

SUCCESS IN HEALTHCARE STAFFING

A STEP-BY-STEP
GUIDE TO LAUNCHING
YOUR OWN AGENCY



3RD EDITION

LAQUANA MARYLAND

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Chapters are to be used as a Blueprint to Guide you through the Development of your Business

The Secret Sauce Notes Is Information on how we have implemented the topics

Resources are companies and people that we have used to push our company forward



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NOTE FROM THE AUTHOR

WELCOME, MY FRIEND.

My name is LaQuana Maryland. I'm a wife, mother of 4 children, Registered Nurse of 10 years and founder and owner of Relevant Healthcare Staffing! I started my agency in the middle of a pandemic and 6 months later I was able to retire my husband from his job and hire my mom, sisters, children and nieces to payroll as we were clearing net profits of 10k plus weekly and this was AFTER paying our healthcare professionals. We were busy! I still remember the day we cleared 20k in ONE WEEK! I am most proud that to date I have helped more than 20 aspiring entrepreneurs start their very own healthcare staffing agency.

I wrote this book to assist healthcare professionals in launching, operating, and growing their own healthcare staffing firm by following the precise steps I took and the path I chose, as well as avoiding some of the problems I encountered via trial and error.

My goal for you is to launch quickly, keep your cost low, grow your business and take advantage of a billion dollar industry that has increased demands for nurses and other healthcare professionals that is foreseen to last well into the future due to the silver tsunami of an aging population who need our help! This is good news for agency owners and this book teaches you how to find where the need is and be the solution.



CEO and Founder of RHS



As long as you are willing to work every single day at building relationships with clients and recruiting quality candidates, you WILL be successful! All it takes is one GREAT CONTRACT and your willingness to rinse and repeat as well as scale and expand when it is time.

Each chapter in this book is a step and building block that builds upon the next. Complete each step in the order suggested and make note of the Secret Sauce notes after each chapter! The secret sauce will give details of how we generally operate and help you save time by avoiding trials and errors as much as possible. The resource guide at the end of the book will get you started with peer reviewed services but please remember to do your due diligence, demo and interview all vendors before signing any contracts for services.

The Maryland Empowerment Group is rooting for your success!

LaQuana Maryland

LaQuana Maryland
CEO and Founder of Relevant Healthcare Staffing

REASONS TO START AN AGENCY

Those with a love for helping others and an interest in the healthcare field may find it satisfying and profitable to launch a healthcare staffing firm. There are a variety of motives for starting a healthcare employment firm, including:

1. **Growing demand for healthcare staffing:** The demand for healthcare staffing services is increasing due to the aging population and a shortage of healthcare professionals. As a result, starting a healthcare staffing agency can be a great business opportunity.
2. **Opportunity to make a positive impact:** By supplying healthcare institutions with staffing solutions, a healthcare staffing agency may assist guarantee that patients receive the necessary treatment and that healthcare facilities have the necessary staff to run efficiently.
3. **Potential for high profits:** Healthcare staffing agencies can generate high profits due to the high demand for their services and the relatively high rates they can charge for those services.
4. **Flexibility and control:** Starting a healthcare staffing agency allows the owner to have control over their business and the ability to set their own policies and procedures. It also provides flexibility in terms of the types of clients and healthcare professionals the agency works with.
5. **Personal and professional growth:** Owning and operating a healthcare staffing agency can be personally and professionally fulfilling, as it allows the owner to make a difference in the healthcare industry and to learn and grow as a business owner.

REASONS CONT.

SECRET SAUCE



1. Figure out your why! There are going to be a lot of peaks and valleys in this business. Your why will motivate you to be consistent, resilient, diligent and relentlessly go after solutions. This is not a passive business. Your why will keep you working in and on the business daily and for that you will be ultimately rewarded!
2. Narrow down your niche! Because it is impossible to cover everything there is to know about all types of staffing, this book will assist you in understanding and learning how to launch and operate a healthcare staffing agency that focuses on per diem staffing of CNAs, LVNs, and RNs in a skilled nursing facility or small hospital setting. This niche is by far one of the easiest staffing niches to grasp, and once you have a good understanding and systems in place, you can more naturally expand into other niches. Always look for mentors and coaches who are thriving in the areas you want to expand into. Be adaptable, teachable, stick to your business plan, and always look for ways to improve and grow!



MARKET ANALYSIS

CHAPTER 1 STEP 1

One of the most important steps in launching a healthcare staffing firm is conducting a market analysis. It enables you to comprehend the need for healthcare specialists in a certain area and aids in the detection of possible rivals. Following these steps will help you analyze the market for your healthcare staffing agency:

- **Determine your intended audience:** Choose the exact healthcare institutions and professionals you want to serve. Hospitals, nursing homes, and clinics are examples of places like these. (See Determine Niche in Chapter Two.)
- **Research the local healthcare industry:** Look into the healthcare industry in the area where you plan to start your staffing agency. Find out what types of healthcare facilities are located there and how many healthcare professionals they employ.
- **Analyze the competition:** Research other healthcare staffing agencies in the area to understand the level of competition you will face. Consider their size, location, services offered, and target market.
- **Assess the demand for healthcare professionals:** Determine the demand for healthcare professionals in the area by researching job postings and speaking with local healthcare facilities. This will help you understand the potential demand for your staffing agency's services.
- **Consider the local economy:** Evaluate the local economy and its potential impact on the demand for healthcare professionals. Factors to consider include the unemployment rate, population growth, and overall economic health of the region.
- **Use this information to create a business plan:** Use the information you gather from your market analysis to create a comprehensive business plan for your healthcare staffing agency. This should include details on your target market, services offered, competition, and financial projections.

By conducting a thorough market analysis, you can make informed decisions about where to start your healthcare staffing agency and how to position it for success.

CHAPTER 1 CONT.

SECRET SAUCE



- Choose the state you want to launch your business prior to legally structuring your staffing agency. Most people choose the state based on where they currently live. This is ideal but may not be if there is no need for your services in your state.
- Indeed.com is a great tool to use to test if the state and city you choose has a demand for healthcare professionals in a focused area. If you type in CNA and type in the City or zip code, filter 25 miles or less then hit search. Doing this step will provide the number of job listings for the health care professional. I typically will focus on areas to launch that have listings of 300 or more vacancies



CHOOSING A NICHE

CHAPTER 2 STEP 2

Choosing a niche for your healthcare staffing business is an important step in the process of starting and running a successful business. A niche is a specific area of focus or specialization within a larger industry. By focusing on a specific niche, you can differentiate your business from competitors and better serve the needs of your target market. Here are some steps you can follow when choosing a niche for your healthcare staffing business:

- **Determine your areas of strength and expertise:** As a proprietor of a healthcare staffing company, take into account the knowledge and experience you offer to the table. What aspects of the healthcare sector are you particularly knowledgeable about? Your options for prospective niches can be reduced as a result.
- **Research the needs of the healthcare market:** Look into the current demand for healthcare professionals in various specialty areas. Which areas have a high demand for staffing services? This will help you determine which niches have the most potential for growth and success.
- **Consider your target market:** Who are the healthcare facilities or professionals that you want to serve with your staffing business? What specialty areas do they need staffing for? Focusing on a specific target market can help you narrow down the potential niches you might consider.
- **Evaluate the competition:** Research the competition in the healthcare staffing industry to see what niches are already well-served. While it's not necessarily a deal breaker to enter a competitive market, it can be helpful to know what you're up against and how you might differentiate your business.
- **Test the waters:** Once you've identified a few potential niches, it can be helpful to test the waters by offering staffing services in those areas on a small scale. This can help you gauge demand and get a sense of whether a particular niche is a good fit for your business.

CHAPTER 2 CONT.

