

pharmaceutical company:  
**RAPID RECRUITING FOR PHARMA  
INVESTOR PITCH**



## SUMMARY

flipMD helped a pharmaceutical company recruit and work with board-certified emergency medicine attending physicians to help the company during a pitch to venture capital and private equity groups. They needed to find physicians who had previously treated a condition seen often within the emergency department to support the need for this new medication.



“The company was planning an investor webinar to describe the unmet medical need and how the company’s technology could fulfill that need. For maximum impact on the investors, three physicians would present the problem and the need. However, with only limited time to select and contract the physicians, I turned to Flip-MD. The ease of signing onto Flip-MD’s platform and the support I received to initiate the project were instrumental in making this happen. Within a week of posting the assignment, I had received eight qualified candidates, all board-certified and highly interested in helping the company.”

## GOALS

A pharmaceutical company was looking to work with a single emergency medicine physician to support the founder during a pitch to venture capital and private equity firms over the next week. The goal was to bring in multiple EM physician bids for the founder to choose a physician that could make the meeting at a certain time/date.

## SOLUTIONS

flipMD already had 200+ emergency medicine physicians within the platform from multiple other jobs requiring EM expertise. The job received 10+ bids within a few days and the founder was so impressed by multiple physicians that he decided to offer the job to 3 physicians that could speak on the need for the new medication in relation to the patients they serve in the emergency department.

## BENEFITS

This project required a very quick recruitment process given the timeline of the meetings scheduled within a week of posting the project. We were able to tap into our cohort of emergency medicine physicians that were already on the platform and ready to take jobs right away. The variety within flipMD allowed the founder to find not just the right person for the job but also bring on more support for the pitch to investors in the form of three board-certified attending physicians who have all treated patients within the emergency and acute care setting.