

# How Valor Talent Built a 10,000+ Download Staffing Marketplace and Scaled 3X Year Over Year with Vars Health



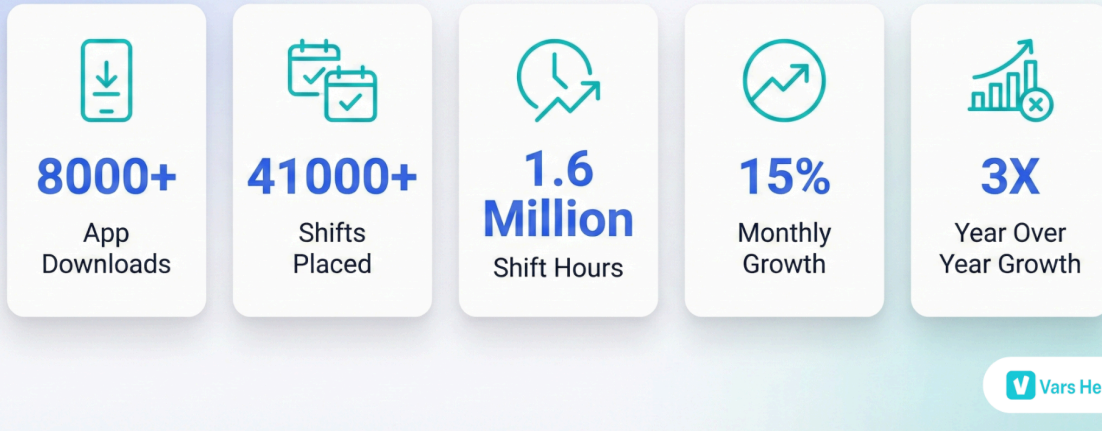
## Executive Summary

Healthcare staffing agencies often reach a breaking point where manual coordination limits growth. That was the inflection moment for Valor Talent, a fast-growing US per diem staffing agency that wanted to modernize how nurses discover and book shifts.

By implementing a white-labeled healthcare staffing software platform from Vars Health, Valor Talent launched its own branded staffing marketplace mobile app. Within one year, the agency achieved:

# Marketplace Growth at Scale

## Real Results Powered by Vars Health



- 8,000+ app downloads with a 4.5 star rating
- 41,000+ shifts placed in a single year
- 1.6 million shift hours booked
- 15 percent compound monthly growth rate
- 3X increase in shifts booked year over year

All metrics sourced from the client case file

This case study outlines the operational challenges they faced, the technology implementation, and the measurable business outcomes that followed.

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## About

### Valor Talent

Founded in 2020, Valor Talent focuses on per diem, home health, and travel staffing across the United States. The agency identified early that clinicians were increasingly looking for flexibility and digital convenience. Rather than competing solely on recruiter relationships, Valor Talent wanted to compete on technology and experience.

Their vision was ambitious. They aimed to build a self-service staffing marketplace where nurses could browse, book, and manage shifts independently.

However, building that from scratch requires infrastructure, compliance safeguards, scheduling logic, and mobile usability. That is where Vars Health entered the picture.

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## The Market Context

The US per diem staffing market continues to expand. Agencies are under pressure from:

- Facility staffing shortages
- Rising clinician demand for flexible work
- Increased compliance requirements
- Margin pressure from inefficient operations
- Competition from tech-enabled marketplaces

For smaller agencies, operational friction directly affects profitability. If time to fill is slow or recruiter workload is too high, growth stalls.

Valor Talent recognized that relying on traditional staffing methods such as manual outreach and disconnected systems would limit their scalability.

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## The Core Challenges

Before implementing Vars Health healthcare staffing software, Valor Talent experienced:

### 1. Fragmented Tools

Recruitment, scheduling, messaging, and credential management were handled across separate systems. This required repeated data entry and manual oversight.

### 2. Slow Shift Fulfillment

Last-minute shift requests required recruiter phone calls and individual text messages. This delayed confirmations and increased administrative strain.