Types of healthcare staffing services you can supply

- Short or long-term temporary help (local contracts)
- Per Diem staffing
- Travel assignments
- Physician staffing
- Locum tenens
- Direct Hire
- Permanent Placement
- Executive Placement

Types of Healthcare Staffing Specialties

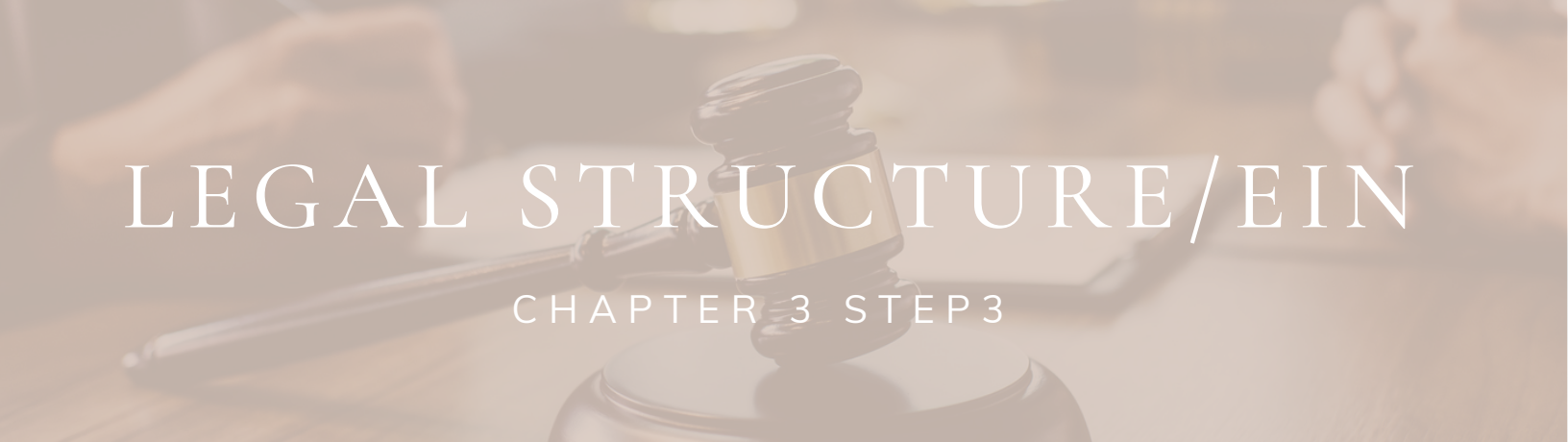
- Nursing
- Pharmacy
- Radiology
- Medical Office
- Lab
- Dialysis
- Rehab Therapy
- Speech language pathologist
- Respiratory Therapist
- Surgical Technicians
- Medical Coders and Billers

Finally, finding a specialty that matches with your strengths and expertise, meets the demands of the healthcare market, and is a good fit for your target market is the key to choosing a successful niche for your healthcare staffing business. By carefully considering these criteria, you may position your company for long-term success.

SECRET SAUCE



- The low hanging fruit in Healthcare staffing is Nursing homes, rehabilitation facilities and small hospital systems and staffing them with CNAs, LPN/LVNs, and RNS. These types of facilities have a great need for all healthcare professionals, have a lower barrier of entry and are easiest to credential staff. You are more likely to reach the right point of contact to obtain a direct contract.
- Diversify by choosing 2 to 3 niches and expand as you acquire more knowledge of each niche.
- Some other great niches are:
 - Travel Nursing
 - Home Healthcare
 - Long-term care and assisted living
 - Allied professionals(Physical Therapist, Occupational Therapist)
 - Specialized Caregivers (ICU, Labor and Delivery



LEGAL STRUCTURE/EIN

CHAPTER 3 STEP 3

Choosing the appropriate legal structure for your healthcare staffing firm is a crucial decision with substantial repercussions for your organization. The legal structure you choose will affect your personal liability, the tax consequences of your business, and the required level of paperwork and regulatory compliance. The following are typical legal arrangements for small firms, including healthcare staffing agencies:

- **Sole proprietorship:** A sole proprietorship is an individual-owned and -operated firm. It is the easiest and cheapest legal structure to establish, but it provides the least level of protection for the owner. The proprietor is individually liable for all business debts and responsibilities.
- **Partnership:** A partnership is an enterprise held by two or more people. General partnerships, in which all partners are equally accountable for the firm, and limited partnerships, in which one or more partners are responsible for operating the business while the others are passive investors, are the two types of partnerships.
- **Corporation:** A company is a legal entity independent from its shareholders. The corporation is liable for its own debts and responsibilities, protecting its shareholders from personal culpability. Nevertheless, corporations are more difficult and costly to establish and administer than sole proprietorships and partnerships.
- **Limited liability company (LLC):** An LLC is a hybrid legal structure that combines elements of a corporation and a partnership. LLCs offer the liability protection of a corporation and the tax benefits of a partnership.
- **EIN:** An employer identification number (EIN) is a nine-digit number assigned by the IRS. It's used to identify the tax accounts of employers. The IRS uses the number to identify taxpayers who are required to file business tax returns.

When choosing a legal structure for your healthcare staffing agency, consider your personal risk tolerance, the size and complexity of your business, and your long-term goals. It is also a good idea to consult with an accountant to help you determine the best legal structure for your business.

CHAPTER 3 CONT.

SECRET SAUCE



- You will need to form your LLC before applying for an EIN
- Have several different variations of a business name in case your first choice is not available
- When choosing a business name, try not to use healthcare within the business name to allow you to expand into different types of staffing and not just healthcare.
- You can file your LLC yourself at your Secretary of State website and request a EIN at the IRS.gov website
- You can use other resources to file your LLC as well as your EIN for a fee using legalzoom.com, zenbusiness.com, rocketlawyer.com, incfile.com. Just to name a few
- Please note that whichever state you choose to staff in, you will need to have the proper business license, insurance and nursing pool/registration for each state. Some states are harder and more expensive to get licensed in.
- Check the secretary of state website to see if the name you want for your business is available first. Then form your LLC
- • You do not need a business partner to run a staffing agency. You will however need to
- hire a virtual assistant almost immediately depending on the time you have available to
- commit to your business.

CREATING A WEBSITE

CHAPTER 4 STEP 4

A healthcare staffing business website can help attract and keep clients and streamline the hiring and placement of qualified healthcare personnel. Step-by-step instructions for developing a healthcare staffing website:

- **Determine your target audience:** Know your audience before developing your website. Are you targeting temporary staffing hospitals and clinics? Are you targeting healthcare professionals seeking temporary or permanent jobs? Knowing your audience helps you customize your website.
- **Choose a domain name and hosting provider:** Your domain name is your website's URL, so choose something memorable and relevant to your business. Choose a dependable and feature-rich hosting company from the many available.
- **Design and layout:** Think on the design and feel of your website as a whole, including the color palette and the fonts that you use. You should also give some thought to the organization of the website, including the different kinds of pages you intend to incorporate into it (e.g., home page, about us, services, etc.). In order to obtain a better concept of how everything will work together before you start developing your website, it can be good to design a wireframe or prototype of your website first.
- **Create content:** It's important to add relevant content to your website such as information about your business, services provided and the healthcare specialists you work with. Creating a dedicated section on the website for job seekers, providing information on how to apply and what to expect during the hiring process is a good idea.

CHAPTER 4 CONT.

- **Test and launch:** Make sure everything is working properly before launching your website by giving it a complete test run. This may entail looking for broken links, testing interactive features like forms, and assessing the user experience as a whole. Your website can be launched and promoted to your target audience once you are certain that everything is in order.

By following these steps, you can create a professional and effective website for your healthcare staffing business.

SECRET SAUCE



- Most of the time, you'll need to have your website up and running before you can request funding for your business.
- If you want to create the website yourself and are confident in your tech skills, using the web service , WIX , and other web template based website builders you can create a professional website with no coding experience. It will also provide you with advanced features such as:
 - **Backend automations** - This can allow you to make custom workflows that can be automate a number of recruiting tasks. Email - WIX has an email campaign creator which can be used to reach out to Clients and Employees to encourage engagement.
 - **Logo creator** - WIX provides a simple logo creator that will allow you to create a simple logo.

CHAPTER 4 CONT.

