

# TECHNOLOGY *with* PURPOSE

*AI-Driven Innovation at  
Supplemental Health Care.*







*From the Desk of*  
**SIMON  
CURTIS**

**A**s technology has become an increasingly important part of all our lives, not just to solve one-off problems or create efficiencies, but to connect people faster and more meaningfully than ever. That's the perspective we bring to work every day at Supplemental Health Care.

Our approach blends the best high-tech tools with 40 years of deep industry knowledge. With this approach, we can ensure that exciting innovation is also supported by personal relationships and human connection, which we believe will allow us to continue delivering exceptional experiences for all of our partners across the workforce solutions landscape.

We've invested in modernizing and integrating our platforms with cutting-edge data infrastructure,

while also partnering with forward-thinking vendors and, where needed, developing proprietary tools to solve challenges unique to our industry. We don't just adopt technology; we align it to the needs of our customers.

In the pages that follow, we explore how AI is re-shaping healthcare staffing, the power of our SHC WeConnect platform, and the real, measurable impact we're delivering for clients and talent alike.

**Simon Curtis**

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

*Chief Digital Officer*



# THE STATE OF AI IN HEALTHCARE STAFFING

There's a lot of hype around AI right now, but at Supplemental Health Care (SHC), we're focused on what it can *actually do*.

Artificial intelligence includes a broad mix of technologies:

- ▶ Data analytics and predictive algorithms
- ▶ Programmatic automations
- ▶ Generative AI and large language models (LLMs)

Together, these tools can dramatically accelerate processes, reduce manual work, and improve outcomes across recruitment, client support, billing, credentialing, and more. But none of them are a magic wand. If AI is applied to weak or outdated processes, it only amplifies the problem.

We think of AI as a **supercharger**. If your workflows are sound, AI can take them to the next level. If not, it can drive dysfunction faster. That's why SHC invests in the full ecosystem: infrastructure, governance, and frontline training.

As we separate hype from impact, our goal remains clear: use AI to improve the workforce experience for providers and partners across behavioral health, education, and healthcare services.





# SHC WECONNECT TECH STACK

## THE HIGH-TECH PLATFORM BUILT FOR HUMAN CONNECTION

Many organizations wrestle with disjointed technology stacks, shadow systems, and siloed data. Supplemental Health Care has taken a different path. With SHC WeConnect, we've developed a centralized, integrated, and secure tech stack that aligns every function of our organization — from recruitment and compliance to billing and customer support.

## WHAT MAKES SHC WECONNECT DIFFERENT?

- ▶ Combines best-in-class third-party tools with proprietary SHC development
- ▶ Built on and aligned with **40+ years** of refinement and expertise
- ▶ Powered by AI-driven insights across millions of candidate interactions every year
- ▶ Includes mobile-first, talent-facing tools and real-time client support dashboards

*SHC WeConnect isn't just a digital toolset. It's a strategic foundation for smarter, faster, and more human-centric hiring.*

# WORKING SMARTER: AI IN ACTION

AI is not just something we're experimenting with. At SHC, we are applying advanced AI tools every day to make hiring faster, smarter, and more responsive.

## AI-POWERED CANDIDATE ENGAGEMENT

- ▶ Predict and promote the right opportunities to the right candidates with machine learning models that analyze over 1,000 variables
- ▶ Real-time messaging automation engages candidates with pay estimates, availability matching, and job highlights across multiple engagement channels
- ▶ 20% increase in total candidate pool year-over-year as a result of enhancements to attraction platforms

## FAST-TRACKING THE RIGHT FIT: CANDIDATE ACCELERATOR

- ▶ Candidates' skills, experience, and preferences matched to new jobs within minutes of orders being received
- ▶ 24/7 screening ensures candidates are credentialed and prepared for roles where they can thrive
- ▶ Automated submission workflows, skills validation enhancements, and robust candidate personas helped reduce SHC's average time-to-hire by 7 days over the past year





# WORKING SMARTER: AI IN ACTION

## REAL RESULTS



- ▶ Industry leading ratings of talent quality (98%) and culture fit (96.5%) based on active client feedback



- ▶ Self-service tools and assignment resources are available on demand through the SHC WeConnect mobile app, used by 97% of SHC professionals on assignment



- ▶ Automated chatbot engagement and completion rates to convert potential candidates regularly exceed industry benchmarks





# FUELED BY CX: CUSTOMER EXPERIENCE AT THE CORE

In 2024, SHC launched our Customer Experience (CX) Task Force, bringing together leaders from our marketing, talent attraction, product, payroll, and recruiting teams. The task force refined SHC’s core business processes to better meet the needs of our candidates and working professionals.

