


STATE OF THE COMPANY

*Implementing Workforce
Solutions for the Future of Care*

Supplemental Health Care
July 2024





Over 40 years, Supplemental Health Care has grown from a specialized behavioral health staffing firm to become a national leader in workforce solutions, supporting over 100 skills across the continuum of care.

With industry-leading expertise and world-class support, our tech-enabled workforce solutions are built for the future of behavioral health, education, and healthcare services.

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Letter from Our CEO

GREG PALMER

I am incredibly proud to share this, our first annual State of the Company report. Supplemental Health Care (SHC) celebrates 40 years of caring this year, and it's an opportune time to reflect on our journey and the positive impact we've had across behavioral health, education, and healthcare.

From our humble beginnings in 1984 as a small psychiatric travel nursing firm in Buffalo, NY, we have grown into a national leader in integrated behavioral health workforce solutions, supporting care across healthcare, education, and beyond. Our commitment to connecting caring hearts with fulfilling opportunities has touched countless lives and empowered millions of hours of care.

The past few years have been particularly challenging for healthcare and the workforce solutions industry. The COVID-19 pandemic and the subsequent market normalization have put immense strain on our care systems and professionals. Skills shortages and burnout have made finding qualified staff more difficult, and many of our client partners continue to face difficult financial challenges.

Despite these headwinds, SHC remains proud of our long-standing culture of caring, and we are steadfast in our commitment to serve the entire

continuum of care with world-class service and innovative technologies. As a leading provider of tech-enabled workforce solutions serving behavioral health, education, and health services, we are dedicated to continually growing our positive impact by deepening our partnerships with care providers across the United States.

This year, we celebrate not only our 40th anniversary but also our seventh consecutive Best of Staffing® award. This recognition is a testament to the exceptional service we continue to provide to our clients and working professionals. We are also immensely proud to be the only firm with two American Staffing Association Staffing Employees of the Year, a true reflection of the caliber of professionals we attract and nurture.

In this report, you will hear from a few of SHC's leaders about the exciting innovations and opportunities coming in the next year. As we look to the future, we remain committed to making a positive impact on the lives of those we serve.

Greg Palmer

Chairman & Chief Executive Officer

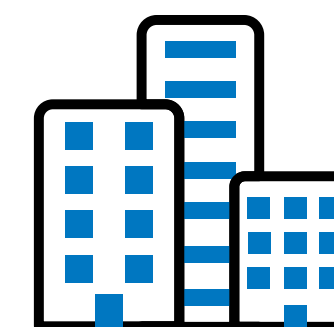


EXPANDING SUPPORT FOR THE CONTINUUM *of* CARE

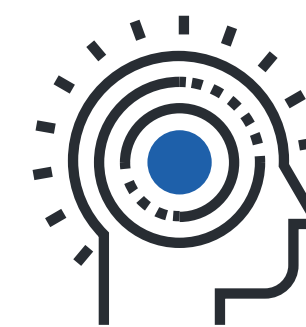
*A Message from Vickie Anenberg,
Chief Operating Officer*

At Supplemental Health Care, our mission is to connect caring hearts with opportunities to fulfill their life purpose – serving others. Over the last several years, our nation has needed its dedicated healthcare and school professionals more than ever. The combination of financial pressures, an aging population, clinician burnout, and evolving healthcare delivery models has added layers of complexity to the goal of delivering care.

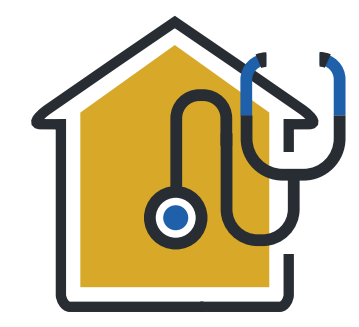
SHC is responding to these challenges by leveraging our 40 years of experience in workforce solution design and delivery alongside our far-reaching commitment to serve the entire continuum of care. SHC's dedicated Acute and Non-Acute care teams focus on supporting nursing, allied, radiology, and non-clinical skills in hospitals, schools, home health, government facilities, ambulatory clinics, skilled nursing, and more.