### 3. Limited Self-Service for Nurses

Clinicians increasingly expect mobile autonomy. Without an intuitive app, nurse engagement risked decline.

#### 4. Compliance Visibility Gaps

Credential expiration tracking across spreadsheets and tools increased risk exposure.

#### 5. Growth Bottlenecks

Recruiter productivity constrained expansion. Hiring more staff would increase overhead before revenue stabilized.

The leadership team wanted a long-term infrastructure solution rather than incremental fixes.

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## The Decision to Partner with Vars Health

**Vars Health: The SaaS Transformation for Healthcare Staffing**

**Before Vars Health (Manual Chaos)**

- **Fragmented Manual Workflows:** Reliance on manual scheduling, phone outreach, and sticky notes creates organizational chaos.
- **Spreadsheet Credential Tracking:** Critical compliance data is siloed in static documents, leading to slow shift fulfillment.

**After Vars Health (Automated Efficiency)**

- **Self-Service Shift Booking:** Staff can book shifts instantly via a mobile app, replacing recruiter phone outreach.
- **Automated Compliance & Messaging:** Instant confirmations and blast messaging ensure shifts are filled quickly and safely.

Valor Talent sought a healthcare staffing software platform that could:

- Provide a white-labeled mobile experience
- Centralize recruitment, onboarding, and scheduling
- Support compliance tracking

- Enable real-time shift broadcasting
- Scale without increasing administrative overhead

Vars Health delivered a fully integrated staffing CRM suite and branded mobile marketplace solution.

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## **The Implementation Approach**

The rollout focused on five operational pillars.

### **White-Labeled Marketplace Mobile App**

Valor Talent launched a fully branded mobile application on iOS and Google Play. Nurses could:

- Browse available shifts
- Filter by location
- Accept assignments
- Track time
- Manage credentials

Within one year, the app reached 8,000+ downloads and maintained a 4.5 star rating

This level of adoption validated demand for a self-service staffing model.

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### **Staff Blast Messaging**

One of the most impactful features was mass shift broadcasting. Recruiters could instantly notify eligible clinicians about urgent openings.

Instead of dozens of manual outreach attempts, a single communication triggered rapid confirmations.

According to the client, over 100 shifts were booked daily through the app following implementation

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## **Geo-Located Job Discovery**

Clinicians were able to view nearby shifts based on location. This reduced friction and improved acceptance rates.

Since credential verification was already completed inside the system, approvals occurred quickly. Nurses could move from browsing to confirmed in minutes.

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## **Geo-Fenced Time Tracking**

Time fraud and payroll discrepancies are common concerns in staffing operations.

The geo-fenced time tracking feature ensured accurate clock-in and clock-out tied to location. Recruiters maintained oversight while reducing administrative corrections.

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## **End-to-End Staffing CRM Suite**

Recruitment, onboarding, document collection, compliance tracking, scheduling, messaging, and redeployment were consolidated into one platform.

This eliminated duplicated workflows and improved operational visibility.

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## **Measurable Results**

The impact was not incremental. It was structural.

Within one year:

- 41,000+ shifts placed
- 1.6 million shift hours booked
- 15 percent compound monthly growth rate
- 3X year over year increase in shifts booked

These numbers reflect both operational efficiency and market demand capture.

Growth occurred without proportional increases in back-office staffing.

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## Leadership Perspective

“The candidate experience is extremely important to us. What attracted us to Vars Health was the one-stop-shop platform it provided. We can communicate with our providers directly on the platform, send messages, and quickly broadcast last-minute shift needs. This allows us to fill shifts rapidly and efficiently.”

Sam, Founder and CEO

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## Strategic Impact for Small Agencies

This case demonstrates that small healthcare staffing agencies can:

- Launch branded marketplaces without building custom tech
- Compete with larger tech-enabled firms
- Increase shift volume without expanding overhead
- Improve clinician retention through digital convenience
- Create scalable infrastructure early in their growth cycle

For agencies operating in the US per diem market, the ability to automate scheduling and enable mobile booking is no longer optional. It is competitive infrastructure.