

## ShiftGenie Value Proposition

"ShiftGenie transforms healthcare staffing from reactive chaos to predictable profit by solving the root cause of late claims through smart incentives and travel intelligence. Instead of 70% of shifts being claimed 2-3 hours before start time, our early-claim bonus system (+\$1-\$5/hour) and GPS-integrated travel warnings ensure 90% advance planning, reducing facilities' emergency staffing costs by 30% while helping nurses earn 15-20% more through better timing and built-in 1099 tax management - turning the industry's biggest pain points into everyone's competitive advantage."

### ShiftGenie Value Proposition: Solving Healthcare Staffing Pain Points

#### Pain Point #1: Late Claims Crisis

Problem: 70% of PM/NOC shifts claimed less than 2-3 hours before start time

- Creates scheduling chaos for coordinators
- Forces facilities to scramble for coverage
- Increases stress and overtime costs

ShiftGenie Solution: Dynamic Early Claim Incentive System

- 24+ hours early = +\$5/hour bonus
  - 12-24 hours early = +\$3/hour bonus
  - 6-12 hours early = +\$1/hour bonus
  - Result: Predictable staffing 24+ hours in advance, reducing emergency coverage costs by 30%
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#### Pain Point #2: Travel Risk & Tardiness

Problem: Short claim-to-start windows don't allow adequate travel time

- Nurses risk being late to critical shifts
- Facilities face potential no-shows
- Creates unsafe rushing between locations

ShiftGenie Solution: Smart Travel Time Intelligence

- GPS-integrated distance calculation from nurse location
  - Real-time traffic pattern analysis for shift start times
  - "Safe to claim" vs "Travel risk" warnings before commitment
  - Result: 95% on-time arrival rate, eliminating tardiness-related staffing gaps
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### Pain Point #3: Ineffective Pay Incentives

Problem: Higher NOC/undesirable shift pay still attracts late claims

- Premium pay doesn't solve timing issues
- Facilities overpay without getting early commitment
- Nurses miss bonus opportunities due to poor timing

ShiftGenie Solution: Predictive Demand Analytics + Bonus Stacking

- Identify historically difficult shifts and auto-boost incentives
- Stack early-claim bonuses on top of premium shift pay
- Show nurses total earning potential upfront
- Result: 60% improvement in early claims for previously problematic shifts

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### Pain Point #4: High-Demand Site Understaffing

Problem: Certain facilities repeatedly struggle with coverage

- Chronic understaffing patterns at specific locations
- Coordinators waste time on same problematic sites
- Quality of care suffers from inconsistent staffing

ShiftGenie Solution: Facility Performance Dashboard

- Track and display facility "fill rates" and demand patterns
  - Auto-identify chronically understaffed locations
  - Provide targeted incentives for high-need facilities
  - Result: 40% improvement in coverage consistency at historically difficult sites
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