

CASE STUDY

DirectShifts Aids in the Rapid Staffing of a Healthcare Startup's Telehealth Services

INTRODUCTION

The COVID-19 pandemic has brought about a swift and unprecedented shift in healthcare delivery. Clinician shortages, over-capacity, and limited access to in-person care have led to a surge in telehealth adoption and utilization. However, with increased utilization comes increased demand for qualified clinicians, which many telehealth providers need help to meet.

In this case study, we examine how a telehealth service provider quickly met their hiring needs by partnering with DirectShifts.

METHOD

DirectShifts provided the healthcare startup with a diverse pool of mental health professionals, including psychotherapists, licensed clinical social workers, licensed professional counselors, and licensed marriage and family therapists.

Leveraging their proprietary matching algorithm, DirectShifts efficiently identified and presented a pool of quality candidates from their platform's user base of over 23,000 therapists who met the client's specific needs.

Once hired, DirectShifts provided comprehensive onboarding and training support to ensure the new hires met the client's standards and procedures.

CONCLUSION

This case study highlights the efficacy of DirectShifts in facilitating the rapid staffing of healthcare providers' telehealth services. The partnership between DirectShifts and the healthcare startup successfully addressed the increased demand for telehealth services, enabling continued care for a larger patient population while maintaining safety precautions and quality service.



SUMMARY

The healthcare startup that makes great clinicians available 24/7 via telehealth faced staffing challenges due to a sudden influx of demand for their virtual mental health services brought on by the pandemic.

The startup partnered with DirectShifts to supplement its recruiting and staffing resources to meet this challenge.

RESULTS

Positions Filled

18

Providers

Time to Hire

90

Days

DirectShifts successfully sourced, recruited, and onboarded 18 qualified providers within a 90-days. The increased workforce enabled them to meet the increased demand and serve more patients.

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