



**Ending Nursing shortages with Permanent Talent Solutions**

# ABOUT US

## International Healthcare Recruitment Specialist

Our focus is on international healthcare recruitment to meet global staffing needs

## 85 years experience, global international healthcare recruitment leader

Recruit and deployment > 20,000 workers per year to most global regions including USA

## Preferred Supplier to 90+% of the major global healthcare brands

UK, US, Ireland, UAE, Saudi Arabia, Qatar, and Caribbean

## Nurse Led by CEO (UK RN)

With 25 years of senior nursing experience from UK NHS (multi-specialty)

## Dedicated Nurse Recruitment Team

Experienced managing complex international nurse recruitment (including regulation compliances)

## Accredited and Licensed in US, Canada, UK, Philippines and GCC

Access to largest network of qualified specialist nurses worldwide

**Our reputation** and referral network attract high-volume compliant healthcare professionals

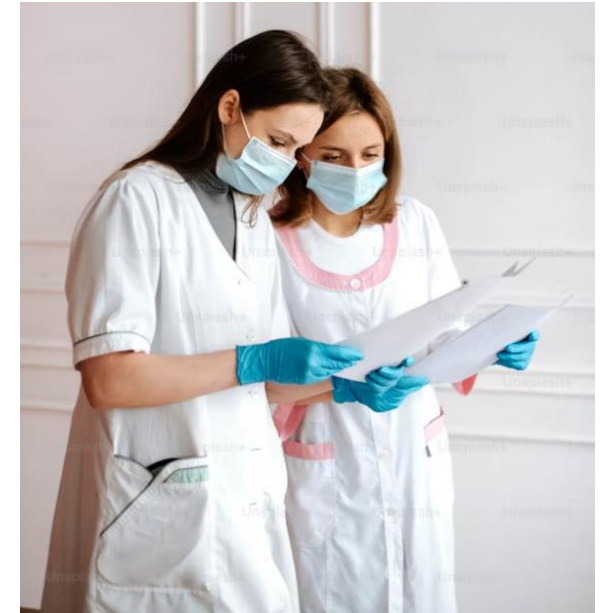
**Expedite nurse recruitment:** No nonsense efficient fast nurse recruitment



# The Problem: The Costly Band-Aid

The U.S. and Canada are treating a chronic nursing shortage with a costly and unsustainable band-aid: skyrocketing temporary agency spend. This approach is bankrupting hospital budgets without solving the underlying problem, leading to dangerously deteriorating patient care.

**In the U.S. =** a shortage of up to 750,000 – 1M RNs by 2030 forces hospitals into an impossible choice: pay unsustainable agency rates or reduce vital services.



## Your Staffing Shortage is a Financial Crisis

**450,000**

Projected RN Shortage in the U.S. by 2025

**1M**

Nurses Expected to Leave the Profession

**ER Closures**

Due to Critical Staff Shortages

# The Problem

## DEMAND CHALLENGES (US)

- 62% RNs report high levels of stress and burnout, especially acute and long-term care (ANA & McKinsey 2023)
- Massive RN shortages & demographic challenges such as projected retirement
- US faces shortage of 250,000 – 450,000 RNs by 2025 (McKinsey, 2022)
- >900,000 RNs projected to leave the workforce permanently by 2027 (NCSBN)
- 33% US RNs are considering leaving the profession by 2025 (NCSBN, 2023)

## SUPPLY CHALLENGES (US)

- Prohibitive costs and long timelines for international recruitment.
- Licensing and readiness gaps for IENs
- Global 'Supply / Demand' factors and fewer RNs training globally
- Undelivered promises made by recruitment companies

## IMPACT

- Dependency on costly overtime, and agencies with hourly rates ranging from \$120 to \$150
- Rising patient safety concerns and negative staff morale due to staff shortages



# Our Solution ‘The SMS Difference’

## We Replace Temporary Spending with Permanent Talent

SMS Healthcare provides American and Canadian health systems with a permanent, sustainable alternative to the agency cycle. We deliver high-quality, internationally recruited nurses who are fully prepared to integrate seamlessly and deliver patient care from day one.

## Our Nurse-Led, Results-Driven Advantage.

Under the leadership of CEO Teresa Pettifer, a veteran of the UK NHS with 25+ years of experience, we’ve built a model that understands the needs of both employers and nurses