SECRET SAUCE



When hiring a professional to do your website do the following:

- Use reputable resources such as fiverr or WIX to find experienced web developers.
- Ask for samples of websites that they have made that are healthcare related.
- Make sure that your web developer gives you a specific timeline.
- Make sure that you test the website on your computer and your phone before considering it done.
- Make sure they transfer ownership of the website to you
- Don't spend too much time trying to perfect your website. It will evolve as you grow.
- For website development by the Maryland Empowerment Group. Contact DeNon Maryland at info@megsuccess.com



FUNDING OPTIONS

CHAPTER 5 STEP 5

There are a number of options for funding a healthcare staffing agency business, depending on your needs and goals. Here are some potential sources of funding to consider:

- **Personal savings:** This is an option worth considering if you already have personal funds or other assets in your possession that you may put toward funding your firm. This may be especially viable for you if you are beginning a small firm that will be headquartered out of your house or if your launch costs will be quite minimal.
- **Small business loans:** There are numerous forms of small business loans available, such as conventional bank loans, SBA loans, and loans from alternative lenders. These loans may offer more funds up front and more attractive conditions than other alternatives. Nevertheless, they may also request collateral and a high credit score.
- **Investors:** If you need a larger sum of money to support your endeavor, you may be able to recruit investors. Angel investors, venture capitalists, and other private investors fall under this group. Investors frequently require an equity ownership or profit-sharing agreement in exchange for providing financial support to a business.
- **Crowdfunding:** Platforms for crowdsourcing fundraising, such as Kickstarter and Indiegogo, give users the ability to seek out small investments from a big number of individuals. If you have a business idea that is distinctive or interesting and are able to build buzz and attention online, this may be an alternative worth considering for your company.

CHAPTER 5 CONT.

- **Grants:** Small company owners, pay attention! Did you know that you have access to a multitude of funding alternatives, some of which are customized to healthcare providers? It's fantastic, isn't it? Grants are like a breath of fresh air because they provide much-needed funds without the obligation of repayment. However, let's not get too excited; there may be other businesses competing for the same funding, as well as stringent regulations to follow. However, with enough effort and persistence, you can accomplish this!
- **Invoice Factoring Company (funding company)** This is a form of alternative financing that involves selling your outstanding invoices to a third party (factoring company) in exchange for cash up front. Because it's a sale and not a loan, it doesn't impact your credit like traditional bank financing

When it comes to funding, it can be overwhelming trying to figure out the best option for you. Don't worry, there are plenty of alternatives out there and the perfect fit for your unique business is waiting for you. Just remember, it's crucial to carefully consider each and every possibility, weighing the pros and cons, before making a final decision. Trust me, taking the time to do this due diligence will pay off in the long run for your company.

CHAPTER 5 CONT.

SECRET SAUCE



- Most clients take 30 days or MORE to pay their invoice. HOWEVER you will need to pay your healthcare professionals WEEKLY. This means self funding will prove to be very difficult initially and risky should your client default.
- Choosing an Invoice Factoring company also referred to as a (funding company) proved to be the quickest and most cost effective option for us when starting our staffing agency as we were not in a position to apply for traditional business loans nor did we want to tie up our entire savings into self funding payroll until client paid their invoices
- When interviewing different funding companies, make sure they pay out your gross profits as well as your employee payroll WEEKLY. This means you get paid and your employees get paid on a weekly basis.
- Some of the questions you should ask is how much of the invoice will they advance you. Some advance 85 to 100% of the invoice. You should also ask who is a part of their support team, how they resolve payroll errors, payment terms, additional services such as back office services, Employment of Record (EOR) services and payment terms. (Back office services and Employment of Record services is discussed in greater detail in chapter 6 and 7)

CHAPTER 5 CONT.

SECRET SAUCE



Invoice factoring summary and how it works:

1. Your staffing agency generates an invoice for staffing services provided to your client
2. Your staffing agency sells the invoice to a factoring company for a discounted amount.
3. The factoring company pays your staffing agency a percentage of the invoice value upfront, usually within a few days.
4. The factoring company collects payment from the client and, after deducting its fees, pays the balance to the business.

Invoice factoring can be a useful option for businesses that need quick access to cash but don't want to wait for their customers to pay their invoices. It can also be helpful for businesses that have a large volume of invoices and want to free up time and resources by outsourcing their billing and collections to a factoring company. However, it's important to note that invoice factoring can be expensive, as the business will need to pay fees to the factoring company for its services. Your goal will be to eventually scale out of using a factoring company by self funding or by obtaining a low interest business loan.

CHAPTER 5 CONT.

SECRET SAUCE



You will be ready to self fund your agency when you can manage the following Scenario

Example Scenario:

If you plan to place 10 CNAs earning \$20/hr and clients pay invoices in 60 days, you would need at least, \$48,000 in payroll reserves for two months (\$20/hr x 40 hours/week X 4 weeks x 10 Employees) Adding operational costs, insurances, and marketing would likely exceed \$60,000 - \$80,000)

Tips to minimize Costs

1. Start small, focus on a specific niche and grow as revenue increases
2. Avoid office rent and operate virtually
3. Use Factoring Services in the very beginning so that you can have access to immediate cash for outstanding invoices, reducing the need for large payroll reserves.



EMPLOYER OF RECORD (EOR)

CHAPTER 6 STEP 6

Being the boss in a healthcare staffing agency is no small feat! You've got some seriously big shoes to fill, my friend. And, with that big title comes a long list of obligations that are crucial to the success of your company. It's a lot, but don't worry, I've got you. Just remember, some of these responsibilities include:

- **Hiring and training staff:** Finding capable people to fill open positions in the healthcare industry and then hiring and training them to do their jobs properly is your responsibility. Both on-the-job and formally structured training programs could fall under this category.
- **Managing payroll and benefits:** You must ensure that your employees are paid promptly and accurately and that taxes are paid on the state and federal level. That's a whopper! And let's not overlook the management of all the enticing advantages you offer, like health insurance and retirement programs.
- **Ensuring compliance:** When working in the medical field, you are required to comply with a plethora of different rules, regulations, and laws. This covers regulations such as HIPAA and OSHA, as well as state licensing prerequisites. In addition to acquiring and paying for insurance policies for Worker's Compensation, Professional Liability, and General Insurance. You, as the official employer of record, are responsible for seeing to it that both your business and your employees adhere to any and all applicable requirements.

CHAPTER 6 CONT.

- **Maintaining records:** You've got to keep a close eye on all your employee records. That means knowing the ins and outs of their work assignments, how many hours they're putting in, and of course, their pay rates. It's a big job, but don't worry, it's all for a good cause. Keeping these records in order is key to staying compliant with all sorts of regulations, keeping track of your employees' rockstar performance, and making smart decisions about how many employees you need. So, grab a notebook and get ready to do some record-keeping
- **Managing client relationships:** As the employer of record, you've got some big responsibilities ahead of you! Relationships are key in this gig - both with your employees and your clients. You'll be shaking hands and making deals to make sure everything runs smoothly. And, of course, making sure your staff is delivering the goods and meeting those client demands. No pressure, but you're the captain of this ship! Let's show everyone what you're made of!

Being the employer of record in a healthcare staffing agency isn't for the faint of heart. You'll need to be a leader extraordinaire, pay attention to even the smallest of details, and have a commitment to keeping everything above board and making sure everyone's happy. But hey, if you do it right, you'll be a superhero in the eyes of your clients, employees, and bank account! Let's do this!

CHAPTER 6 CONT.

SECRET SAUCE



- Determine if you want to be the EOR or if you want to outsource a majority of the task and liability mentioned above. Yes You can outsource EOR services! When first starting out I chose to outsource EOR services to free up time and resources to focus on my core business goals which was and still is sales and recruitment of talent. Another reason why I initially started off with outsourcing EOR services is because I had no desire or knowledge base to take on all the responsibility for compliance of payroll, tax and insurance liabilities.
- Some funding/ invoice factoring companies will offer EOR services
- If you choose to outsource EOR services then the company you choose will be responsible for obtaining and payment of all required insurance including Workman's comp insurance.
- Workman's comp insurance can be difficult and expensive to obtain for new startup agencies. Because of this difficulty and expense, a lot of new startups go with selecting an EOR for this purpose. However, because of the expense or fees, you should scale to become your own EOR within 1-2 years to see more of your gross profits.

CHAPTER 6 CONT.

SECRET SAUCE



- Every one of my students who ventured out to save money and become their own Employer of Record, quickly returned to the safety in outsourcing the liability of what it means to be the employer of record and also found out that savings was not worth the risk of liability or the work involved with staying in compliance.
- I would not recommend being the Employer of record unless you have an Emergency fund of at least \$200,00 to handle unexpected costs like client non-payment, slow client acquisition and unemployment claims.



BACK OFFICE

CHAPTER 7 STEP 7

Utilizing a comprehensive back office solution might be a useful asset for a healthcare staffing business. A comprehensive back office service offers an array of administrative and support services, such as payroll, benefits administration, human resources, and accounting, as well as funding alternatives in the form of invoice factoring. This can assist streamline your business operations and allow you to concentrate on expanding your agency and serving your clients. The advantages and downsides are listed below.

