



**MEDICAL STAFFING
CONSULTANTS**

BUILDING MEDICAL STAFFING COMPANIES:
**A PROVEN, UNIQUE
MODEL OF SUCCESS**

PART OF THE MSC INFORMATION SERIES

The Exploration Process

Chances are, if you are reading this, you are serious about opening your own business and may be wondering whether medical staffing and recruitment is the right business for you.

We understand that you will be making a large investment to start up your business, including your financial resources, time, and personal energy. More importantly, starting a new business may be one of the most important life decisions that you will make for yourself.

At Medical Staffing Consultants, we do not take this decision lightly. We understand that embarking upon a new business can produce both excitement and anxiety. Therefore, we encourage you to take your time and learn as much as you can about the medical staffing and recruitment industry as well as the services we offer. Our Information Series Library is a great resource, with data from third-party sources about industry and business potential, as well as details on how MSC can help you be successful in your new medical staffing and recruitment venture today!



We are available to speak with you honestly about your concerns and answer your questions without any pressure. Ask us about a Discovery Day, including spending a day with Dr. Jason Meyer, visiting an operating MSC client office, and speaking with the owners about their experiences.

Who We Are

Medical Staffing Consultants is a full-service consulting organization whose sole mission is to provide entrepreneurs with the tools they need to establish, launch, operate, and grow a successful medical staffing and recruitment company. Our comprehensive 3-Phase Process has demonstrated success in covering every phase required to open and operate a business working with nurses, more than 225 varied Allied Health professionals, and healthcare management professionals.

Since 2003, we have assisted over 250 entrepreneurs with their medical staffing and recruitment businesses. Our team of industry experts will be there with you from the start: from the pre-opening phase of your business, to individualized in-person training, to providing support and advice after training. We truly go above and beyond to help maximize the potential of your company!

MSC has a solid credit rating with Dun & Bradstreet, an A+ rating with The Better Business Bureau, and has been known as "The Industry Expert" by professional organizations and trade publications within the staffing and personnel industry, including:



American Staffing Association



Medical Staffing Industry 101

Why medical staffing and recruitment?

According to the US Bureau of Labor and Statistics, healthcare practitioners and healthcare support occupations are projected to grow more than 20% (nearly double overall growth) from the present to 2022. In fact, occupations and industries related to healthcare are projected to add the most jobs until 2022 and beyond.

Of the 20 occupations projected to have the largest percentage increase, 14 are related to healthcare. New healthcare jobs will account for nearly one third of the total projected increase in jobs.*

As a result, healthcare organizations across the US are struggling to meet demands for key positions where there are shortages of critical staff. These facilities are increasingly relying on medical staffing and recruitment companies to help them find qualified healthcare professionals, including medical assistants, pharmacy technicians, physician assistants, and many more.

The severe shortage of healthcare professionals creates an unprecedented opportunity for entrepreneurs to capitalize on an overwhelming demand.

* Source: bls.gov website, Employment Projections Summary

What exactly is a medical staffing and recruitment company?

A full service medical staffing and recruitment company through MSC, focuses on the recruitment and placement of healthcare professionals in a wide variety of healthcare facility settings, either on a permanent placement (direct hire) or staffing (contract) basis in your local market and across the US.

Includes over 225 healthcare professional specialties.

The typical medical staffing company primarily places nurses on a staffing basis to hospitals. MSC is the only company that gives you the opportunity to diversify your business by providing many more types of healthcare professionals, to your clients including:

- Nurse Practitioners
- Physician Assistants
- Physical Therapists
- Occupational Therapists
- Radiology Professionals
- Pharmacists
- Administrative Professionals

Cover a wide variety of healthcare facility settings.

These include:

- Hospitals
- Nursing homes
- Assisted living facilities
- Schools
- Sub-acute centers
- Physicians' offices
- Clinics
- City/State/Federal contracts
- Home care agencies

... and over 25 other healthcare and educational organizations.

Have multiple major profit centers.

In contrast to most medical staffing companies, we can teach you how to:

- Staff hourly workers on a contract basis locally and nationally.
- Place permanent healthcare professionals (such as healthcare executives, clinical and administrative staff) for a placement fee ranging from \$5,000 to \$50,000.
- Provide staff to home care agencies.
- Provide travel & allied professional staff across state lines.
- Provide Locum Tenens (traveling physicians) across the US.

What makes medical staffing and recruitment the right opportunity for you?

If you're looking for profit potential...

- Medical staffing has the potential to be a highly-profitable business, with gross margins ranging from 20-35% and operating margins from 10-19%. An office with around 2 internal recruiters can bill \$1-2 million in staffing revenue the first year, and \$250,000 in permanent placement.
- In concrete terms, placing only 7 to 9 mid-level health professionals on full-time staffing assignments yields \$1 million in revenue annually in most markets. Net profit on this business line can be \$120,000-\$180,000. * Providing services to home care agencies also yield additional profits.
- In addition, you can add to your profit potential with travel nursing and allied staffing.