## We Have the Capacity. You Have the Need

**50**

nurses within 6 months

**100**

nurses within 12 months

**250–500**

nurses annually on an ongoing basis

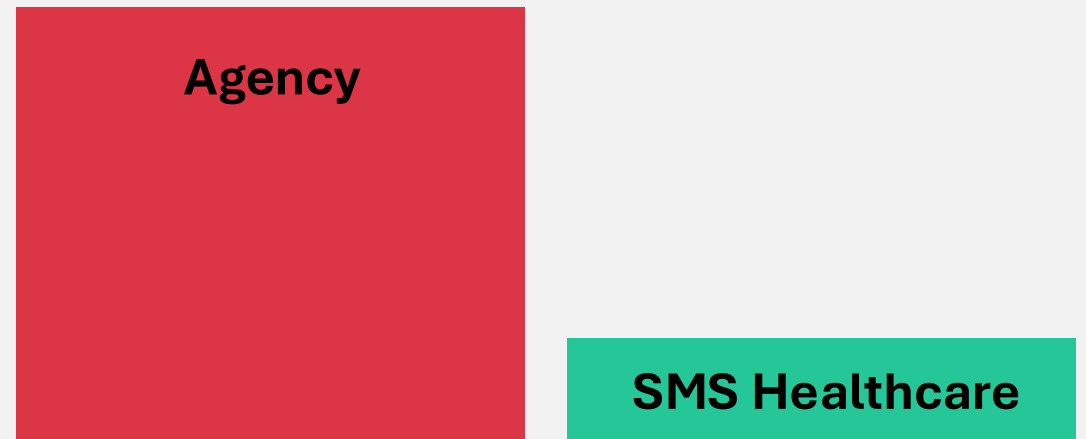
# Our Solution: Financial Impact

## From Cost Centre to Strategic Investment

Stop the financial bleed. Our solution delivers proven, dramatic cost savings, redirecting funds from temporary agencies to building your permanent workforce.

Our investment in pre-arrival preparation and training ensures a high-volume pipeline of experienced nurses who are fully credentialed, licensed and clinically prepared to hit the ground running from day one.

**Save \$90,000 Per Nurse in Year One**



**Cumulative five-year savings \$532,000 per nurse**

**Building a sustainable nursing workforce: A Ready-to work Pipeline**

# Our Solution: The Unique Value

- **LARGE CREDIBLE PIPELINE QUALIFIED SPECIALIST NURSES** many with international experience in high end magnet hospital systems.
- **UNIQUELY FUNDED PREPARATION, TRAINING & MENTORING:** Attracts applicants, resolves obstacles (compliance costs, clinical competency gaps).
- **COST SAVING:** Fully funded solution reduces employer recruitment costs and supports nurses through compliances resulting in more nurses deploying faster than competitors.
- **FASTER DEPLOYMENT:** Focus on 'deployable nurses', we guarantee faster deployments than our competitors. This is why we are a preferred supplier.
- **EXPERIENCE:** Proven global leader in healthcare recruitment and preferred supplier to major hospitals (UK, Ireland, GCC).
- **INTEGRATED SOLUTION CONSIDERS KEY CHALLENGES** of cost and completion of expensive compliances for licensing.
- **RETENTION AND SUPPORT SERVICES:** Provide end-to-end support for licensing, immigration, travel, onboarding.



# Our Process

## A Proven Pathway to Permanent Staffing

We dismantle traditional barriers to international recruitment with a comprehensive end-to-end process.



# Why Choose SMS Healthcare

## SPECIALIST TEAM WITH PROVEN EXPERTISE

- **Nurse-led:** CEO 25+ years as a UK senior NHS nurse
- **Specialist healthcare recruitment team** 85+ years of combined leadership experience in healthcare recruitment.
- **Proven partnerships** with international healthcare providers.

## TURNKEY SOLUTION: FASTER DEPLOYMENT

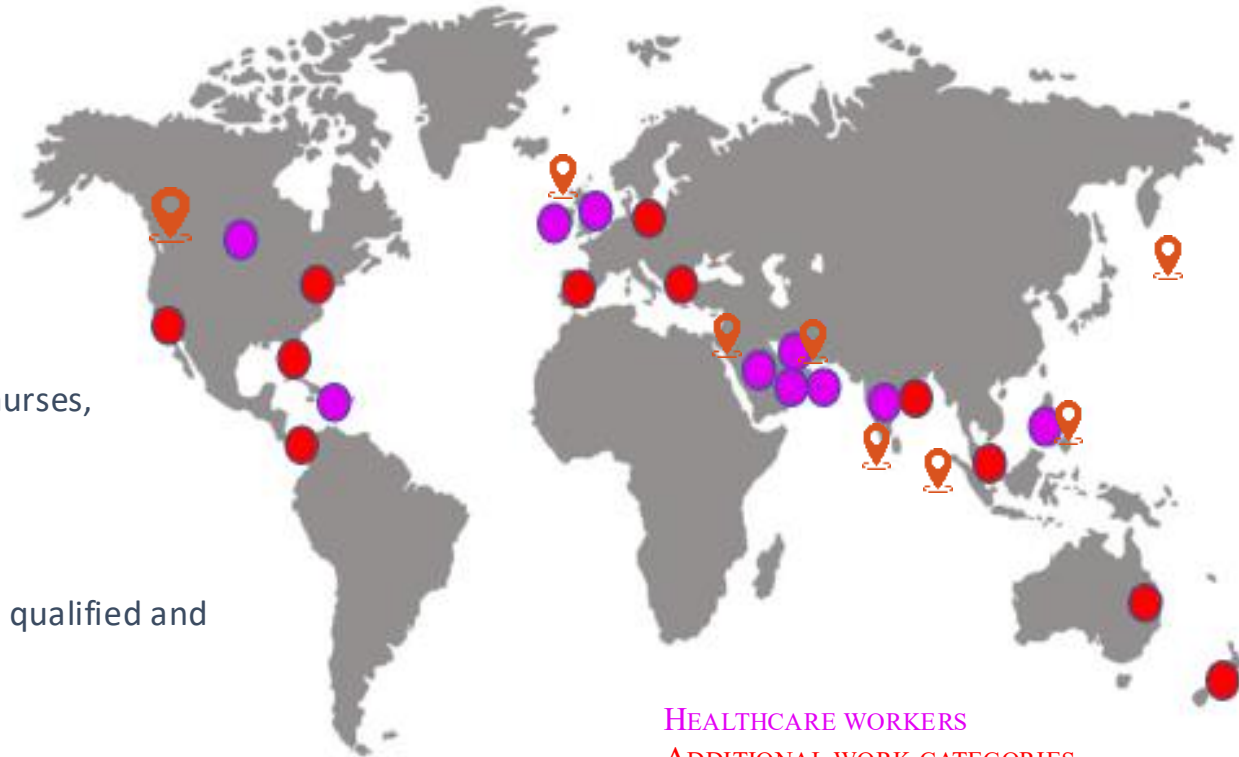
- **Access to a vast pool of pre-screened candidates** across specialties: nurses, radiologists, and allied healthcare professionals