Here are some advantages of using a total back office service for your healthcare staffing agency:

- **Increased efficiency:** A total back office service can handle many of the time-consuming administrative tasks that can distract you from your core business. This can free up your time and energy to focus on building your agency and serving your clients.
- **Reduced costs:** It may be more cost-effective to outsource these services than to hire in-house personnel to provide them. This can result in salary, benefits, and training cost savings.
- **Access to expertise:** A total back office service typically has a team of professionals with expertise in the various services they offer. This can provide you with access to a wider range of knowledge and experience than you might have in-house.
- **Scalability:** A total back office service can adapt to the changing needs of your business as it grows. This can help you scale your operations smoothly without having to worry about hiring and training additional staff.
- **Reduced risk:** Outsourcing certain functions to a total back office service can reduce your risk of errors and compliance issues. This can help protect your business and ensure that it is operating in a compliant manner.

CHAPTER 7 CONT.

Using a full back office for a healthcare staffing company comes with some trade-offs. Here are some key drawbacks to consider:

- **Cost:** This option can be pricey, especially for small to medium-sized staffing companies. It may put a dent in your budget and limit your ability to invest in other areas of your business.
- **Lack of control:** When you outsource your back office functions, you have to let go of some control over these crucial parts of your business. This can be disappointing, especially if you feel that your back office provider isn't living up to your expectations or aligned with your business goals.
- **Communication issues:** Outsourcing your back office functions can sometimes lead to communication problems. You may have trouble getting timely updates and information from an external provider, which can slow down decision-making and hurt your business's efficiency.
- **Quality control:** Without direct management over your back office functions, it can be challenging to ensure they meet your standards. This can be a problem when dealing with sensitive data or compliance matters.
- **Dependence on the provider:** Relying on a full back office provider means you're dependent on them for the smooth running of your business. If they encounter any problems, it can directly affect your operations, which can be a significant risk.

Before making a decision, it's important to weigh the pros and cons of using a full back office. It may be more cost-effective and give you more control to handle your back office functions internally, but that depends on your business needs, resources, and knowledge.

CHAPTER 7 CONT.

SECRET SAUCE



- For many of the same reasons why we choose to outsource the EOR services are the same reasons we chose to select a full back office. The decision was made due to our limited knowledge base on payroll services, taxes, and our desire to focus solely on sales and recruitment of talent as well as not wanting to carry the liability of insurance and compliance.
- Some back office companies require that they provide all services while other back office companies allow you to pick and choose the services you need specifically for your business.
- Some back office companies provide funding and EOR services. When they provide funding, they are known as a FULL back office which means they are a one stop shop for everything you need.
- After a year and a half, we were able to gain enough knowledge to become our own EOR and bring some back office services in house. This allowed us to see more of our profits, increase pay rates and lower bill rates when necessary.
- Interview and demo as many back office companies as possible at least 3 and compare and contrast their services and cost.
- If you decide to do your own back office tasks in house, demo as many systems and software as time allows and compare and contrast. You will need a system for payroll, invoicing, onboarding, accounting and timekeeping.
- Choose a full back office! This means you are going to go with a company who offers Invoice Factoring/funding, Employer of record services. (Employer of record companies automatically include payroll services)

LICENSES AND PERMITS

CHAPTER 8 STEP 8

After you have determined your niche/ business model and if you will be your own EOR then you will have a better idea of what type of insurances you will need. Remember, if you choose to outsource the role of EOR then the EOR will carry the necessary insurance to staff in the state you choose. Obtaining the proper licenses, insurance, and permits is an important step in starting a healthcare staffing agency business. These requirements vary by state and may include:

- **Business licenses and permits:** Depending on the location of your business and the type of services you offer, you may need to obtain various business licenses and permits. This may include a general business license, a professional license for healthcare professionals, and permits for specific services or activities.
- **Professional liability insurance:** Professional liability insurance, also known as malpractice insurance, is important for protecting your business and healthcare professionals from claims of negligence or malpractice. This type of insurance is typically required for healthcare businesses and may be required by clients as well.
- **Worker's compensation insurance:** Worker's compensation insurance is required in most states and covers medical expenses and lost wages for employees who are injured on the job. This is an important protection for both your business and your employees.
- **General liability insurance:** General liability insurance protects your business from claims of property damage, personal injury, and other types of liability. This can be important for healthcare businesses that may face a range of potential liability exposures.
- **Other insurance:** Depending on your specific business, you may need to obtain other types of insurance, such as auto insurance if you have company vehicles, or business interruption insurance if you are at risk of lost income due to events such as natural disasters.
- Your state may require that you apply for a nurse pool license in order to operate a staffing agency that staffs nursing professionals.
- Your state may require you to have a surety bond.

Overall, it is important to understand the specific licenses, insurance, and permits that are

CHAPTER 8 CONT.

SECRET SAUCE



- If you choose an EOR then the EOR will provide all necessary licenses and permits in order to staff in the state of your choice. However you will still need to obtain General liability insurance on your own business.
- Some rates are determined by the amount of staff you will hire So start low and report your growth as required by your carrier.
- Your clients will usually require you to have a million dollar policy and 3 million aggregate.
 - Get several quotes from insurance brokers and read over your policies before selecting insurance
 - A good place to begin researching your requirements for licenses is by contacting your secretary of state, the tax board for your state and department of health care services. You will also need to verify if your state requires a nursing pool license. (see reference list for states that require nurse pool license as of this publication date)

CHAPTER 8 CONT.

SECRET SAUCE



A lot of things have changed since the pandemic! Some states now require additional licenses and charge a fee to be registered as a healthcare staffing agency. Below are some steps to take to determine if the state you choose to staff in requires a nurse pool license or staffing registry license.

Consult State Government Resources

- State Department of Health and Human Services
- State Department of Labor or workforce development

Consult state specific licensing guidelines

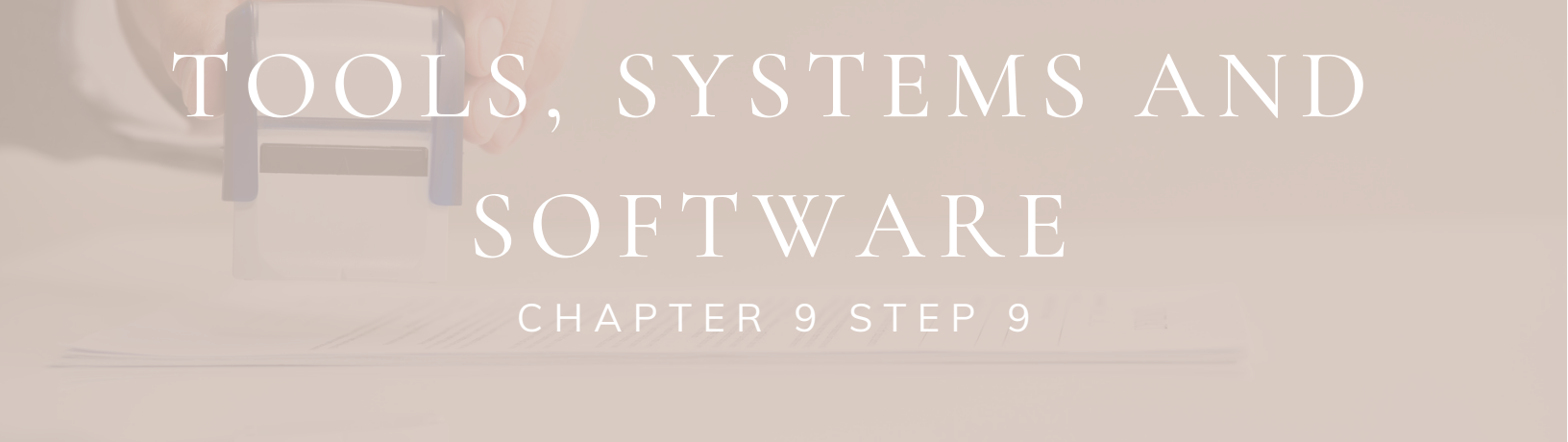
- Harbor Compliance-offers detailed information on medical staffing agency licensing requirements in all 50 states
- FoxHire-provides insights into state nurse pool licensure and staffing firm requirements.