Acute



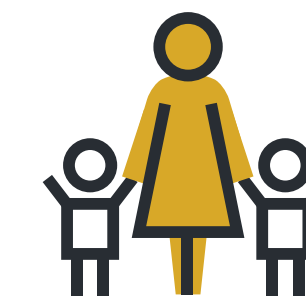
*Behavioral
Health*



Home Health



*Ambulatory &
Continuing Care*



Schools



*Government
Services*

SOLUTIONS WHERE CARE IS NEEDED

We believe in putting expert support in the areas where it's needed, and over the past year, we've made significant strides in expanding our reach and expertise to better serve the evolving needs of the healthcare landscape.

Recognizing the critical role that assistants, aides, and other support roles play in direct care teams, SHC launched a dedicated division to expand our support for nursing assistants, paraprofessionals, and other direct care professionals. This team grew rapidly over the past year, helping to provide over **300,000 hours** of care in hospitals, skilled nursing facilities, and schools across the country. To build on this foundation, SHC will continue expanding our upskilling support for many of these roles in the coming year, a topic covered later in this report.

To further support the full spectrum of care, we recently launched a new Advanced Practice division. This specialized team brings our [7-time Best of Staffing®](#) level support to the recruitment and placement of highly skilled nurse practitioners, physician assistants, and other advanced practice professionals. With the ongoing physician shortages and an anticipated need for thousands more NPs and PAs in the coming years, we are excited to see how rapidly this team is already expanding.



THE FUTURE OF CARE BEYOND HOSPITALS

We also remain deeply committed to our 40-year legacy as a leader in integrated behavioral health. We continually seek new ways of supporting fully integrated holistic healthcare across the continuum of care. Our recent [Integrated Behavioral Health Report](#) highlights how SHC is addressing the complex behavioral and mental health challenges in our communities by supporting a wide range of roles, from special education professionals to psychiatric nurses.

This expansion in care continues to create new opportunities for partnerships across both acute and non-acute settings. As I said in my interview with [Home Health Care News](#) earlier this year:

“Home care has become a vital part of the larger healthcare landscape, especially as the U.S. population ages.”

The same could be said for clinics, outpatient facilities, schools, and many other settings of care outside the traditional hospital. The growth that our non-acute focused teams are experiencing reflects a much larger shift in care delivery across the country.

As we move into the new year, our commitment to supporting care everywhere remains unwavering. We will continue to be a national leader in tech-enabled workforce solutions, providing the expertise and support needed to ensure that quality mental and physical care is accessible to all.



EVOLVING A HIGH-TOUCH/ HIGH-TECH EXPERIENCE

A Message from Simon Curtis, Chief Digital Officer



Supplemental Health Care is committed to delivering the highest quality of both high-touch service and high-tech solutions. In the modern environment we do business in, this means providing seamless, 24/7 support and service.

SHC has taken a leadership position within our industry with our established AI, machine learning, and customer experience (CX) personalization solutions. And most

importantly, we're doing so in alignment with our mission of helping those with caring hearts discover new opportunities to fulfill their life purpose – serving others.

Announced in 2024, our SHC WeConnect Tech Stack combines AI and innovative tech solutions with SHC's own proprietary platforms, 40 years of workforce strategy leadership, and a culture of caring.

SHC WECONNECT: THE FUTURE OF WORKFORCE SOLUTIONS

50,000+ candidates have downloaded the SHC WeConnect app in its first 18 months.

Fully integrated platform connects talent with opportunities seamlessly.

Reimagined time management for **streamlined processes.**

Modern talent profile showcases skills and experience effectively.