## KEY OUTCOMES FROM YEAR ONE

Experience Metric	Year Over Year Improvement
Candidate Satisfaction	+23%
Hire Conversion	+7%
Net Promoter Score (NPS)	+2%
Retention	+10%

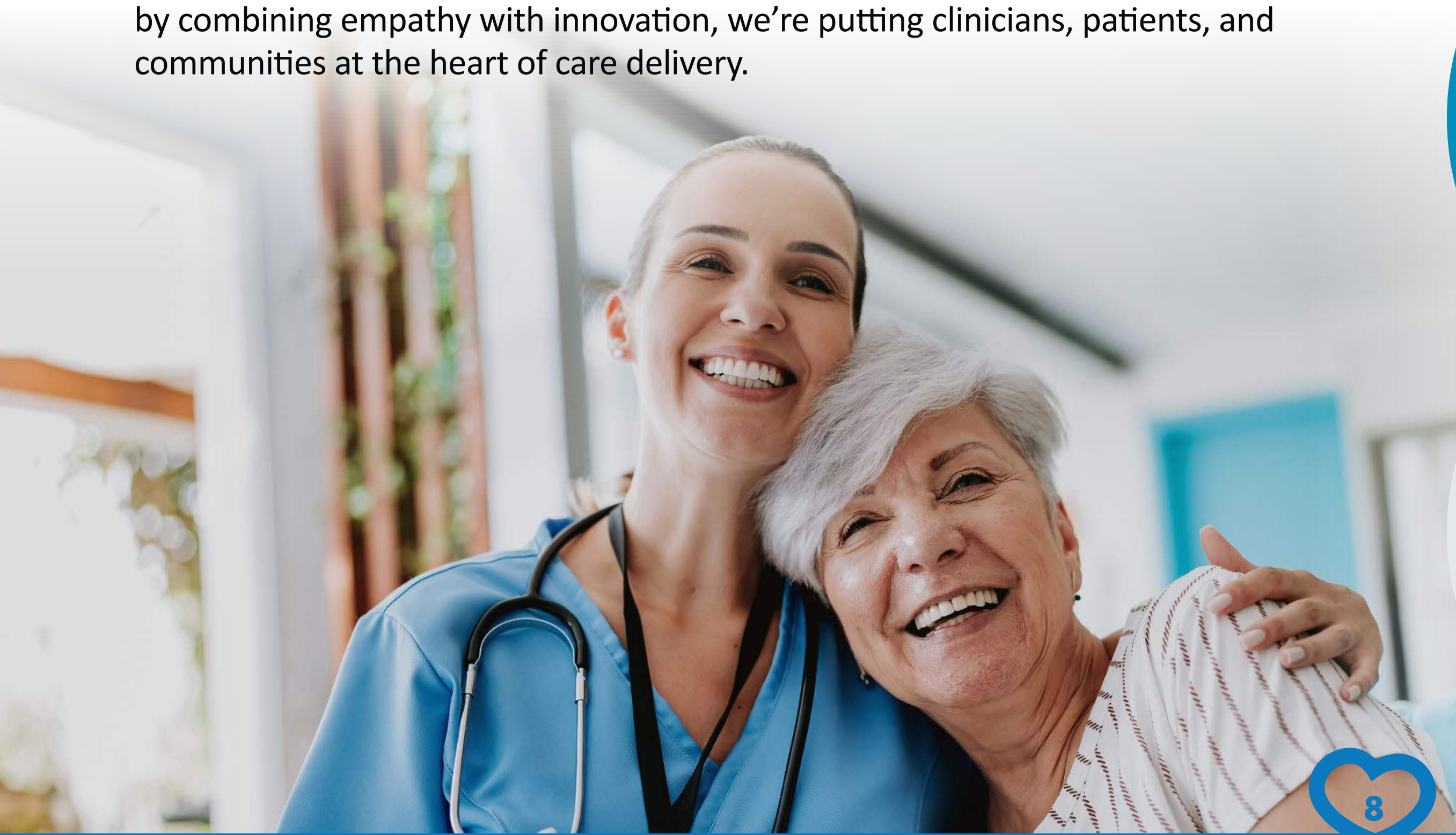
*CX is now a permanent part of our company culture and strategy, and our team is expanding that same focus to our client and MSP partner experience in 2025.*





# WHAT'S NEXT: THE FUTURE OF AI AT SHC

At SHC, we don't believe technology replaces relationships — it enhances them, and by combining empathy with innovation, we're putting clinicians, patients, and communities at the heart of care delivery.







*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.*





# COMPANY REPORTS



*2025 Impact Report*



*Behavioral Health Report*



*State of Company Report*



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

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