



**HUSCH BLACKWELL**

## Startup Client Spotlight: Provider Pool

“Provider Pool is an online labor marketplace created for the healthcare industry. This shift fulfillment platform connects hospitals with available healthcare professionals for on-demand staffing needs. Since Provider Pool’s launch in January 2019, the marketplace now has 380+ registered healthcare professionals and six healthcare organizations. The idea for an online staffing platform came from a personal connection between the problem and the Provider Pool’s founder, Janna Westbrook, who is a registered nurse. Over the past eight months, Provider Pool has grown to a team of four, participated in the Capital Innovators Accelerator and had the opportunity to pitch in the 2019 Arch Grants Competition. Long term, Provider Pool plans to be a first-choice solution to staffing challenges within the healthcare industry throughout the Midwest.” —**Janna Westbrook, Founder & CEO**



**Janna Westbrook,**  
Founder & CEO



**Rodney W. McGee Jr.,**  
Chief Technology Officer

### Q&A with Janna Westbrook of Provider Pool

#### HOW IS YOUR COMPANY INNOVATING IN YOUR INDUSTRY?

The recruitment process in the healthcare industry is expensive, antiquated and inefficient. By using technology and automation to recruit and contract healthcare professionals, Provider Pool gives hospitals direct access to available healthcare professionals for on-demand staffing needs...saving time, money and resources.

#### WHAT MAKES ST. LOUIS A GREAT LOCATION FOR STARTUPS AND INNOVATION?

St. Louis is a small city with big city resources and a community of individuals whose sole goal and purpose is to help entrepreneurs thrive. This region is an underserved market for tech innovation so it’s a great opportunity for tech startups to tap into the market.

#### WHAT DOES “INNOVATION” MEAN TO YOU?

Innovation means making something better when it’s already its best. Innovation is forward thinking, creativity and technological miracles.

#### HOW HAS HUSCH BLACKWELL HELPED YOU ACCOMPLISH YOUR GOALS?

Ashley Edwards has been super supportive and great at explaining the legal implications of our business in a way we can digest. She’s responsive, timely and thorough.

#### WHY DID YOU CHOOSE HUSCH BLACKWELL?

We received recommendations from Capital Innovators and an Arch Grants recipient.

#### WHAT WERE YOU LOOKING FOR IN A LAW FIRM?

Subject matter expertise related to small business formation and the investment process.