## GUARANTEED PIPELINE OF SPECIALIST RNS

- **Existing 'live' pipeline of specialist RNs** (50 - 100 nurses (with NCLEX) qualified and ready. Capacity to increase to 250+ annually

## ETHICAL RECRUITMENT

- Fully funded model ensuring **no cost to candidates.**
- **Compliant with UN, ILO, Philippines government standards**



OFFICE  
LOCATIONS

HEALTHCARE WORKERS  
ADDITIONAL WORK CATEGORIES

- Manila
- Canada
- UK
- India
- UAE
- Saudi Arabia
- Singapore

# CLIENT-CENTRIC FEATURES AND BENEFITS

## 1. FINANCIAL SAVINGS / COST REDUCTION

- Reduce agency expenditure, overtime and staff turnover.
- Efficient recruitment process: Utilizing AI-driven recruitment platform and global partnerships to optimize hiring process.
- Improve patient care by optimizing nurse-to-patient ratios.
- Enhance staff retention and their morale
- Minimizes operational disruptions caused by high turnover rates

## 2. RESOLVE RECRUITMENT CHALLENGES

- Invest in providing support for nurses to complete US Compliance for registration
- NCLEX and IELTS preparation
- Immigration support
- Provides quality assurance via training: competency/skills gaps training and onboarding support

## 3. GLOBAL HEALTHCARE RECRUITMENT LEADER

- Nurse-Led: CEO 25+ senior nurse experience from UK NHS (originally from Philippines)
- Specialist Healthcare recruitment team
- Knowledge of healthcare licensing / regulatory requirements for US
- Pipeline of 100's qualified nurses with various specialities
- Access to top talent and massive referral network across Europe and GCC

## 4. EXCELLENT REPUTATION / ETHICALLY COMPLIANT

- Preferred supplier to 90+% of largest hospital brands in UK, Ireland, GCC countries
- Strict adherence to licensing and compliance standards
- Ethical recruitment practices in compliance with UN and ILO guidelines
- Exclusive international recruitment to protect local workforce
- Largest Philippines manpower group averaging 1500 monthly deployments

# Our Leadership

**David Moretto:** CEO, Sharp BH Canada Inc. & SMS Healthcare Inc.

An accomplished entrepreneur 30+ years of experience, specializing in planning and implementing effective management strategies that drive day-to-day operations and partnership development. He has successfully acquired, developed, and optimized businesses for profitability. David has worked with companies of all sizes. He is driven by a passion to help businesses succeed by assisting partners and clients to achieve financial objectives and sustainable growth.

**Colin Pettifer:** Co-Owner/Founder, Sharp BH Global Manpower & SMS Healthcare Inc.

20 years in senior corporate roles managing a wide range of international manpower-intensive businesses & projects. He has developed and managed large P&Ls and overseen the recruitment, training, and management of projects in SE Asia, Mongolia, Africa, Middle East – Iraq, Kurdistan, KSA, UAE, Afghanistan, Central America. Colin served 9 years as a British Army Officer and holds an MBA from Cranfield School of Management.

**Teresa (Tess) Pettifer:** Co-Owner and CEO, Sharp BH Global Manpower (Manila/London) & SMS Healthcare Inc.

Over 25 years of front-line healthcare experience as a Senior Nurse in some of the largest UK NHS Trust hospitals. Managed and advised recruitment of nurses from UK and the Philippines. Overseen staffing levels, including the tasking and management of agency staff. Holds a Baccalaureate degree in Nursing and is a Registered Nurse in UK. Teresa is a co-founder of Britannia Healthcare Ltd.

**Let's Build Your Solution Together**

## Questions?

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