



Rethink staffing with Florence

Save 30% on agencies,
boost employee morale and
manage agencies all in one place

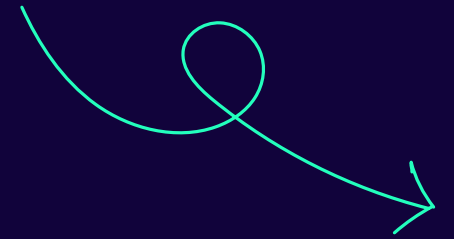
florencapp.ca





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1. Introduction to Florence

1 million shifts filled (and counting!) since 2016

Florence is Canada's #1 alternative to staffing agencies.

Originally launched in the UK, we now operate globally, including our industry leading business in Canada.

We fill shifts in 30 seconds with staff you can trust – drawing from your own team, 100% Florence temporary staff and your chosen agencies.

We're here to help you stay fully staffed. And, to care better.

Milestones

100,000+
Florence
professionals

4000+
care providers
using Florence

\$35million
investment raised

Our partners



Trusted by





2. Who we are

Founded on a mission to help you **care better**

After working in the public healthcare system in the United Kingdom, Dr. Charles Armitage and Dan Blake founded Florence in 2016 to take the chaos out of care staffing.

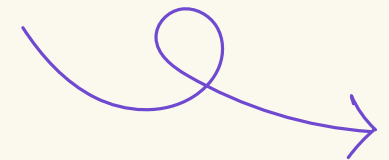
Charles was a doctor that experienced the staffing crisis at hospitals daily. He saw how inefficient agencies were at filling shifts with the right people, as he was hounded with calls to go to different places while his agency still failed to approve timesheets and pay on time.

He teamed up with Dan, a former British Army officer who then chaired a housing association caring for seniors, to create Florence: an app that directly connects healthcare organizations directly to staff to fill open shifts; built to be simple, transparent and hassle-free for everyone.

In 2023, Florence expanded to Canada, led by Managing Director and health-technology leader, Shelly-Ann Rampersad. With more than 10,000 healthcare professionals across Ontario and Alberta, the Florence model has taken off in Canada.

Join us on our mission to care better.

Talk to us





3. How we help

Where we help you fill shifts

Florence is easy to set up and used across a variety of healthcare settings.

Here's where Florence is used:

- ✓ Long-Term Care Homes
- ✓ Retirement Homes
- ✓ Hospital
- ✓ Memory Care Programs

How Florence fills shifts:

- 👤 With **your own staff**
- 👤 With **Florence temps**
- 👤 With **other agency staff**

At the click of a button, Florence will send your shifts out to the staff groups, in the order you ask.

This way, you maximize the chance of your shift being filled fast, either by your permanent team, or with Florence's trusted temporary staff.

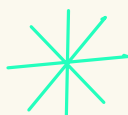


If your part-time, casual or full-time member accepts the shift they will be directly booked in.

