

CASE STUDY

How DirectShifts enabled a B2B digital health startup's telehealth partner to meet workforce demands at scale and speed.

AT A GLANCE

Utilizing DirectShifts' healthcare staffing marketplace and services, a B2B digital health startup was able to supplement the in-house clinical team of their telehealth partner at scale and speed to meet spikes in demand quickly.

Executive Summary:

- Scalable and flexible recruiting and hiring model based on spikes in demand.
- Real-time, data-driven collaboration and support to maximize workforce utilization and efficiency.
- White glove onboarding and training to reduce fill times and increase clinician and client satisfaction.

FROM THE CUSTOMER

"The DS Team has been responsive, gracious, and, most importantly, grateful. As providers, we are sometimes unappreciated for our work. I recognized their appreciation, gratitude, flexibility, and responsiveness. DS also provided a great therapist resource. She has been amazing and quickly responded to my questions in detail."

Susie Herrman
MSW, LCSW, LCAC

THE PROBLEM

While traditionally operating using its in-house team of full-time healthcare providers, the company's telehealth partner faced supply challenges accelerated by significant investment and increased demand for its services. To scale, the telehealth partner needed to supplement its in-house workforce with contingent labor while maintaining high-quality care and patient satisfaction.

THE SOLUTION

The company partnered with DirectShifts to fill their telehealth partner's urgent recruiting, hiring, and onboarding needs to meet demand and maintain service quality. With DirectShifts, the telehealth partner built a national network of healthcare professionals that met its standards while also scaling and streamlining onboarding and training.

1 Scalability

DirectShifts' platform includes profiles for **~160,000 mental health professionals** licensed throughout the United States. DS could easily and quickly identify candidates that met the client's specific needs using their proprietary, AI-driven matching algorithm. **DS built a quality team of 80 healthcare providers to support the client's in-house clinical team** in times of increased demand.

2 Flexibility

The telehealth partner experienced ebbs and flows in demand and required a contingent staffing model that allowed them to scale up or down. **DS maintained a pool of employees with 1 - 4 hours of availability per week**, so they were never without coverage. When needed, urgent placements were filled efficiently through direct, real-time communication with their dedicated customer success team.

3 Onboarding and Training

DS built a contingent employee training and onboarding process aligned with the company's standards and procedures. This process included **one-on-one sessions with clinicians** and walked them through navigating the system, expectations for note-keeping, scheduling, etc. Additionally, **DS developed training and reference materials** for self-guided clinician training and improvement.

4 Ongoing Collaboration and Clinician Support

DirectShifts held regular check-ins to ensure quality assurance and satisfaction. **Using data from their platform, DS offered recommendations to improve clinician onboarding, training, and satisfaction proactively.** Furthermore, DS provided real-time clinician support and troubleshooting and communicated changes in processes, provided refresher training, and updated clinicians on common mistakes and how to avoid them, significantly reducing missed appointments and increasing clinician satisfaction and patient experience.