Enhanced job matching intelligence for faster, **better-fit placements.**

SHC Tech Stack



MOVING FASTER, HELPING MORE

At SHC, we're committed to creating connections faster than ever before. Our processes are built to respect the precious time of our working professionals and client partners, and purposefully simplify our engagement portals to remove unnecessary steps and optimize customers' experience: wherever and whenever they engage with SHC.

Combined with our AI and data intelligence tools, our CX-first design principles are already helping to accelerate feedback to further improve our platforms going forward. Our investments in technology innovation are central to ensuring that SHC continues to meet the critical staffing needs of the behavioral health, education, and healthcare sectors for many years to come.

Our Commitment to Innovation

- ▶ Proprietary back-office and ATS solution built specifically for healthcare staffing.
- ▶ AI and data intelligence supporting better candidate engagement and workforce planning.
- ▶ World-class services ensure a seamless experience for clients and candidates as needs evolve.

Empowering Candidates

- ▶ The SHC WeConnect talent mobile app provides a single point of 24/7 self-service for our candidates and working professionals.
- ▶ Direct and easy access to payroll, benefits, job searching, and assignment support within the app, supplemented by our 24-hour on-call team.
- ▶ Automated alerts and self-service portals for discovering new opportunities, managing credentials, tracking time, and more.



WORKFORCE SOLUTIONS AT SHC

A Conversation with Kelly Mahannah, President of Workforce Solutions



To delve more into the state of behavioral health, education, and healthcare delivery, we sat down with SHC's President of Workforce Solutions, Kelly Mahannah. In her 25+ year career, Kelly has successfully implemented over 800 MSP programs at facilities large and small across the U.S.

The healthcare industry has faced unprecedented challenges in recent years, from the COVID-19 pandemic to the subsequent market normalization. These events have exacerbated the existing shortage of qualified healthcare talent and placed immense pressure on SHC's clients to maintain adequate staffing levels. How has Supplemental Health Care responded to these challenges?

Kelly Mahannah: Absolutely, the demand for healthcare services continues to rise, while the pool of available professionals remains limited. This has created a perfect storm for our clients, who are struggling to fill critical roles, ensure quality care, and still manage costs. At SHC, we've been working to find creative solutions to these challenges. We understand that our clients need more than just

temporary staffing; they need comprehensive workforce solutions that address their unique needs and help them navigate today's challenging market.

Can you elaborate on some of these innovative solutions?

Kelly: Certainly. We've developed a suite of tech-enabled workforce solutions that go beyond traditional staffing. With these programs, we're able to combine the best industry expertise and personalized high-touch support with industry leading technology and AI.

Our Direct Sourcing program, for example, allows clients to tap into a local talent pool, complementing the national reach of our Managed Service Provider (MSP) programs. This approach will be a game changer for many of our clients, providing them with access to qualified candidates who may not be actively seeking travel assignments but are open to local opportunities.

What other solutions have you implemented to help your clients manage fluctuating demand?

Kelly: With the changes in healthcare over the last several years, the best strategy is to remain flexible and think outside the traditional boxes. Solutions like Float Pool and Substitute Pool Management provide facilities with flexible staffing options when needs may be evolving rapidly. Additionally, our AI-powered data and analytics tools are helping our client partners make more informed decisions about their workforce strategies. These tools are invaluable in today's rapidly changing healthcare landscape, offering insights that can help optimize staffing levels, reduce costs, and improve patient care.

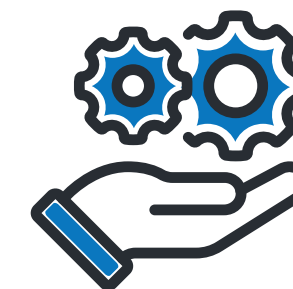
And we can't forget our commitment to world-class service. We are one of the only healthcare workforce solutions providers with Best of Staffing® Talent and Client Diamond Awards across all of our business lines. That only happens when

committed experts across SHC make it their priority to support our professionals and clients every day. We are very proud of our continued commitment to care.

It sounds like your approach is making a significant impact. What is your vision for the future?

