PLEASE NOTE: I have included images titled “Possible Look and Feel” – please note that this is just based on the layout of the main image. We still need the color to be mainly what we have listed in the project brief and we do not have access to those images. Please create what you think will work best for what we are trying to accomplish and do not base your design on that look/feel if you do not think it will convey what we want to convey.

\*\*\*\*\*PLEASE VISIT THIS WEBSIT FOR THE THEME WE ARE TRYING TO PORTRAY: https://nomadhealth.com/for-facilities

Our difference is that we work for temporary, per diems, locum tenens, travel nurses/doctors. We will help the facilities bypass third-party staffing agencies to place these positions through our portal. \*\*\*\*

STOP! 🡨 This does not have to be used, but we do need to convey that by using the portal they can stop:

* Paying 40% too much for contract labor
* Failing to get the people you want
* Losing a giant database of candidate through contract restrictions.
* Paying temp to perm fees for conversion.

We’d also like to include some way of saying:

Take advantage of the work you are already doing, cut your staffing costs, and increase your recruiting edge!

Bold or in its own bubble, line, or call out: “Attract the thousands of candidates you’re missing in the workforce!”

“Go Direct” with healthcarejobsportal.com

The Logo should be for HealthcareJobsPortal.com

Again, the above is just an example of text. None of it has to be used, but we must convey that this portal is the Uber/Lyft of the Temporary Healthcare Staffing. It has never been done before.

It is like the healthcare industry currently has to go through taxi companies (third parties) to get their temporary staffing needs filled, and now they can, with the push of a button, post and recruit those positions directly.

From Project Brief:

This project includes a Logo and a Flyer/Graphic creation.

This business model has never existed in the healthcare temporary staffing space. Currently, if hospitals want temporary or traveling staff, they must go through a 3rd party, and the staff looking for temporary or traveling positions must also go through the 3rd party.

This new business model and portal will bypass that. What this portal will do for the temporary and traveling healthcare staffing industry is basically what the Uber/Lyft model did in the taxi industry. The portal will allow hospitals to directly post temporary/traveling positions and those people looking for those positions can directly apply/schedule themselves for those positions.

\*\*\*\*The design must communicate why it is actually different than the current model, which again is where both the hospital and the traveling staff must go through a 3rd party.

This difference is like Uber/Lyft eliminating the need for taxi companies, this model eliminates the need for nurses and doctors having to go through a third party agency. Any graphic must convey this new paradigm and make it clear the difference.

**Target Market:**

hospitals (or hospital admins - (this would be like Uber/Lyft targeting the recruitment of drivers, not trying to get riders to use the service, but trying to get the drivers on board first)

**Logo Text or Tagline for graphic:**

HealthcareJobsPortal.com

**Must Haves:**

-Logo

-Flyer or Static Image

-Some way of conveying that this is the Uber/Lyft of Temporary Staffing, that instead of having to call up an agency, place a request, have it filled on their time, etc; that hospitals and hospital admins can now post a temporary staffing job on their own on the healthcare portal, and traveling nurses, per diems, etc. can apply directly to fill those temporary assignments.

HERE IS THE THEME WE ARE TRYING TO PORTRAY: https://nomadhealth.com/for-facilities

Our difference is that we work for temporary, per diems, locum tenens, travel nurses/doctors. We will help the facilities bypass third-party staffing agencies to place these positions through our portal.