BRAND BRIEF

VALUE PROPOSITION

Talent:

For healthcare professionals who desire a career partner to collaborate with them to blend their life path and career goals, our staffing experts and education programs don't just secure jobs, they build careers.

Facilities:

For healthcare facilities who want a total solution staffing and education partner, our clinicians and programs improve physician satisfaction and positively impact employee performance, business goals and quality outcomes.

BRAND ATTRIBUTES

- Relationship-focused
- Passionate
- Energetic
- Responsive
- Knowledgeable
- Collaborative
- Connected
- Team-Oriented

POSITIONING

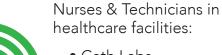
• Staffing (Unique Selling Proposition):

We collaborate with clinicians and healthcare facilities to create experiences that result in happy, high-value clinicians and improved business and quality outcomes for healthcare facilities.

Education (Pre-Emptive):

We offer the most flexible cloud-based EP education program available.

TARGET AUDIENCES



- Cath Labs
- Interventional Radiology
- Electrophysiologisty

Acute Care Hospitals and Ambulatory Service Centers (ASCs) with Cath, Electrophysiology and Interventional Radiology services and procedures.

SpringBoard HEALTHCARE



KEY COMPETITORS















BIG IDEA

Your career journey is our mission.

KEY MARKETS

Cross-Country

Presence

• Staffing Talent

STAKEHOLDERS

- Healthcare Facilities
- Partners
- Employees

A SAMPLE OF OUR HEALTHCARE CLIENTS













CUSTOMER PERSONAE



Talent

57% female; 43% male

Age span 26-55

Key ages to target 30s, 40s, 50s



Facility

Acute Care Hospitals and Ambulatory Service Centers (ASCs) with Cath, Electrophysiology and Interventional Radiology services and procedures.

KEY SERVICES

- Job placement for RNs and Techs who are clinicians in Cath, IR, EP labs
- Cloud-Based Cath Education (EP Academy)

