



From Clinical to Career Freedom

YOUR PATH FORWARD

The smartest route for clinicians seeking high-impact non-clinical roles with clarity, speed, and confidence.

86%

of clients land non-clinical roles
within 6 months

72%

of roles secured are
remote and flexible

78%

of salaries landed are between
\$80k to \$170k

Why Clinicians Need Strategic Support



The Challenge

Most clinicians attempt career transitions without proper guidance:

- **59% try DIY approaches** (resume writers, certifications, solo applications)
- **88% lack network access** to hiring managers in health tech
- **100% need resume optimization** to get past ATS filters
- **94% need skills translation** from clinical to business language

The MatchDay Difference

We provide what DIY can't:

- **Advanced AI tools:** Learn cutting-edge resume tailoring and job sourcing tools (reduce 2 hours to 15 minutes)
- **Skills translation:** Transform clinical experience into business value
- **Strategic positioning:** Director-level roles, not entry-level
- **Expert guidance:** 1-on-1 coaching from industry veterans, mindset support specialists, and medical professionals who have successfully pivoted to non-direct patient care roles

From Clinical to Career Freedom: The Smartest Route



Clinical Background

Your experience is valuable, but needs translation for non-clinical roles



Strategy + Positioning

Identify your unique value and target the right opportunities



Networking

Gain access to the hidden job market through strategic connections



Interview Mastery

Learn to communicate your value clearly and confidently



High-Impact Role

Land a position that values your expertise and offers career growth

What You Know vs. What You Don't Know

What You Think You Know

- Resume formatting
- LinkedIn profile basics
- Applying to online job boards

What You Need to Know

- Market positioning and narrative crafting
- Advanced AI tools for job sourcing and resume tailoring
- Strategic networking and application techniques
- Converting clinical expertise to business value

It's not that you're not qualified. It's that you're invisible.

Why DIY Rarely Works

The Numbers

- **100-200+ applications** submitted by most DIY job seekers
- **2-3% interview rate** from online applications
- **75-80% resumes** rejected by ATS before human review
- **95% of clinicians** have barely used AI tools effectively for job search

The Solution

- **Advanced AI resume tailoring tools** (beyond ChatGPT) to optimize for ATS
- **Job sourcing and application efficiency** (reduce 2 hours to 15 minutes)
- **Strategic positioning** that gets you noticed
- **Expert guidance** at every step

How People Actually Get Hired

If you are taking the same resume and applying to everything - you are doing it wrong.

The truth about career transitions: Most healthcare professionals don't have the tools, strategy, or support needed to successfully transition to non-clinical roles. That's exactly what MatchDay provides.

We provide job discovery, resume ATS optimization, rebranding, advanced AI tool training, strategic networking, job board access, interview prep, salary negotiation, and post-placement support.

Who We Work With



MatchDay serves ALL healthcare professionals – not just physicians. Our fellows include:

- **Physical Therapists (PTs)** & Occupational Therapists (OTs)
- **Registered Nurses (RNs)** – NICU, ICU, Med-Surg, Specialty
- **Nurse Practitioners (NPs)** & Physician Assistants (PAs)
- **Respiratory Therapists**
- **Social Services Directors** & Case Managers
- **Pharmacists** & Pharmacy Technicians
- **Physicians** (Internal Medicine, Family Medicine, etc.)
- **Allied Health Professionals** (SLP, Dietitians, etc.)

If you have healthcare experience and hit a career ceiling, we can help translate your skills to high-impact non-clinical roles.

Real Roles Landed by MatchDay Fellows



Legal Ops Analyst – \$73,500

Former Nurse Practitioner →
Indeed (8 weeks)

Clinical Operations – \$72,000

Former Physician Assistant →
Athelas

Clinical Informatics – \$170,000

Former Physician →
eClinicalWorks

Medical Writer – \$95,000

Former RN → Medical Writing (10
weeks)

Marketing Manager – \$105,000

Former Pharmacist → Health
Tech Marketing

Operations Manager – \$115,000

Former Physical Therapist →
Health Tech Ops

Common Job Titles + Salary Ranges

Operations & Strategy

Roles: Project Manager, Operations Manager,
Clinical Program Manager

Salary Range: \$90K–\$130K

Tech/Clinical Hybrid

Roles: Clinical Informatics Specialist, Product
Specialist, Implementation Consultant