Contact Professional Associations

- American Staffing Association (ASA)- The ASA provides resources and updates on staffing laws and regulations, including healthcare staffing

Seek legal counsel

- Consulting with an attorney specializing in healthcare or employment law can provide personalized guidance based on your specific business model and location.



TOOLS, SYSTEMS AND SOFTWARE

CHAPTER 9 STEP 9

As the healthcare industry continues to grow and evolve, the need for qualified and competent healthcare staff is also increasing. This has led to the development of various tools and resources that can assist healthcare staffing businesses in effectively managing their operations and ensuring that they have the right staff in place to meet the needs of their clients. In this chapter, we will explore some of the key tools and resources that are essential for a successful healthcare staffing business.

One of the most important tools for a healthcare staffing business is a robust and user-friendly staffing software. This type of software allows businesses to manage and track their staffing needs, as well as schedule and assign staff to specific tasks and shifts. The software should include features such as time and attendance tracking, payroll management, and the ability to communicate with staff via text or email.

Another crucial tool for a healthcare staffing business is a comprehensive database of qualified healthcare professionals. This database should include information on the skills and experience of each healthcare professional, as well as their availability and any certifications or licenses they may have. This information can be used to quickly and easily match the right staff to the right job, ensuring that clients receive the highest level of care.

In addition to staffing software and a comprehensive database, healthcare staffing businesses should also have access to a range of training and development resources. These resources can help staff stay up-to-date on the latest industry developments and best practices, as well as improve their skills and knowledge. Training resources might include online courses, webinars, and in-person workshops, as well as access to industry publications and research.

CHAPTER 9 CONT.

In conclusion, the tools and resources mentioned in this chapter are essential for the success of a healthcare staffing business. By investing in staffing software, a comprehensive database of qualified professionals, training and development resources, and strong client relationships, businesses can effectively manage their operations and provide high-quality care to their clients.

CHAPTER 9 CONT.

SECRET SAUCE



Here is a list of tools that we have used to build our staffing business:

- **Phone system:** The Grasshopper phone system is a great phone system that will give you a toll free number that can be forwarded to your cell phone. This phone system also allows you to grow into having multiple numbers and department extensions thereby allowing your business to appear just as large as any fortune 500 company.
- **Notion :** A robust database program that will allow you to create a data system to manage your employees and clients by helping you follow up with important tasks such as call backs, email follow ups and check on the status of application documents
- **Excel :** A simple and free data system that can be used for customer relationship management
- **WhenIWork:** WhenIWork.com is a web based software that allows you to schedule staff, track time, communicate with employees and clients and manage payroll.

CHAPTER 9 CONT.

SECRET SAUCE



- **Quickbooks:** By providing a streamlined and quick method for managing financial operations like invoicing, spending, and payroll, QuickBooks Online can substantially assist a healthcare staffing organization. It can also track employee time and bill clients for services rendered. The program enables firms to manage and monitor financial data in real-time, providing significant insights into the financial health of the business. Additionally, QuickBooks Online facilitates the sharing of financial data with accountants and other financial specialists, making it simple for businesses to comply with tax rules and regulations. Overall, QuickBooks Online may help healthcare staffing organizations save time and enhance financial management, resulting in increased profitability and expansion.
- **Kamana** - We have used it for credentialing since it was released and it has proven to be a very important part of our business.

CHAPTER 9 CONT.

SECRET SAUCE



- Kamana is now tragestaff.com
- In place of Kamana, we now recommend Jot Form with HPPA compliance
- Chat GPT! Use as a digital consultant for marketing, client acquisition, negotiation, email proofreading (the possibilities are endless and your competition is using it!
- For assistance with setting up your systems contact DeNon Maryand at info@megsuccess.com



DETERMINE PAY RATE

CHAPTER 10 STEP 10

As a healthcare staffing agency owner, it's important to determine the pay rate for your employees carefully. There are several factors to consider when figuring out the pay rate for an employee:

- **Market rate:** Research the going rate for the type of healthcare position you are hiring for in your area. This will give you an idea of what other agencies are paying for similar roles.
- **Experience and qualifications:** More experienced and highly qualified candidates may expect a higher pay rate. Consider the level of education, training, and experience of the candidate when determining their pay rate.
- **Cost of living:** The cost of living in the area where the employee will be working should also be taken into account. If the cost of living is higher, employees may expect a higher pay rate to cover their expenses.
- **Budget:** Consider your agency's budget when determining pay rates. It's important to be competitive, but you also need to be financially responsible.
- **Benefits:** In addition to salary, consider offering benefits such as healthcare, retirement plans, and paid time off. These benefits can be an attractive alternative to a higher salary for some employees.

Ultimately, the pay rate for an employee should be based on a combination of these factors. It's important to be fair and competitive, while also taking into account the needs and budget of your agency.

CHAPTER 10 CONT.

SECRET SAUCE



- It's easiest to make the base pay rate the same for all employees and increase the pay based on individual performance and merit as they grow within the company. This avoids any confusion in the field when employees discuss their pay rates with each other.
- One of the reasons an applicant will choose a staffing agency is because they can expect either flexibility or better pay. To attract qualified applicants you will need to make sure your pay rate is generally higher than a normal pay rate.
- My standard is to pay 30% more than the average rate.
- You can find the average rate by going to sites like salary.com but for a more average salary, I go to indeed.com and research job ads where the direct facility states the pay rate.
- Make sure you don't start off with an average pay rate from a staffing agency competitor.
- Once you determine a good average pay rate for that area then you will increase it by 30% giving you the new pay rate that you will pay your employees.
- The Average pay rate for CNA in a California nursing home is \$17. ($\$17 \times 30\% = \5.10) Add \$5.10 to \$17 and your new rate will be \$22.10
- This new pay rate will be your starting point however you will need to take this new pay rate and double check if this is competitive. You may find that based on feedback from the applicants you will need to increase the pay.

CHAPTER 10 CONT.

SECRET SAUCE



- A competitive pay rate will attract staff but won't retain them! Incorporate value beyond pay!
- Benefits and Perks: offer creative perks like flexible scheduling, travel reimbursements or bonuses for consistent attendance.
- Professional Growth: Highlight training opportunities, paid certifications, career advancement support.
- Highlight Bonuses
 - Retention Bonuses offer periodic bonuses for long-term staff
 - Referral incentives provide bonuses to staff who refer other workers or clients.
 - Pay Transparency- share how the pay rate is calculated to build trust

DETERMINE BILL RATE

CHAPTER 11 STEP 11

Calculating bill rates to charge facilities for your healthcare staffing agency is an important step in running a successful business. Your bill rate is the amount you charge facilities for your healthcare professionals' services, and it should be based on a number of factors, including the cost of providing those services and the competition in the market.

Here are some steps you can follow to calculate bill rates for your healthcare staffing agency:

1. **Determine your costs:** The first step in calculating bill rates is to determine your costs. This includes the cost of recruiting and hiring healthcare professionals, as well as the cost of providing benefits, training, and other support services such as back office services and invoice factoring fee.
2. **Consider the market:** Look at the rates charged by other healthcare staffing agencies in your area to get an idea of the going rate for the services you offer. You should also consider the demand for your services and the local economy.
3. **Determine your desired profit margin:** Determine your desired profit margin, or the percentage of each bill rate that you want to keep as profit. This will depend on your business goals and the level of competition in the market.
4. **Calculate your bill rates:** Once you have determined your costs and desired profit margin, you can calculate your bill rates by using the following formula: $\text{Pay rate} + \text{Business cost} + \text{Desired Profit} = \text{Bill Rate}$

By calculating your bill rates carefully, you can ensure that you are charging a fair price for your services while also achieving your desired profit margin. It is important to regularly review and adjust your bill rates to ensure that they remain competitive and reflective of the costs of running your business.

CHAPTER II CONT.

