M7 | Oula

Case Study: The Staffing Complexity Behind Women's Health - And How Oula Solved It with M7

At a Glance

Founded in 2019, Oula is a collaborative maternity care practice that brings together midwives, OBGYNs, and care navigators to provide comprehensive care before, during, and after pregnancy. The practice delivers a full range of pregnancy and gynecology services in-clinic, and partners with hospital systems for deliveries and a more integrated care experience.

Customer Profile

- NYC-Based
- Manhattan · Brooklyn · CT
- Midwives, OBs, techs, per diem
- Prenatal + hospital deliveries

What Oula Needed

- Float providers across clinics
- Labor spend visibility
- Manager confidence in coverage

M7 BRIDGES THE GAP

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M7 Outcomes

- Single source of truth for schedules across all clinics and roles
- Multi-clinic float pool covering sick calls and PTO — no scramble texting
- Reliable lead OB and on-call visibility for every provider
- Staffing targets by clinic and role — gaps are transparent and fixable
- Exec-ready reporting on hours, shifts, bonus pay, and cost centers



Oula's Care Model Demands Operational Excellence

Oula's care model is built around a simple idea. Prenatal care happens in-clinic. When someone goes into labor, they deliver in a partner hospital with an Oula clinician at their side.

Operationally, that demands a lot.

- Providers rotate across multiple clinics.
- On-call OB and midwife coverage must span locations.
- Techs and per diem staff float when demand spikes.

On paper, Oula looks like a small network of clinics. In reality, they have the staffing complexity of a health system — and they wanted a platform built for exactly that.

Getting there meant having real time visibility into who was covering where, the ability to manage a shared workforce across locations, and reporting clean enough for finance and leadership to trust.

Why Oula Chose M7 Health

When Oula moved to M7, they were not shopping for "yet another scheduling tool." They were looking for a few specific things:

Real time clarity on coverage

A way for every clinician to see who is on call, where they are covering, and who is backup, without hunting through messages or static calendars.

A float pool that works across clinics

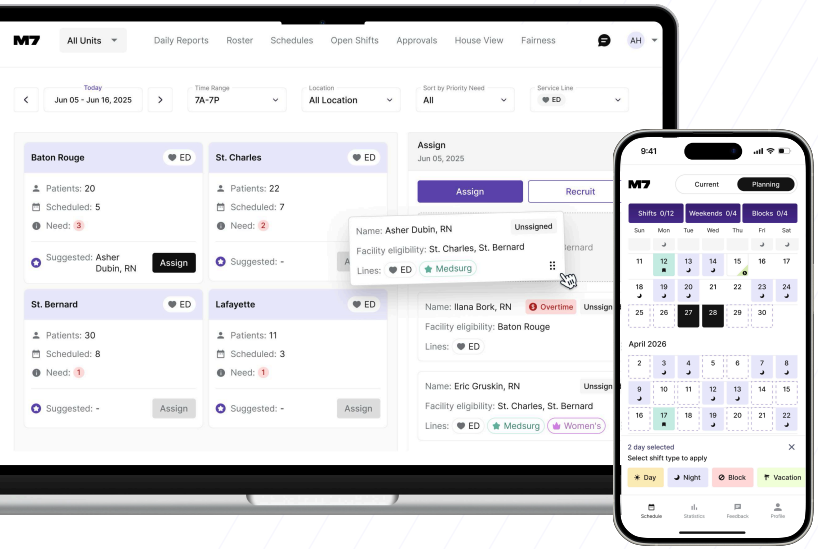
The ability to treat their staff as a shared workforce, not four separate teams, so they could fill gaps without over hiring or burning out the same people.

Reporting that a CFO would trust

Clean, flexible reporting on hours, shift types, locations, and bonus pay, so they could finally see where labor dollars were going.

M7 Health gave them a single platform that hit all three.





The Solution: One Platform For Clinics, Float Pool, And On Call

Multi-clinic staffing in one view

Providers and techs can be assigned to their home clinic while remaining eligible to work at any location.

Managers set target staffing levels by role and clinic. The schedule makes it visually obvious when coverage is short.

- Which roles are scheduled
- Where staff are working
- Where gaps still exist

Instead of rough guesses, Oula has a clear daily map of coverage across all four clinics.

A true float pool across locations

Oula uses M7's open shifts and float functionality to run a float pool spanning Brooklyn, Manhattan, and Connecticut.

- Post open shifts or place float staff when someone calls out
- Staff see open shifts across all clinics from their M7 app
- Schedulers see total weekly hours to avoid overtime

Prioritize per diem staff, avoid automatic overtime, and keep clinics covered without back-and-forth texting.

Safe, visible on call coverage

On call coverage is critical. Patients might call from home, walk into a clinic in early labor, or show up at a hospital Oula covers.

