



ORS PARTNERS CASE STUDY

CLIENT OVERVIEW

NAME: VYBE URGENT CARE
INDUSTRY: HEALTHCARE
SIZE: 83 EMPLOYEES
TYPE: PRIVATE



PROJECT OVERVIEW

- vybe urgent care is based in the Greater Philadelphia region and is the fastest-growing operator of urgent care centers in the region. vybe is committed to an enhanced focus on patient experience, patient quality, convenience, and cost-effective healthcare to the market it serves. The company provides treatment for a broad range of illnesses and injuries and has also been very active in administering COVID tests and vaccinations since they became available
 - Founded in 2015, vybe was initially focused on building out the Philadelphia market; it operates 14 facilities in the region today and continues to expand locations rapidly.
 - In May of 2018, vybe urgent care closed a growth equity funding round co-led by NewSpring Health Capital and the Philadelphia College of Osteopathic Medicine (PCOM). Following the equity round, the CEO engaged ORS Partners to discuss a strategy around the most effective way to scale the business.
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- Adding key talent and, more importantly, the building the process to attract and hire this talent to the company was a priority. The business initiative was designed to include Executive Search and White Label Services from ORS Partners.
 - ORS Executive Search practice engaged in scaling vybe's leadership team through hiring core positions, including: a Director of Construction Project Management to focus on opening new locations, a VP of IT to focus on building out the internal IT team, a Controller to focus on building an internal accounting team, and a VP of Revenue Cycle Management to refine and build out the revenue cycle team.



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CHALLENGES TO OVERCOME

- The COVID-19 pandemic and its demand on the healthcare system and the local Philadelphia community
- Salary inflation across all positions
- The surge in competitors' hiring, leading to top talent being presented with multiple offers
- vybe requires hybrid workers as opposed to workers being 100% remote

ACTIONS TAKEN

- ORS created a network and pool of candidates throughout the Philadelphia region via LinkedIn and other search tools
- ORS produced a pre-recorded interview with vybe's CFO, giving an insight into the company's culture and growth to present to potential candidates via social media

SUCCESS AND OUTCOME

- vybe urgent care remains an active client today. ORS' service offerings have expanded beyond Executive Search to include White Label Solutions, and ORS is actively managing the client's entire hiring process today.
- Executive searches performed by ORS include Chief Operating Officer; Vice President of Information Technology; Vice President, Revenue Cycle Management; Controller; Director of Project Management; Senior Manager, Revenue Cycle Management; and Accounting Manager.

"...Two words: unsung hero... You are an excellent ambassador and account manager for ORS; however, it's the work that you do behind the scenes that truly signify your importance. We have often recognized (our individual recruiters)... While they have great attributes, I am confident their success is heavily influenced by your artful and quiet mentorship and guidance. They are very fortunate to be aligned with you because of your generously engaging and caring leadership. Often, I can virtually see your mind already steps ahead of us, but you patiently wait for everyone to catch up! vybe is in great hands and are well underway in reaching our recruitment goals. I have learned a lot from you and thank you for everything that you do.

-VP, Team Experience, vybe urgent care