplace Platform, and Develop Labor Cost Reduction Incentives
- Create a White-Labeled Marketplace Brand to Attract an External, Local Pool
- Deploy Your External, Local Pool Methodically Unit by Unit Removing Travel and Other Outside Labor while Creating a New Recruitment Source of Local, On-Demand Labor

Step (2): Bring Your Employees Into the On-Demand Marketplace for an Internal Agency - Bring into the marketplace your internal resource pools and employees to retain through flexibility, and recruit new full time caregivers from your new external, on demand pools:

- Leverage a Workforce Technology Backbone to Connect All Your Labor Resources (Inpatient, Clinics, Post Acute, Home, etc) Under One Umbrella Regardless of the System (Spreadsheets, UKG, etc)
- Develop Dashboards to Rebalance the Mix of Full Time Versus Outside Labor Real Time
- Create a Targeted Recruitment/Retention Plan From Your External Marketplace Pools

Step (3): Move Beyond Wages to the Maslow Hierarchy of Incentives to Recruit and Retain Caregivers - Study after study demonstrates that your candidates want more than money in most cases, they want tailored incentives that are targeted to their needs:

- Add on Transportation Benefits like ShiftMed's UberHealth for Free Rides to Work
- Plug in Education Technology Tools into the Marketplace to Encourage Retention
- Leverage Predictive Analytics tied to the Marketplace to Predict Skill Mix Needs and Caregiver Needs like Childcare in Lieu of Wages

ShiftMed

ShiftMed Is The Only Partner That Aligns With Your Workforce Goals to Independence

In summary, the revolutionary benefits of utilizing ShiftMed as a W-2 workforce technology partner in your healthcare facility are to end the travel dependence, reduce costs in the millions, and put you on the path to internal agency self-sufficiency that moves beyond wages to recruit and retain caregivers in new ways.

[ShiftMed](#) works as your W-2 workforce marketplace technology “shadow” partner. We are white-labeled, so caregivers feel that they are taking flexible shifts directly from your brand.

ShiftMed's Solution

As the #1 nursing jobs app on the App Store, ShiftMed's on-demand platform dramatically streamlines the delivery of care services and enables healthcare providers to access credentialed, W-2 workers to fulfill their staffing needs faster than any other solution by offering:

- 
Competitive wages and on-time payment through Next Day Pay®
- 
Guaranteed payment through Guaranteed Shifts®, even if a shift gets cancelled last minute
- 
Flexibility for nurses to customize their own schedules to work when and where they want
- 
Access to more than 100,000 credentialed W-2 nurses in 110 U.S. markets, ensuring properly staffed healthcare facilities



ShiftMed can help your hospital system strike the right balance of full time and flexible labor to create a new, sustainable, engaging, and cost effective workforce model. The partnership doesn't win when your hospital system loses staff or has to pay more. It is a partnership focused on recruiting, retaining, reducing costs, and rebalancing how your workforce is deployed through revolutionary W-2, workforce marketplace technology.

For more information about how ShiftMed can help your hospital system, visit:

www.shiftmed.com