Kelly: I'd be lying if I said I know what the future holds, but our goal is to ensure that our clients have the workforce solutions they need to deliver the highest quality care to their patients and students. We're proud of the progress we've made in addressing the challenges faced by our clients, and we are committed to continuing to find new ways of supporting the evolving workforce needs in behavioral health, education, and healthcare.

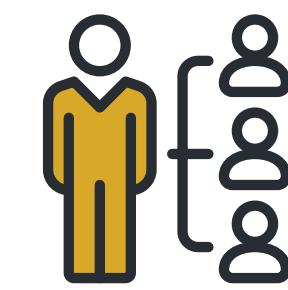
SHC's Workforce Solutions



MSP Program



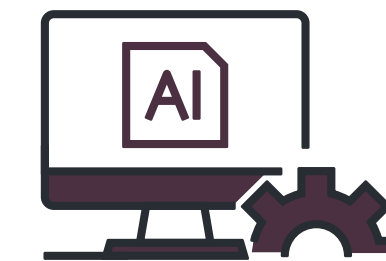
Direct Sourcing



Float Pool & Gig Worker Management



EOR Payrolling Services



AI And Data Analytics Services



Workforce Advisory Services

POSITIVE IMPACT *in the* YEAR AHEAD

A Message from Adrienne Nakamura, VP EPMO & Diversity



Adrienne Nakamura, SHC's Vice President of the Enterprise Project Management Office and Diversity, is looking to the year ahead with excitement as Supplemental Health Care continues to expand the positive impact that it creates for the many healthcare professionals, clients, and employees that it supports.

Diversity, Inclusion, Equity, and Belonging (DEI&B)

SHC's commitment to diversity and inclusion extends from internal programs to external partnerships that promote culturally congruent care in facilities across the US.

Internally, SHC is home to nine employee resource groups (ERG) representing different identities and interest groups among our employee population. Each group works closely with a designated executive leader to sponsor initiatives and provide mentorship to group members.

These ERGs are led and supported by the SHC Diversity Council, a cross functional team that brings together many of our ERG leaders with business partners from across the company. With support from several SHC teams, the Diversity Council is currently developing a new mentorship program that will foster career development among the many diverse employees of SHC.



Upskilling

SHC is proud of the progress made in our upskilling initiatives over the last year. What began as a tuition reimbursements program for CNAs to gain their CNA-II has expanded to new care settings and geographies. More than 100 home health nurses accessed critical training and refresher courses through SHC last year, and dozens of schools-based CNAs have the option of upskilling through SHC into a paraprofessional career, offering both higher pay and more job opportunities.

In the year ahead, SHC will be expanding our upskilling programs to offer additional clinical coaching and training programs to help ensure that our professionals can continue developing the skills needed to provide care in their communities. We are also working on new partnerships with education providers and client partners to provide more continuing education and skill development opportunities in the future.



Continued Expansion of SHC's Impact Mission

As we have invested in our impact initiatives over the last several years, we've learned a lot and discovered many new ways of expanding the positive reach we can have as an employer and community partner. This year, we've introduced improved Day 1 health insurance options to better support our working healthcare and education professionals, new internal communication tools to help foster community among our diverse employees across the country, and technology enhancements that will help accelerate our ability to create meaningful employment matches between highly skilled job seekers and the many care settings facing a difficult hiring environment.

Throughout this report, we've shared many different priorities and strategic investments that SHC is making to better serve the behavioral health, education, and healthcare communities. As an impact organization, everything we do is aligned with our core mission of connecting those with caring hearts with opportunities to fulfill their life purpose – serving others.

As our reach and capabilities expand so does our impact, and all of us at SHC are excited about the many opportunities in the year ahead to create meaningful change and new connections the fuel miracles.



Learn more about SHC and how our workforce solutions support the future of behavioral health, education, and healthcare services, by visiting the links below.

contactus@shccares.com | [888.265.1068](tel:888.265.1068) | www.shccares.com