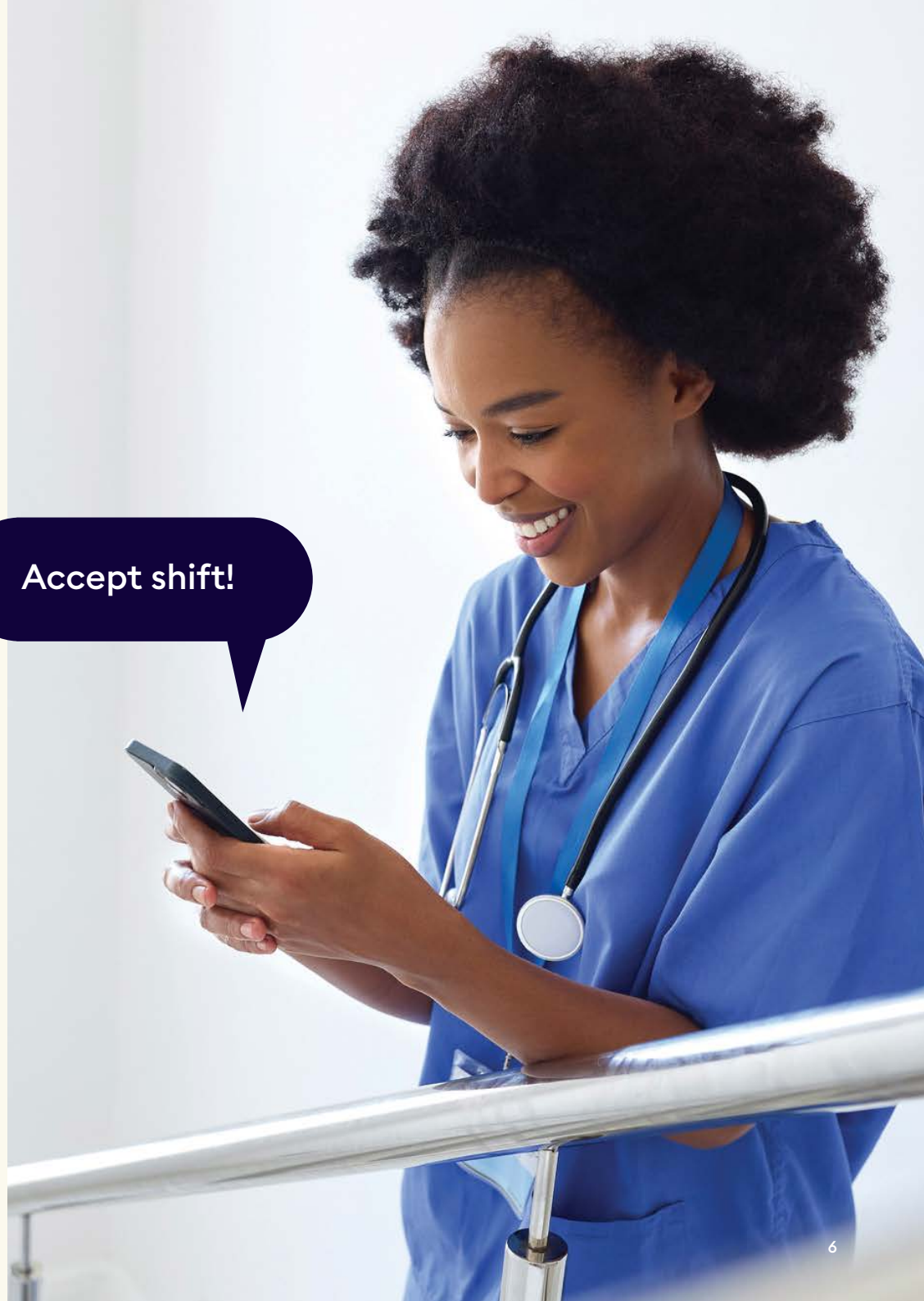


If your own staff aren't available, review the applications from Florence PSW, RPN and RNs. You accept the staff member you prefer for your shift, and stay in control of your staffing.

Everything gets completed in a few clicks on your computer, rather than hours of phoning and emailing back and forth with agencies. It just works, so you can care better.



Accept shift!



Partnered with





4. Cost savings

100% shifts filled, 0% stress with Auto-Fill

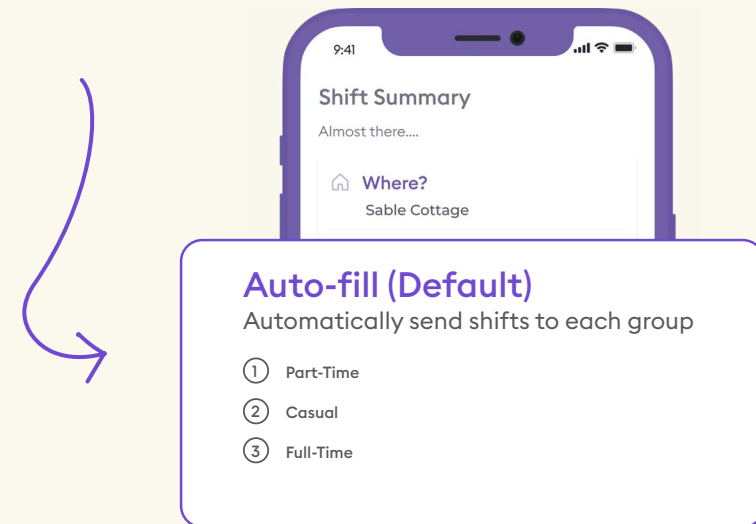
Spending hours calling your staff when a sick call comes in?

With Auto-Fill, automatically send shifts to your full-time, part-time and casual staff when there's a sick call or if planning your schedule in advance.

- Employees receive a text message to accept the shift if available, eliminating phone avoidance and ultimately, improving morale.
- Engage under-utilized team members, and minimize overtime.
- Fully union compliant, including seniority based rules and tracking.

Improve your internal scheduling processes in a click. It takes 30 seconds to post shifts, eliminating hours of phone calls each day.

If your staff aren't available, automatically tap into Florence's trusted network.



How **Auto-fill** helps you

Once you add a shift to Florence, you can invite your own full-time, part-time and casual staff to Auto-Fill it first, at the click of a button.

Shifts can be sent out by groups and in seniority – always, union compliant and in alignment with your collective bargaining agreements.

Using Auto-Fill can help you manage shift outreach to your own staff easier.

Empower your employees, and give your scheduling team the tools they need to work effectively. Put the time back into patient care and program improvement.