If you're worried about cost...

- Medical staffing and recruitment businesses have low-entry barriers and low overhead
- The business is 100% portable
- Absentee and Semi-Absentee models are available

If you're looking at long-term growth...

- For the foreseeable future, the healthcare sector is projected to grow faster and produce more jobs than any other sector in the economy.** Most healthcare facilities across the nation must rely on medical staffing and recruitment companies to help them fill these positions.



If you're tired of working for someone else...

- Starting a medical staffing and recruitment business presents entrepreneurs with an ideal opportunity to be in control of their own destiny, and reap the professional and personal rewards of hard work that employment often does not offer.

If you're looking for personal satisfaction...

- Through establishing your own medical staffing and recruitment company, you will help provide healthcare professionals access to top-paying rewarding jobs while simultaneously helping patients receive the quality medical care they deserve.
- You will work in a dynamic, growth-fueled industry where you will always be excited to start your work day!

Many of our clients report that for the first time in their lives, they "truly love to go to work."

How many people can honestly say that about their job?

* Net profit is defined as the revenue yielded after all expenses except taxes on those profits.






**As us for national and state reports on the projected growth of the industry for 20+ years.

Note: The figures presented here are included to illustrate potential for success. MSC does not guarantee specific revenue or success.



What if you have no prior experience in healthcare or the personnel industry?

**Are you
someone
who...**

-  is a motivated self-starter with initiative and a willingness to work hard and succeed?
-  is constantly looking for ways to improve what you are already doing, and to learn more than you already know?
-  is fed up with dealing with the politics and the bureaucracy of working for someone else while not being recognized for all of your efforts and hard work?
-  has (or is willing to hire someone with) good interpersonal skills or an eye for detail and operations?
-  Wants to provide quality healthcare to patients in need?

If you answered yes to any of these questions...

then you have everything it takes to get started! Our diverse range of clients includes people from every walk of life, business experience, and educational background. No one is good at all aspects of running a business, but MSC can teach you how to excel in areas in which you are deficient, or help you hire help with the skills to complement yours. Our staff provides support services that will address any need or concern that you may have. Remember, even a one-person operation can be very successful. As a matter of fact, locally-owned, independent medical staffing and recruitment companies are always the largest players in every market. Regardless of your life experience, by following our unique proven model for success and by committing to work hard, you can become the successful owner of a medical staffing and recruitment business!

MSC's comprehensive and turnkey programs provide you with the tools and resources required to launch and operate a medical staffing company. In fact, since 2003, we have helped over 250 entrepreneurs pursue their dreams of professional and financial success.



No experience? No problem!

MSC Services: The Complete Picture



MSC is the only company that assists its clients in all aspects of running a small business:

- Short- and long-term planning
- Strategy
- Decision making
- Leadership
- Supervision
- Time management

...and more.

Our programs are designed to address every unique aspect of establishing, operating, and growing a medical staffing and recruitment business. Based on our experience in the field, we understand the strategic short- and long-term needs of such a company, so we will work closely with you on a long-term basis, providing advice, guidance, and new resources to help you expand your business into a larger entity.

What sets MSC apart?

The Only Non-Franchise Company in the Business

MSC is not a franchise, so owners are free to operate their own businesses without territory restrictions, royalties, or long-term contracts. By working with MSC, you can operate across the United States from one location and **100% of the profits go to you.**

Direct Industry Experience

Our consultants and trainers all have at least 15-20 years of experience starting and operating medical staffing companies. Before founding MSC in 2003, Dr. Jason Meyer already had over 20 years of experience in the medical staffing industry. During this time, he owned and sold two medical staffing companies.

Part of a National Network

As an MSC client, you join a growing network of independent medical staffing business owners across the US. This creates great opportunities for expansion through partnership with other owners, as well as access to the recruitment and marketing resources of the network.

Flexibility

MSC's customized programs are designed to address your needs while meeting your budget. Our turnkey programs are available at various price points, so that you can become profitable quickly and expand your business using the profits of your growing company. Utilizing our centralized model, you can conduct business anywhere from a single home office or commercial setting, eliminating the need for costly "brick and mortar" offices in multiple geographic markets.

Diversified Service Lines

MSC gives you the knowledge to provide over 225 types of healthcare professionals to over 30 types of facilities anywhere in the US. This is in direct contrast with our franchise competitors, who provide only 2 types of positions to 2 types of clients. Additional service lines and client types through MSC translate into increased profits.

Proven Track Record of Success

MSC has helped launch over 250 medical staffing companies, opening up more offices than all 6 of our franchise competitors combined.