SECRET SAUCE



- Have a clear understanding of what your back office fees are and how they are charged on a per hour basis. This is because you are billing the facility/client on a per hour basis.
- Have a range of your desired profit margin. I have negotiated bill rates that yield me a profit range of \$5 to \$16 per hour.
- When negotiating the bill rate you will almost always have to compromise on your desired profit amount. This is because the cost of business is stagnant and the pay rate should also be stagnant so that you remain competitive. So if the client asks to lower the bill rate, you will need to adjust your desired profit NOT the pay rate.
- Know what your bill rate should be prior to your correspondence with the client and have a high and low end so you can negotiate quickly in correspondence.
- Be willing to always negotiate and consider less than desirable profits if the facility has a great need and offers you volume!
- Example of pay rates and bill rates

1. PAY RATES

Average pay rates X 30 %

ex) \$20 average pay rate X 30%=\$6

(20+6=\$26) \$26 would be your new pay rate offered to the applicant and to be used in bill rate

Full Back Office company charges 28% of Pay rate \$25 or more

Example: 28% x \$26= \$7.28 business cost

CHAPTER II CONT.

SECRET SAUCE



2. BILL RATE

Formula: Pay rate+Business cost+Desired Profit= Bill Rate

ex) \$26 (pay rate) +7.28 (Back Office Cost) +12 (desired profit)= \$45 that you will bill the client

3. HOW MANY STAFF DO YOU NEED WORKING IN ORDER TO MAKE 3K/WEEK IN PROFIT with a \$10/hr profit margin

a) Every time your employee works an 8 hour shift this will yield \$10x8 hours is \$80 Profit

b) If your goal is \$3000 a week, you divide \$3000 by 7 days = \$428 you need to make per day in profit

c) \$428 divided by \$80 = 5.35 staff or 6 staff you need to place a day in order to make 3k per week!

THIS CAN BE ACCOMPLISHED WITH JUST ONE CONTRACT!!!!

CHAPTER II CONT.

SECRET SAUCE



In Volume 1 of this E book the formula used to determine your bill rate was calculated with the assumption that you were using an Employer of Record.

If you at some point decide to be the employer of record for your agency you will need to include the following payroll taxes into your bill rate. Consult Federal and State agencies for up-to-date information.

California only example as of 2024

- California Employment training – 0.10%
- CA Unemployment Insurance (UI) 3.4%
- FICA 7.65%
- FUTA 6%
- Workers Comp 6% (for my specific policy) yours might be different

CHAPTER II CONT.

SECRET SAUCE



Note...not every expense can be passed on to the client and embedded into the bill rate but taxes and insurance definitely should. Please notice that the total taxes markup used in this real life example is 25%.....So when you think the EOR company is charging you too much and you want to make the move to be your own EOR, that 25% is what the EOR was covering and it will now be YOUR responsibility. There is no savings in that area. You will only increase profit margins by about 50 cents/hour in exchange for increasing your liability



ESTABLISH ADMIN ROLES AND DUTIES

CHAPTER 12 STEP 12

The day-to-day duties of running a healthcare staffing agency can vary widely depending on the size and focus of your business. However, there are some common tasks that are typically involved in managing a staffing agency. You will need to evaluate your skill set, business acumen, and knowledge to determine if you are capable of performing these roles and responsibilities or if you need to hire someone else.

Here are some examples of day-to-day duties that you might encounter as the owner or manager of a healthcare staffing agency:

- **Recruiting and hiring healthcare professionals:** This may involve advertising job openings, reviewing resumes, conducting interviews, and verifying the credentials of potential employees.
- **Matching healthcare professionals with clients:** You will need to identify suitable candidates for open positions and negotiate terms with clients, including the length of assignments and the bill rate you will charge.
- **Managing payroll and benefits:** This may include processing payroll, handling taxes, and administering benefits such as insurance and retirement plans.
- **Handling billing and invoicing:** You will need to keep track of the hours worked by your healthcare professionals and generate invoices for clients. You will also need to handle any disputes or issues that arise with billing.
- **Maintaining records and compliance:** You will need to keep detailed records of your business operations and ensure that you are complying with any relevant regulations, such as labor laws and tax requirements.
- **Marketing and sales:** You may need to generate leads and promote your agency's services to potential clients. This may involve attending industry events, networking, and creating marketing materials.

Overall, the day-to-day duties of running a healthcare staffing agency can be varied and demanding, but they are essential to the success of your business. By staying organized and focused, you can effectively manage these tasks and build a successful agency.

SECRET SAUCE



- To keep costs low, you should perform as many of these tasks yourself as possible.
- When it's time to hire, consider the willingness and eagerness of your friends and family that want to work with you but make sure they are qualified and always keep things fair and professional.
- Consider hiring a virtual assistant to perform tasks such as sales and recruiting. Our best virtual assistant came from Pineapple staffing. There are many virtual assistants companies that charge \$8 to \$12 per hour for a VA
- If you hire a scheduler, they are typically able to manage 2000 hours per week before they start to get overwhelmed. If you are managing the scheduling tasks yourself, then you may want to hire an assistant to help after you reach 1000 hours per week
- Your objective is to minimize expenses, but if you are spending too much time working in your business rather than growing it, it's time to hire someone! Invest your profits in people, resources, and efficient systems to expand your business.



BEGIN RECRUITING

CHAPTER 13 STEP 13

Recruiting is a critical aspect of running a successful healthcare staffing agency. As a staffing agency, you will be responsible for finding qualified healthcare professionals to fill temporary and permanent positions at various healthcare facilities. In order to attract top talent, it is important to have a solid recruiting strategy in place.

Here are some tips for recruiting for a healthcare staffing agency:

- **Utilize job boards and online platforms:** There are many online job boards and platforms specifically geared towards healthcare professionals. Posting job openings on these sites can help you reach a larger pool of candidates.
- **Network with healthcare professionals:** Building relationships with healthcare professionals can be a great way to find qualified candidates. Consider attending industry conferences and networking events, or reaching out to professionals through LinkedIn and other social media platforms.
- **Offer competitive pay and benefits:** Healthcare professionals are in high demand, so it is important to offer competitive pay and benefits to attract top talent. This may include things like health insurance, retirement plans, and paid time off.
- **Utilize employee referrals:** Encouraging your current employees to refer friends and colleagues can be an effective way to find qualified candidates. Consider offering incentives for successful referrals.
- **Conduct thorough interviews and background checks:** It is important to thoroughly vet candidates to ensure that they are qualified and a good fit for the position and the facility where they will be working. This may include conducting in-depth interviews, checking references, and performing background checks.

By following these tips and developing a strong recruiting strategy, you can effectively find qualified healthcare professionals to fill your staffing needs.

SECRET SAUCE



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SECRET SAUCE



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SALES

CHAPTER 14 STEP 14

Sales calls are an important aspect of running a healthcare staffing agency. As a staffing agency, you will be responsible for reaching out to potential clients and selling your services to healthcare facilities in need of temporary or permanent staffing solutions. In order to be successful, it is important to have a solid sales strategy in place.

Here are some tips for conducting sales calls for a healthcare staffing agency:

- **Research your potential clients:** It is important to have a good understanding of the healthcare facilities you are reaching out to. This may include things like the type of facility they are (hospital, nursing home, etc.), the services they offer, and their staffing needs. This information can help you tailor your sales pitch to their specific needs.
- **Practice your pitch:** Before making a sales call, take the time to practice your pitch and anticipate any objections or questions that may come up. You should be able to clearly and concisely explain the services your agency offers and why you are the best choice for the potential client.
- **Build rapport:** Building rapport with potential clients is key to making a successful sales call. This may involve finding common ground, asking open-ended questions, and showing genuine interest in their needs.
- **Handle objections:** It is inevitable that you will encounter objections during sales calls. It is important to listen carefully to the objection and address it directly, rather than becoming defensive or dismissive. Offer a solution or alternative that addresses the concern.
- **Follow up:** Following up after a sales call is crucial in the sales process. This may involve sending a thank-you note or email, or scheduling a follow-up call to discuss next steps.

By following these tips and developing a strong sales strategy, you can effectively reach out to potential clients and sell your staffing services.

CHAPTER 14 CONT.

SECRET SAUCE



- Call and f/u with every lead Daily
- Sales Calls- Tuesday through Wednesday
- 10-20 calls a day
- Prime time to call 8-10 am and 3-5 pm. Most likely to get Administrator on the phone 30 minutes before they leave for the day (4-4:30Pm)
- Ask to speak with a DON, Staffing Coordinator, or DSD before speaking with the Administrator. The Administrator more likely to sign contract if you have communicated with his staff about their needs first. Let the Admin know who you spoke with, what you talked about and how you can help

CHAPTER 14 CONT.

