

CASE STUDY

How a Telehealth Service Signed the Right Staff on Short Notice



Executive Summary

- A telehealth service hired 4 FTE clinicians, paying 25% less than competing quotes elsewhere.
- They met 40 qualified staff in just 2 weeks with accurate filters and easy credentialing.
- Our client enjoyed fair pricing and reliable service during a time of extraordinary demand.

About the Client, a Telehealth RPM Group

A telehealth company which operates remote patient monitoring (RPM) tools reached out to DirectShifts. They service a who's who of major retailers, insurers, and pharmaceutical companies across North America. Their newest end client was a physician group that needed assistance ASAP.

RPM Group's Hiring Challenges

The telehealth RPM provider had infrastructure for new clients in place, but they faced one big problem. The company needed to staff up quickly. They had a shortage of clinicians near their Florida HQ to monitor additional devices, and a tight deadline to onboard those clinicians.

The telehealth RPM company could only accept high quality practitioners with specific traits. They needed bilingual RNs, LVNs, and MAs with active licenses in multiple states. Candidates also had to have RPM proficiency or call center experience.

Plenty of qualified workers existed, but the telehealth RPM group had no career fairs to turn to during the COVID-19 pandemic. And nationwide uncertainty during this time made it difficult to find and attract available candidates.

That's when they came to DirectShifts and demoed our hiring platform. Suddenly, their hiring process turned around.

Our client's reputation as a reliable behind-the-scenes partner depended on preventing service disruptions, no matter the circumstances. They had to make the right call fast, hiring a number of qualified workers they could count on.

The telehealth RPM provider asked multiple partners for help with what would be a difficult request, even in slow times. That's when they came to DirectShifts and demoed our hiring platform. Suddenly, their hiring process turned around.

How DirectShifts Exceeded the RPM Group's Expectations

Within days of joining DirectShifts, the telehealth RPM group connected with dozens of midlevel practitioners. **They eventually chose 4 clinicians from over 40 qualified introductions within their 2-week deadline. Their first hire started within 6 days and they had 220 applications total.**

The RPM team searched by license information - **their recruiters didn't need to manually check which states their thousands of potential hires were licensed in.** Clinician license information was already queued up and filterable on the DirectShifts platform.

Correctly-licensed candidates were sorted for the RPM group as well. Potential applicants were automatically tagged with a match percentage from 1% to 100%. Each match was based on how well each clinician's pre-filled preferences - like job type and open days - fit the RPM provider's needs.

The company met more candidates than they would have elsewhere, and still got full-service help from the DirectShifts team.

The telehealth employer's total cost to hire clinicians was below market rate. DirectShifts successfully prepared their temp-to-perm candidates to accept the group's rates by pitching the benefits of remote work and their employer.

And the telehealth RPM group's contingency fee and base candidate salary to hire off the DirectShifts platform was significantly cheaper than what they were quoted from any other partner.

Nevertheless, the telemedicine company met more candidates than they would have elsewhere, and still got full-service help from the DirectShifts team.

The telehealth RPM group was able to trust their new team members, and still works with them today. Their job candidates had references already uploaded, and some came with recommendations from previous DirectShifts employers.

DirectShifts' Results for the Telehealth RPM Group

Thanks to the DirectShifts platform, the telehealth RPM group was able to select and onboard 4 FTE candidates at a low cost in record time.

25%
Lower Cost

\$60,000
Saved Per Year

Overall, their workforce costs from using DirectShifts were 25% lower than other platforms or agencies. Using DirectShifts saved them approximately \$60,000 per year.

The telehealth RPM group hired 4 applicants in just 2 weeks, and secured an ongoing contract with their new client. "We'll use DirectShifts from now on," says their head of recruiting.

Get started with DirectShifts today. Tens of thousands of pre-cataloged, pre-qualified clinicians in all specialties are ready on the DirectShifts platform.

- They're prepared to respond to any work requests they receive.
- Their credentials are ready to go.
- All of this at a lower price than traditional job boards or legacy staffing agencies.

100s
of
Potential
Matches

40
Bilingual,
RPM-Specialized
Qualified Candidates

2 Weeks
to Hire 4
Full-Time
Clinicians

 DirectShifts.com/telehealth-staffing

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