3 hours	30 seconds	50 hours saved per month per location
Scheduling teams on average spend 3 hours per day calling and filling shifts	Call-out using Florence takes less than a minute for each sick call	Time savings using Florence

How our partners use Auto-Fill

Send shifts out in groups Part-Time and Casual before Full-Time to avoid overtime	Seniority order. Set-up to send to each staff member from most senior to least senior	Reporting. Understand which staff members are underutilized. See weekly fill rates and other metrics to adjust your staffing strategy
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In 2024

6000 shifts filled with own full-time, part-time and casual staff





4. Cost savings

Your cost-conscious partner

We help healthcare organizations tap into temporary staff in a more fair and sustainable way.



Save 15-30% compared to agencies through the Florence marketplace, and embracing the future of work.

The best part? We take care of all the vetting and credentialing to ensure staff are ready to work on day 1.






Our vetting process

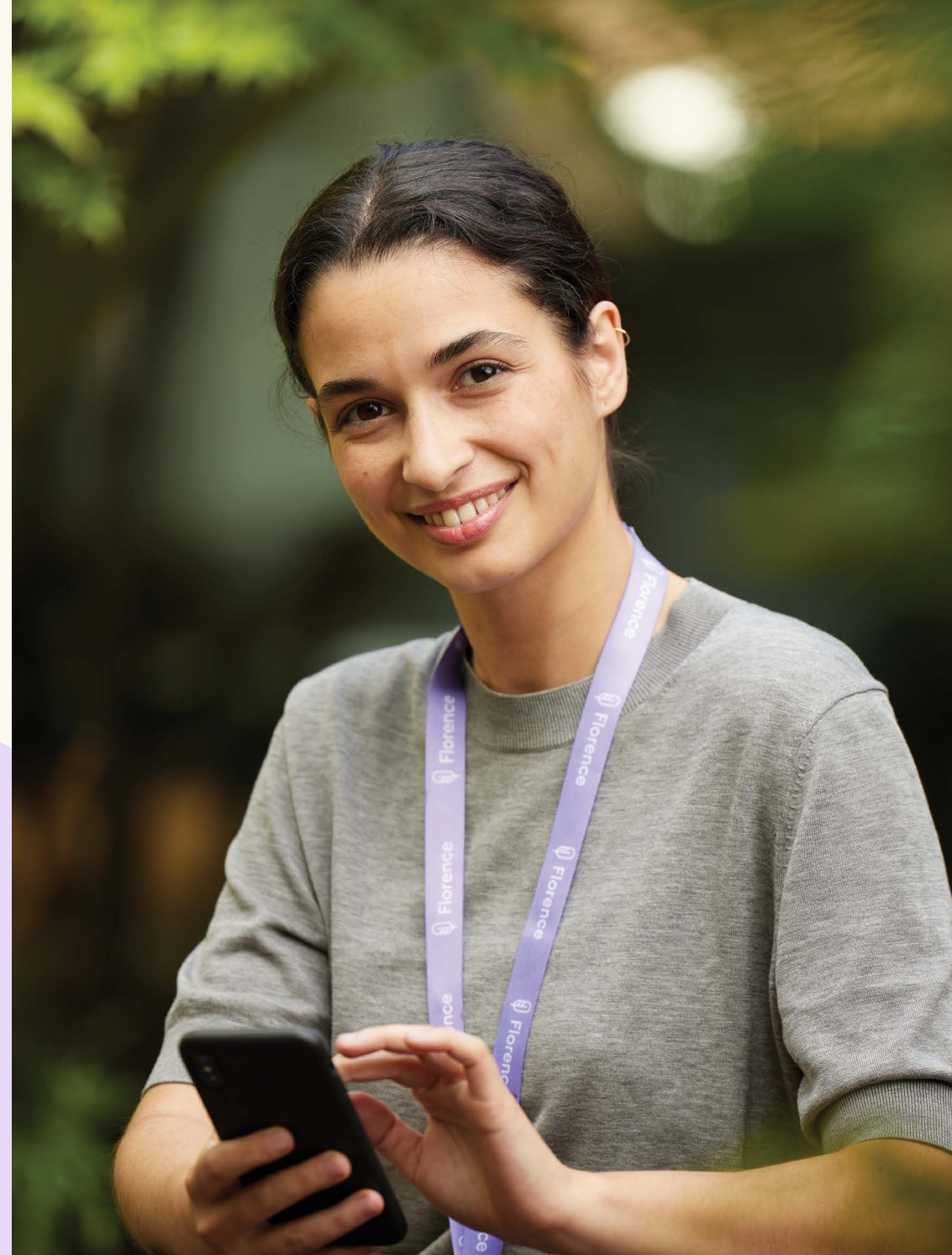
Florence staff

- Valid certificates and diplomas
- CNO checks
- COVID
- TB screening in the last 6 months
- VSC in the last 6 months
- Clinical references
- Scenario-based interview

What you pay

Our client success team will advise on the range of rates based on the network and shift demand in your area.

