

mom365

Case Study



Delivering Faster Results,
Convenient Nationwide
Access, and a Reduced
Administrative Burden

CLIENT INFO

Client: Mom365

Industry:
Newborn Photography Services

Duration of Case Study:
6 Months

Employees/Candidates Served:
726

Services Provided:
Drug Screens, Titer Testing, TB
Testing, Vaccinations, Physical
Exams, and Mask Fittings.

OBJECTIVES

- ✓ Reduce exam turnaround time
- ✓ Expand nationwide provider access
- ✓ Eliminate internal administrative burdens

MOM365'S CHALLENGES

Limited screening locations (under 50 clinics nationwide): Getting photographers cleared quickly was especially challenging in rural or remote areas, where long travel times for screenings created inconvenience and contributed to talent loss.

Resource intensive clinic recruiting: The onboarding team had to establish new clinic relationships when photographers weren't near a provider, delaying onboarding and diverting focus from other priorities.

Slow screening turnaround times (7–10 days): Waiting over a week for medical clearance could lead to gaps in photographer coverage at key hospitals, delayed start dates, and lost revenue opportunities.

Heavy administrative workload: Time spent chasing records, scheduling, and resolving issues reduced the team's ability to focus on hiring, onboarding, and growing their national footprint.

NMS HEALTH'S IMPACT

53% Faster Results

Reduced turnaround times from 7–10 days to 3.5 days, getting photographers into hospitals sooner.

300x Increase in National Coverage

Expanded from fewer than 50 screening sites to utilizing over 630 partner locations, with access to more than 15,000 sites nationwide through our network.

127+ Admin Hours Saved per Month

Equivalent to nearly 4 full workweeks, allowing Mom365 staff to allocate their time to other important initiatives.

6.6-Mile Average Travel Distance for Screenings

NMS Health's nationwide network gave photographers access to nearby screening sites, creating a more convenient and accessible exam experience.

WHY MOM365 CHOSE NMS HEALTH

Mom365, the largest professional newborn photographer in the United States, needed a more efficient way for photographers to complete hospital-required screenings to access maternity units and bring Baby's First Picture Day to families nationwide.

The company wanted to prevent losing candidates during the screening process while creating a seamless, convenient experience for their photographers. After evaluating multiple partners, Mom365 selected NMS Health for its nationwide coverage, fast turnaround times, and transparent pod platform. The partnership reduced administrative burden for Mom365's team and improved the overall experience for their photographers.