

BRAND BRIEF

SpringBoard HEALTHCARE

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.

OUR PARTNER

 **DukeHealth**

KEY COMPETITORS

 **AMN[®]**
Healthcare

 **AUREUS[®]**
MEDICAL GROUP

 **Fusion**
MEDICAL STAFFING

 **medical solutions[®]**

 **Mr. CathLab**
everything from the heart

 **Triage**
Healthcare Staffing

BRAND ATTRIBUTES

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

Nurses & Technicians in healthcare facilities:

- Cath Labs
- Interventional Radiology
- Electrophysiologist

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

 **BIG IDEA**

Your career journey is our mission.

A SAMPLE OF OUR HEALTHCARE CLIENTS

 **Intermountain[®]**
Healthcare

 **PROVIDENCE**
Health & Services

 **JOHNS HOPKINS**
MEDICINE

 **Scripps**

 **MASSACHUSETTS GENERAL HOSPITAL**

 **Stanford**
HEALTH CARE

STAKEHOLDERS

- Staffing Talent
- Healthcare Facilities
- Partners
- Employees

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)