Florence marketplace	Florence Auto-Fill
 Healthcare professional hourly rate	 One-time set-up fee to configure your call-out list including seniority order
 Florence service fee	 Monthly fee based on the number of staff included in the call-out system
 Posting shifts is always free. No set-up or platform fees	





5. Quality staffing

Experienced healthcare professionals

We work with the best, to help you provide the highest quality care. Every Florence healthcare professional passes rigorous checks and training before joining our network.

13,000 staff available in Ontario, Alberta and British Columbia

Licensed Practical Nurses

Registered Practical Nurses

Registered Nurses

Personal Support Workers

Health Care Aides




100% compliant

Our checks:





- Valid certificates and diplomas
- CNO checks
- COVID
- TB screening in the last 6 months
- VSC in the last 6 months
- Clinical references
- Scenario-based interview

Continuous care made effortless

Florence helps the same preferred staff keep working with your service users.

-  'Favourite' professionals and re-book them again and again
-  Set up block bookings in a few clicks
-  Request staff with specific skills, such as dementia training, or male or female only shifts

Last minute shifts handled by Florence, 24/7

-  Sick calls as soon as you leave work? Let Florence take care of that for you.
-  We have a 90% fill rate on last minute shifts requested within 24 hours of the shift time.
-  We are even able to fill shifts after the start time of a shift.
-  The Florence system accepts shift requests 24/7 to fill your shifts quickly and efficiently, giving you peace of mind.



CASE STUDY

Belmont Healthcare: Saving 23%

THE SCENARIO

17

agencies in use

3

locations

Before Florence

- Different pay agreements with different agencies
- No reporting data
- High spend
- Low quality workforce

After Florence

- 9% reduction in agency hours
- 23% immediate savings
- Consolidated invoice
- Simplified booking and timesheets
- Increased compliance quality

6. Growing with you

Manage all your agencies in one place

We don't *just* connect you with your own staff and Florence temps. We make managing your other agencies smooth and easy too.

We're here for you as your business grows, helping you avoid the whirlwind of extra agency costs and invoicing that comes with every new location opened.

Take the pain out multi-agency management with Florence - the only agency manager tool from healthcare staffing experts, ready to support you at scale.

- ✓ One invoice
- ✓ Consolidated billing
- ✓ Tier-list agencies to work with per location
- ✓ Control, track and report on spend per location



“Florence has been an exceptional staffing partner. Their efficient and user-friendly platform has enhanced the way we manage staffing.

Their SMS Shift Call Out System makes notifying our healthcare staff about changes a breeze. Messages are delivered instantly, ensuring timely responses and reducing staffing gaps. The intuitive interface is easy to navigate, even for our non-tech savvy team members. Setting up call out lists and managing contacts takes minutes, saving our team time.

Florence has reduced our reliance on outdated communication methods, resulting in cost savings for our care home. It’s an essential tool for streamlining staff call-out processes. Highly recommended!”

Safiqa Kara, RN, MBA, MScA
Executive Director, Generations Calgary

7. Support

Here for you **24/7**,
100% shifts filled

96%
CSAT
Customer
Satisfaction
Score

Our dedicated team is here to give every one of your team members who use Florence full, ongoing support and training, however they need it: in-person, on the phone or online.

→ **Our aim is your aim:
to fill 100% of your shifts with the best quality staff.**

Meet our customer expert



Shelly-Ann Rampersad, Managing Director

A former strategic consultant at KPMG and Vice President of Clinical Operations at a fast-growing virtual healthcare company, Shelly-Ann is passionate about leveraging technology to improve the healthcare system.

Shelly-Ann oversees the Canadian Florence team, from working directly with our clients to get the most out of Florence to setting clinical standards for our healthcare professional network.



8. Implementation

Administrators and scheduling teams

91% say Florence is easy to use

We're a people-first tech company, which means we're easy-peasy to use, for anyone.

There's no long and complicated set-up or installation process: Florence is a website you open from any computer or phone, and when you log in you can start posting shifts immediately.

Administrators and schedulers can use our mobile app on the go to ensure they have the latest information at all times.

Control team permissions

Assign roles to different team members using Florence to give the correct permissions and restrict certain actions they can take. This means you stay in control of how your company staff use Florence.



Tom Wilshere, Chief Technology Officer

A former Amazon developer and cyber security expert, Tom is responsible for Florence's product evolution and technology team. He makes sure Florence remains a secure, reliable service for our care providers and professionals, overseeing our 24/7 dedicated tech support and product maintenance. Dedicated to changing care operations for the better, Tom volunteers for St. John's Ambulance in his spare time.





9. Get in touch

Talk to us today

Get started with Florence.


[Book a call](#)

florencapp.ca

☎ (647) 247-4916



Care better

florenceapp.ca
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