Our 3-Phase Process



1

Preopening Services

During the preopening phase, a Client Services Manager will assist you in every area needed to open a staffing firm, with services including:

- Establishing corporate identity and legal structure of business
- Administrative requirements, budgeting, HR needs, and market analysis
- Obtaining required insurances, healthcare licenses, and surety bonds (if needed)
- Designing your logo, business cards, website, marketing brochures, stationery, etc.
- Providing you with databases of healthcare professionals and clients
- Referrals to our partner companies to receive discounted pricing on recruitment tools, payroll funding, payroll processing services, and more



2

Training & Business Launch

Training is conducted one on one by a seasoned industry professional who works on site in your office and in your market. In addition to providing you with customized training materials and CDs, your trainer will teach you how to:

- Implement policies, procedures, and systems needed to operate your business
- Initiate sales, marketing, and recruiting strategies
- Establish measures to exceed your clients' quality assurance expectations
- Work the business by observing and role-playing with the trainer
- Utilize specialized medical staffing software to run the entire business*
- Launch your business in "real time" so you can learn how to perform all business functions independently



3

Continuing Support

After your business has launched, an experienced consultant continues to work with you, offering advice, guidance, refresher training, and troubleshooting intervention. Unlimited support is available via phone or email Monday through Friday, 9am to 5pm EST. Support may include:

- Advice and coaching on day-to-day business operations
- Assistance with recruiting additional staff
- Training on new disciplines
- Strategic planning to expand your business, boost sales & recruitment, and assist with design of new marketing materials
- If required, your trainer will return to your office for additional training and/or perform an on-site evaluation*

The goal of our 3-Phase Process is to teach you how to open a business and successfully grow it. As part of our continuing support, we provide you with specific directions on how to proceed after your business has launched. From day one, you will know how to effectively spend your time and resources on growing your business!

* Depending on the program, this service may be an additional cost.

Meet Our Owner

Dr. Jason Meyer, founder and owner of Medical Staffing Consultants, Inc., is a well-known expert in the medical staffing and recruitment industry among professional organizations relating to the staffing and recruitment business.

Initially trained as a psychologist, Dr. Meyer earned his Ph.D. from Virginia Commonwealth University. Soon afterwards, he began his career as the National Director of New Business Development and Training for Health Force. This \$100 million division of Manpower and then AccuStaff had over 100 offices split between corporate-owned offices and franchise operations. Dr. Meyer introduced a medical staffing component to these home care offices by launching new programs in nursing and other Allied Healthcare professions. Upon leaving this position, Dr. Meyer started and was a partner in two medical staffing companies in New York. He eventually sold his share in these companies in the 1990s and early 2000.



Dr. Meyer's previous experiences encouraged him to design a truly unique company that focused on helping individual entrepreneurs start up medical staffing and recruitment companies, as well as providing consultative services to established medical staffing and recruitment businesses. Understanding the potential of the industry, he was confident that by providing a comprehensive model to clients, this potential could be realized and maximized by entrepreneurs.

Since its founding in 2003, Medical Staffing Consultants has helped launch over 250 medical staffing and recruitment companies across the United States. MSC's unique model, including its comprehensive 3-Phase Process, makes it a truly comprehensive consulting service operation, the only company of its kind. This has earned MSC the reputation of being "The Industry Expert" by all professional organizations and trade publications within the staffing and personnel industry.

Dr. Meyer personally oversees that each MSC client receives all of the necessary resources, instruction, and support services they need to open and operate a successful business. He is always available to clients, lending his many years of experience to assist them during the training, launch, or operations phase of a client's program.

Dr. Meyer remains an active and respected member of the staffing community. He is often a guest speaker at events, such as the American Staffing Association's annual conference, and other industry shows. He is also a frequent author and contributor on the topic of medical staffing and recruitment for trade publications.

What are the next steps?

At Medical Staffing Consultants, we understand that this is a big decision for you. You need to feel confident that any opportunity you decide to pursue is the right one for you.

We strive to present you with all the insights and information that you need so that you can make an informed decision about how our company can best meet your needs. Our knowledgeable consultants are here to answer your questions and address your concerns, never to pressure you.

Financing

Whether you are working with a franchise broker or not, we can introduce you to various financing sources. Based on your financial situation, we may be able to help you obtain working capital to run your business and pay for our fees.

MSC Information Series Library

Our Library contains over 45 information pieces to educate you about the medical staffing recruitment business and the services of MSC.

For More Information

After reading this information, you should have a better understanding of the vast potential of the medical staffing and recruitment industry as well as more detailed information about all the services provided by MSC. We highly encourage you to continue your research about the industry and how Medical Staffing Consultants can work with you to establish, launch, and operate a successful medical staffing and recruitment company.

For further information about the industry and our services, please contact us to schedule a free consultation so that we are able to answer your questions and discuss this opportunity in more detail with you. We look forward to hearing from you!



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