- On call shifts tagged and surfaced across the enterprise view
- Providers see who is on call for each clinic — day and night backup
- No chasing static Google Calendars or relying on memory

Fast escalation when something goes wrong. Less hesitation when someone calls saying "I think I'm in labor."

Reporting that turns schedules into financial insight

The same platform that runs Oula's schedule also drives reporting. Leaders can pull:

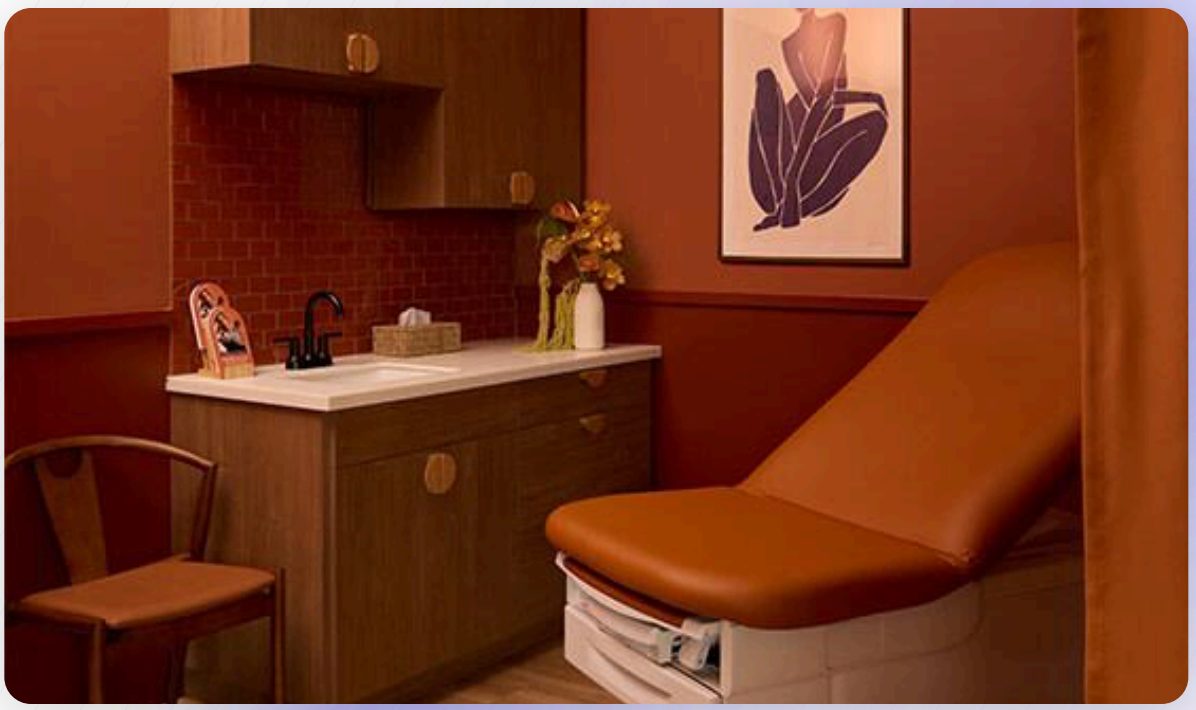
- Shift and hour details to reconcile payroll questions
- Call-out reports to build a staffing case
- Lead OB shift counts to confirm correct pay
- Emergent pay and per diem breakdowns
- Location-specific reports for accurate cost centers

For Oula, this level of labor visibility is now routine.

Impact: Running A Growing Network With Big System Discipline

Operational Impact

- Float pool coverage across clinics without constant phone trees and manual coordination
- Clear view of daily staffing against target levels, so gaps are visible and actionable
- Faster, more confident escalation when patients go into labor or present with complications



Financial And Reporting Impact

- Shift reports that give finance and leadership clear visibility into hours, overtime, and bonus pay
- Location level data that aligns with how Oula tracks cost centers and funding sources
- The ability to prioritize per diem staff for open shifts and avoid unnecessary overtime

Provider And Staff Experience

- Before the schedule is ever built, staff can communicate personal commitments and availability preferences directly in M7 so their lives are accounted for before coverage decisions are made
- Staff can swap shifts with colleagues directly through the app, without manager back-and-forth
- Staff can see open shifts across locations and choose where to pick up extra work
- Providers know exactly who is on call, instead of relying on static Google Calendars
- Managers and schedulers work from a single system that reflects reality, not a patchwork of tools



Looking Ahead

Oula is continuing to expand its footprint and refine its on call and float pool model. With M7 as the operational backbone, they are exploring deeper reporting on overtime trends and bonus pay usage, and pushing for even more intuitive views of on call coverage for front line clinicians.

They now have the platform to run multi clinic women's health care with the rigor of a health system and the agility of a startup.