

CASE STUDY

Covax Australia

Healthcare Startup · Queensland, Australia · 2021

Delivered by Sharm Pillay, ProficientOBM

\$30,000

Revenue — first 14 days

300+

Nurses recruited

8

Clinic sites staffed

11

Onsite staff managed

THE SITUATION

Covax Australia was a healthcare startup launched during the COVID-19 pandemic to supply nursing staff to Queensland's mass vaccine clinics. When Sharm Pillay joined, the business existed in name only. There were no systems, no processes, no team, no CRM, and no clients. The two founders needed someone who could build operational infrastructure from zero — under live pandemic pressure — and generate revenue immediately.

THE CHALLENGE

On her first day, Sharm was given a single instruction: recruit 15 registered nurses and have them deployed to vaccination sites by the following morning. She started at 1:00 PM. By 8:00 PM, it was done.

That was day one. The rest of the engagement required her to simultaneously build every operational system the business needed while managing an active, expanding operation across multiple Queensland sites.

WHAT WAS BUILT — FROM ZERO

- End-to-end recruitment system: job ads, CV screening, interviews, compliance checks, and same-day deployment of medical staff
- Bespoke CRM platform: designed and implemented in collaboration with an IT partner to manage hundreds of registered nurse candidates
- Government relationship: secured Covax Australia's position as the preferred HR supplier to QLD Health for mass vaccine clinics
- Multi-site staffing coordination: managed simultaneous staffing across Caloundra Vaccine Hub, Genomics Milton, Brisbane Airport, and the Coomera Mass Vaccine Hub
- Rostering system: directed a dedicated rostering team of 3 ensuring consistent coverage across all sites at all times
- Payroll operations: managed accurate and timely compensation for all staff in line with correct award rates
- Facebook recruitment campaigns: designed and executed paid social campaigns targeting IPNs, RNs and ENs to build the candidate pipeline
- Team leadership: led an 11-member onsite operational team while managing hundreds of remotely registered nurses

THE RESULTS

Within the first fortnight of the business operating:

- \$30,000 billed to QLD Health — the business's first revenue
- Covax Australia established as the primary human resources partner for QLD Health's mass vaccine clinics
- 300+ nurses recruited, credentialled, and deployed across Queensland
- 8 vaccination sites staffed simultaneously at operational peak
- Full operational infrastructure built from scratch — CRM, SOPs, rostering, payroll, recruitment — while delivering live

"Sharmila's unwavering commitment and profound expertise were truly commendable. Her pursuit of excellence and her tenacity to transcend set benchmarks were palpable. We hold no doubt that she will channel the same zeal and expertise into any future project or role she embraces."

— Annie Muller, Operations Manager, KnG Healthcare / Covax Australia (Written endorsement, August 2023)

FOUNDER'S WORDS

Manu Kala, Co-Founder of Covax Australia, referred to Sharm as his "Mike Ross" — the character from the legal drama Suits known for walking into rooms with no formal credentials and outperforming everyone through raw ability, work ethic, and instinct. For a founder building a business from nothing under crisis conditions, that is the highest compliment he could give.

WHAT THIS DEMONSTRATES

This engagement proves one specific capability that most fractional operators cannot claim: the ability to build a functioning operational engine from absolute zero, under live pressure, while simultaneously generating revenue. Not optimising an existing system. Not documenting what already works. Building the entire thing — CRM, team, process, government relationship, payroll — while the business is running.

This is what ProficientOBM brings to early-stage founders who need someone to walk in on Monday and make things work by Friday.

Sharm Pillay — Fractional Operations Manager, ProficientOBM

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