Nomad Health: The Disruption of Physician Staffing Services

By Peter J. Chen

Yale SOM Cases Highlight

Nomad is a platform through which healthcare professionals interested in pursuing temporary work can easily connect with healthcare providers seeking to fill staff shortages. Founded by David Shick, the platform was inspired by similar models to match Uber-like drivers to customers, such as Upwork, which links freelancers to clients. Nomad’s leadership faced a significant challenge – simultaneously finding sufficient physicians to attract hospital clients and finding enough hospitals to attract physicians. No matter how compelling the platform, the idea would not take off if there were not a critical mass of participants from both sides of the market before the concept would work. In order for this critical mass to be achieved, Nomad needed to have a sustainable revenue model that was viable both for clients and for healthcare professionals. The model Nomad developed involved not just connecting the two sides of the market, but also improving the work experience for the healthcare professionals. In this case, the SOM student role is that of a consultant who performs both an external analysis of the market and an internal analysis of the firm’s operations. Using the discussions, analysis, and recommendations, you can present a report to the company to help create a strategy for sustainable growth.

You’re Invited: NYC Chapter Alumni Award Banquet

Dr. Robert C. Byrd has been named a 2018 recipient of the New York City Alumni Chapter’s Alumni Award of Merit. As the 2018 recipients, Dr. Byrd and his wife, Kitty Byrd, will be honored at the Alumni Award Banquet, which will be held on October 14 at the Yale Club of New York City. The event will feature an interview with the 2018 recipients by New York City Alumni Chapter Chair ===============================

You & SOM - Case Highlights: Nomad Health: The Disruption of Physician Staffing Services

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