SECRET SAUCE



- Follow Up
 - a. Designate Monday and Friday or sooner if applicable to follow up with all calls and emails.
 - b. F/u within 24 hours after sending service agreement
 - c. f/u weekly until you get a yes or a no
 - d. f/u every 1-3 months if you get a no until you get a yes
- Use a script until you are comfortable
- Get comfortable and confident fast
- Hire a sales person if you just feel like you cant sell your services over the phone
- Go out to the facilities and pass out your information or use a community liaison
- Retain the clients you have
 - Send thank you gifts (donuts and coffee for staff go a long way)
 - Offer bonuses for replacing last minute call offs- Have a good replacement plan in
 - Place so your contract knows you're going to do your best not

CHAPTER 14 CONT.

SECRET SAUCE



IF YOU DON'T MASTER THIS YOU DON'T MAKE MONEY PERIOD!

- Be honest with yourself about your capabilities and your commitment. Figure out what you're good at and what you're not and what you don't have time for. Figure it out quickly so you can outsource it!
- Recruitment and Sales AKA client acquisition are the TOP TWO tasks that you might need to hire a VA to do for you. It's a tedious, time-consuming and frustrating task but extremely important to master quickly. For assistance with recruiting and to hire an experienced Virtual Assistant, contact DeNon Maryland at info@megsuccess.com or visit relevantstaffingsolutions.com

CHAPTER 14 CONT.

SECRET SAUCE



- Correction to volume 1- Sales calls should be made DAILY or at least Tuesday, Wednesday and Thursday and reserving Monday and Friday to follow up
- If you are wearing multiple hats then you will only be able to manage about 10-20 calls per day. This is not enough in today's market. A virtual assistant whose sole task is client acquisition can manage 50-80 sales calls per day.
- The fortune is in the follow up (It just is!)
- This is where everyone falls off. Don't be like everyone else. Give yourself a chance and do the work! Keep cost low so you don't panic and quit too soon. You will get a contract and you will find your superstar employee.

SCHEDULING/RECRUIT PLACEMENT

CHAPTER 15 STEP 15

As a healthcare staffing business, you may have the opportunity to schedule healthcare professionals on a per diem basis, meaning they work on an as-needed basis rather than having a set schedule. This can be a flexible option for both your agency and the healthcare professionals you work with. However, it is important to have a system in place to effectively schedule per diem staff.

Here are some tips for scheduling healthcare professionals on a per diem basis:

- **Communicate availability:** It is important to regularly communicate with per diem staff about their availability. This may involve asking them to fill out an availability form or having them call in to check for open shifts.
- **Have a system for scheduling:** Having a clear system in place for scheduling per diem staff can help ensure that shifts are filled and that staff are not overworked. This may involve using scheduling software or having a designated scheduler.
- **Fill open shifts as soon as possible:** It is important to fill open shifts as soon as possible in order to provide coverage for the facility and avoid last-minute cancellations. This may involve reaching out to multiple per diem staff until the shift is filled.
- **Be flexible:** Scheduling per diem staff can be unpredictable, and there may be times when shifts need to be filled on short notice. It is important to be flexible and willing to work with staff to find a solution that works for everyone.
- **Consider using a phone tree:** A phone tree can be a useful tool for filling open shifts on short notice. This involves having a list of per diem staff, and calling down the list until the shift is filled.

By following these tips and having a system in place, you can effectively schedule per diem healthcare professionals to meet the needs of your clients.

CHAPTER 15 CONT.

SECRET SAUCE



- 24/7 days a week be available to employees and clients
 - Clients should always be able to submit needs communicated with in a timely manner if there is a call off
 - Employees should be able to contact business at any time to call off
- If owner is wearing multiple hats, hire a scheduler after billing 1000 hours a week or 2000 hours a week for one scheduler
- Schedulers should greet new employees and orient them to how the app works and how shifts are confirmed and how to cancel shifts.
- Contact facilities to update needs for staff
- Promptly respond to all correspondence
- Don't depend on app to schedule. Allow staff to communicate directly with client to determine schedule but ask that they forward you their approved shifts to update app.
- Shop your staff's availability around to clients if the employee request.
- Document negative occurrences and terminate quickly
- Have a zero-tolerance policy for no call no show
- Send out mass text messages for last minute request from clients
- Offer bonuses to quickly find replacements

CHAPTER 15 CONT.

SECRET SAUCE



How to manage bad employees and bad facilities too!

- I don't think I stressed loud enough in volume one how important it is to have zero tolerance for non dependable employees who do no call no shows. Hire slow and let go fast. Let them reapply in 6 months. (MAYBE)
- Pull staff from facilities who are more than 60 day late on invoices. Don't think about it. Just do it! Do not over schedule at facilities that are consistently slow paying. 2-3 staff max
- When collecting timesheets VERIFY VERIFY VERIFY before processing. Timesheet fraud is real!

OPERATING TO SCALE

CHAPTER 16 STEP 16

Scaling your healthcare staffing agency can be a challenging but rewarding process. As your business grows, you will need to adapt your operations to meet the increased demand for your services. Here are some steps you can follow to scale your healthcare staffing agency:

- **Set clear goals:** Determine what you want to achieve through scaling and how you will measure success. This may include expanding into new markets, increasing your revenue, or growing your team.
- **Assess your current resources:** Evaluate your current resources, including your team, finances, and infrastructure, to determine what you will need to scale effectively. This may involve hiring additional staff, investing in new technology, or securing additional funding.
- **Develop a growth strategy:** Create a plan for how you will achieve your scaling goals. This may involve identifying new markets or clients to target, developing new products or services, or entering into strategic partnerships.
- **Build a strong team:** As you scale, it is essential to have a strong and cohesive team in place. This may involve hiring additional staff, providing training and development opportunities, and building a positive company culture.
- **Stay agile:** Be prepared to adapt your strategy and operations as you scale. This may involve adjusting your marketing efforts, revising your pricing, or adjusting your business model.
- **Monitor and measure your progress:** Regularly track your progress and measure your results against your goals. This will help you identify any areas that need improvement and make adjustments as needed.

Scaling a healthcare staffing agency requires careful planning and execution. By setting clear goals, assessing your resources, developing a growth strategy, building a strong team, and staying agile, you can successfully scale your business and achieve your long-term objectives.

SECRET SAUCE



1. Never stop sales. Contracts phase out. As one expires you always want a new one in procurement. Or in the pipeline. This forces you to grow and not put all your eggs in one basket (review the sample Growth plan)
 2. Set new revenue goals every time you reach your goal of weekly revenue. If you made \$1000/week in profit then determine how many more staff you need to place in order to hit \$2000/week. Determine if you need another contract or more staff. The answer is both!
 3. If you are a one man show then the first person you should consider hiring is someone to either schedule, or do sales.
 4. Reinvest your revenue into systems such as a better back office system, credentialing system or training systems for staff. Choose a system that will maximize the most of your time
 5. Once you have one niche down then expand into another. If you start with Per Diem then transition into local contracts then travel contracts. Then you may want to consider diversifying your services. Your agency can sell scrubs to facilities and healthcare providers, provide CEUs, CPR. Start a CNA school!
- Create multiple streams of income from your agency!

SUMMARY

SECRET SAUCE SUMMARY



Begin with a niche and be relentless! Dominate and know when to expand. Constantly prospect for new clients and new employees. As contracts and employees phase out, you want to always have another in procurement. Keep your cost low, build relationships and follow up. Remember a No just means not right now! The agency who is calls the right place at the right time gets the contract and once you get the contract, nurture it! Its easier to keep contract than it is to get one. This goes for finding great talent as well! Always look for mentors and coaches who are thriving in the areas you want to expand into. Be adaptable, teachable, stick to your business plan, and always look for ways to improve and grow!