Salary Range: \$100K–\$160K

Non-Clinical Care

Roles: Case Manager, Quality Reviewer, Utilization
Management

Salary Range: \$65K–\$90K

Content/Education

Roles: Medical Writer, Training Specialist, Marketing
Manager

Salary Range: \$85K–\$120K

Your Path to Career Freedom Starts Now



The DIY Reality

- **Less than 2% success rate** for DIY approaches
- **59% who try alone** end up coming to us anyway
- **6-18 months wasted** on resume writers, certs, applications
- **95% lack AI tool expertise** for efficient job searching

MatchDay Results

- Strategic positioning in **2 weeks**
- **Advanced AI tools** reduce job search time from 2 hours to 15 minutes
- Roles with **better work-life balance** and out of direct patient care
- Most fellows land roles in **4-6 months**

Ready to Transform Your Clinical Career?

Take our free career assessment to discover which non-clinical paths align with your unique profile.

Take Free Career Assessment

This assessment measures your career interests, work values, skills confidence, and work preferences to match you with the non-clinical career paths that best fit your unique profile. Your responses are confidential.

Visit matchday.health to learn more

Program Structure at a Glance

Job Discovery & Strategy

- Career assessment and goal setting
- Market value positioning
- Target role identification
- Access to job boards

Resume & Rebranding

- Resume ATS optimization
- LinkedIn optimization
- Professional narrative crafting
- Advanced AI tool training

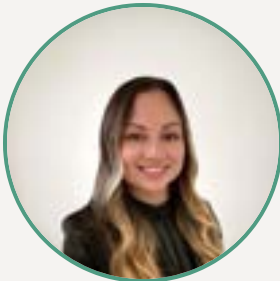
Application & Interview

- AI-powered sourcing and tailoring
- Strategic application strategy
- Interview preparation and practice
- Salary negotiation training

Ongoing Support

- Specialist coaching sessions
- Coursera access for upskilling
- Post-placement support

Meet Your Career Team (Specialists)



What Fellows Say

"Their expertise helped me translate my clinical experience into valuable business skills, refine my career direction, and ultimately land a role that aligns with my passion for healthcare in a new way."

— **Kish L., Project Manager**

"As a nurse, going from bedside to an operations role I can't recommend MatchDay enough. They helped take my already existing skills and help me tell my story and reframe my career identity."

— **Stephanie S., Operations**

"I came to MatchDay after trying so many other career coaching programs, and I can honestly say this one is different. From day one, my coach had a clear plan and real action steps—not just talk or vague theories."

— **Jasmin O.**

"The coaches are very dedicated to their clients. I learned a lot about making myself a more marketable candidate. I admire the commitment the whole coaching team made in making sure I found a role that aligned with my values."

— **Golda N., Clinical Writing**

"They truly understand how to navigate the unknowns of pivoting from clinical patient-facing positions to health tech roles that utilize my skillset to be part of the innovation that the health tech field offers."

— **Shana G., Provider Operations Specialist**

"The certification wasn't just a credential — it was validation that I had the tools and strategy to succeed outside of clinical practice."

— **Sarah T., RN to Clinical Program Manager**

MatchDay Fellowship Benefits

Upon completion, you'll be equipped with a results-driven strategy, industry-backed assets, and a new professional identity.

Coursera Access

Upskill with access to professional development courses

Alumni Network Access

Join a community of successful healthcare professionals

Who Succeeds in the Fellowship



You're a Great Fit If You:

- **5+ years healthcare experience** (RN, PT, OT, MD, allied health)
- **Leadership background** (director, preceptor, committee member, teaching)
- **Hit a career ceiling** (no promotions in 2+ years)
- **Want growth OR flexibility** OR both
- **Can commit 4-6 hours/week** for 6 months
- **Ready to be coached** (open to feedback)

Our Typical Fellow Profile:

- **Average 10.2 years** healthcare experience
- **76% have leadership roles** (director, preceptor, committee)
- **71% hold advanced degrees** (Master's, MBA, MD)
- **53% teach or mentor** other healthcare professionals
- **88% cite career ceiling** as primary reason for transition
- **87% successfully place** within 6 months