RESOURCES

Client Relationship Management system
(CRM is a technology for managing all your company's relationships and interactions with clients and potential clients)

- Sales Force
- Hub Spot
- Honeybook
- Fresh Sales
- Zoho
- crelate
- Notion

Phone System

- Grasshopper
- Fax.plus (fax only)
- Google Voice
- Opus
- Nextiva
- Zoom
- Voyage
- Freedom Voice
- Open Phone

Website Development

- RSS relevantstaffingsolutions.com
- Rosemint Media (Preferred Vendor)
- NurseProCeo.com
- oyindamolaalao.com (tell them we sent you)
- Fiverr

Scheduling Software

- Whenlwork.com
- TSheets (Quickbooks)
- ConnectTeam
- StaffStat
- MyRa (My Resource Assistant)
- Homebase
- Sling
- Find My shift
- Deputy

Background Check companies

- Universal Background
- Good Hire
- Exact Background check
- Guardian Background
- Direct Screening

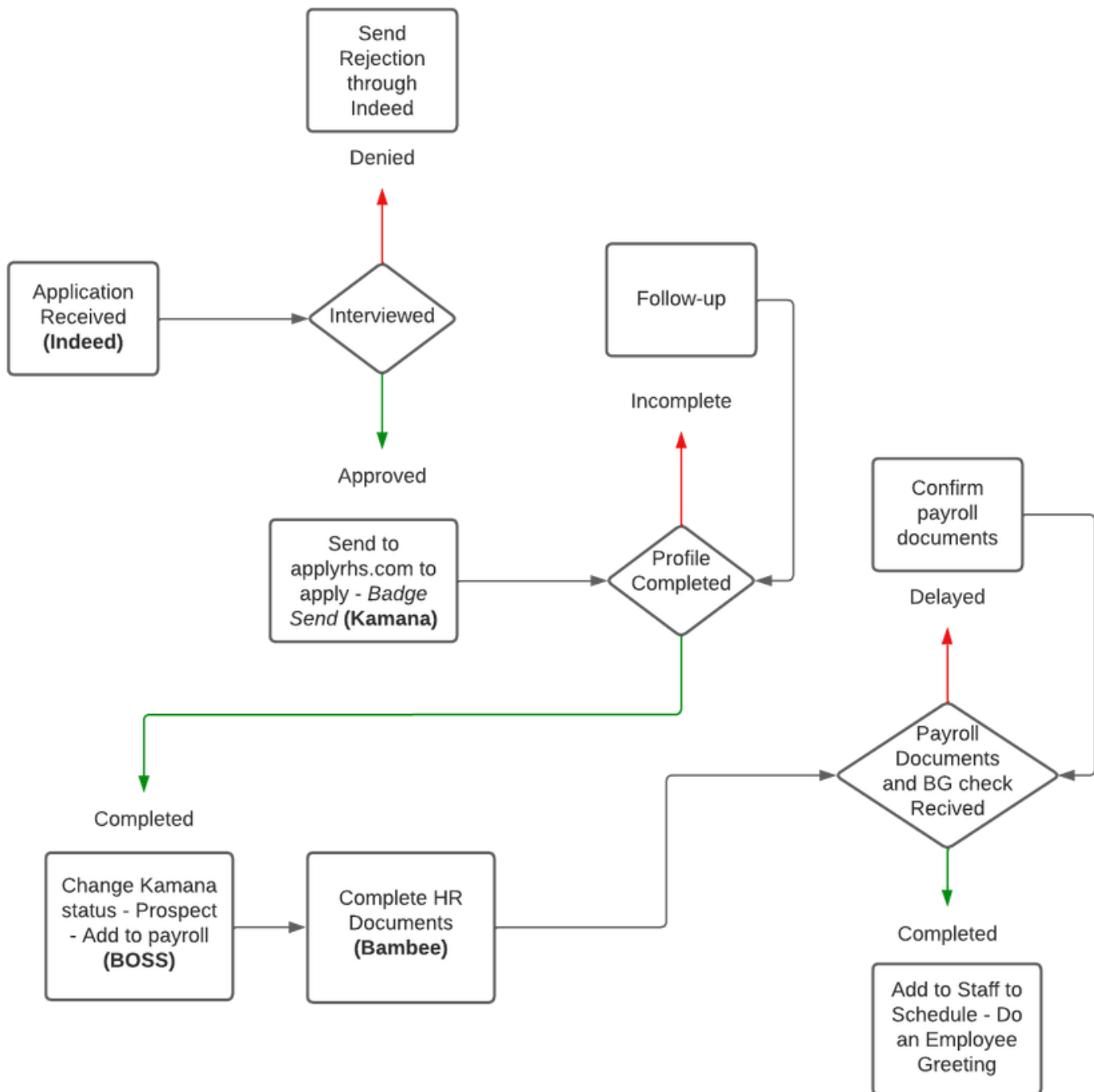
Document Signing Software

- 1. Docusign
- 2. HelloSign
- 3. AdobeSign

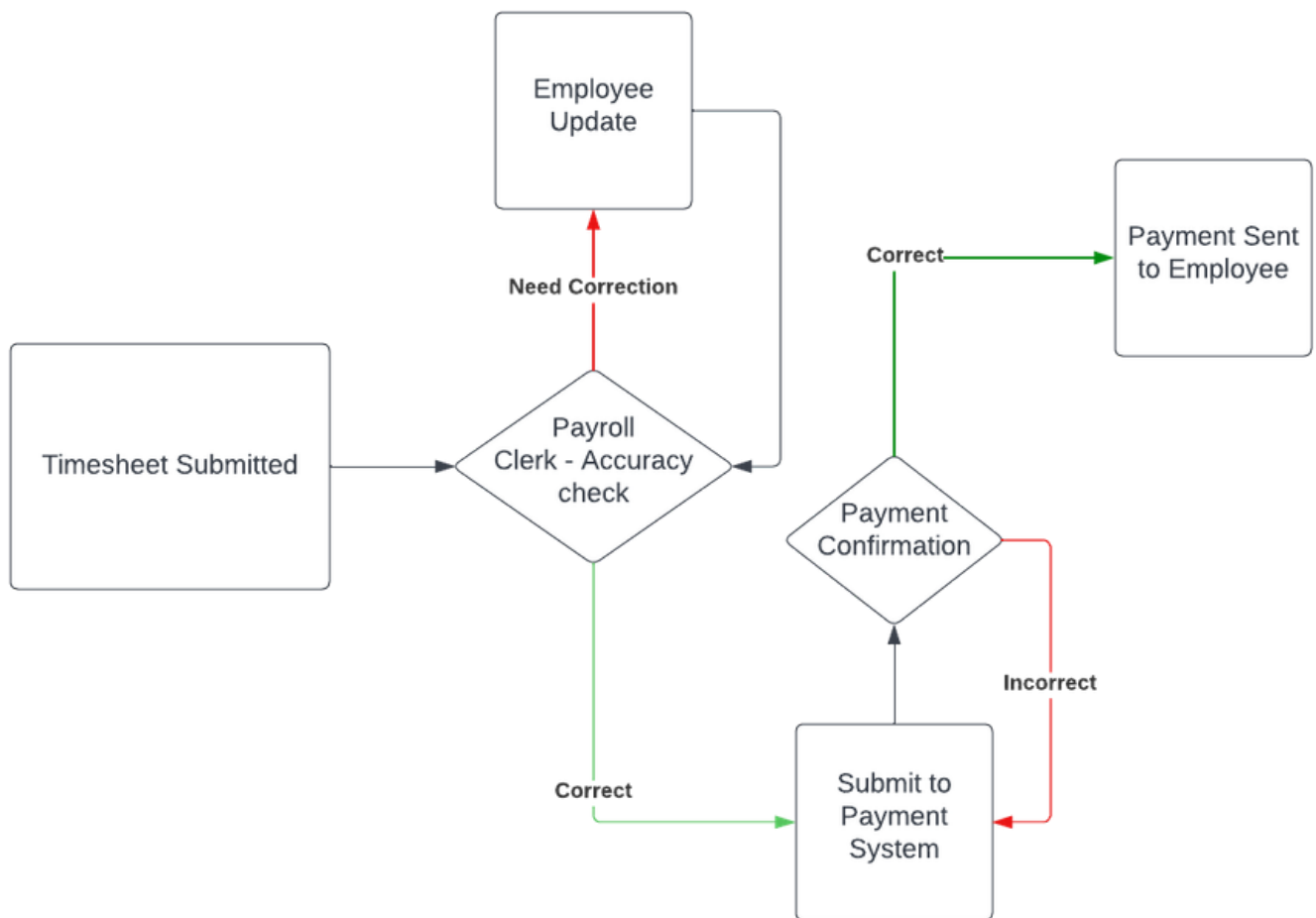
Virtual Assistant

- RSS
relevantstaffingsolutions.com

EXAMPLE RECRUITER WORKFLOW



EXAMPLE PAYROLL WORKFLOW



EXAMPLE SCHEDULER WORKFLOW

