

All Medical Personnel

BULLHORN CASE STUDY

Staffing and Recruiting Software, On Target, On Demand™ • 1.888.GoLive8 • sales@bullhorn.com • www.bullhorn.com



“Medical staffing is a complex business, and the combination of Bullhorn’s open platform with the capability to manage all of our client and candidate workflows, gives us an incredible competitive advantage in placements, client service and managing our profitability.”

••• *Neil Bernstein, CEO*

Business Type: Permanent, temporary, temp to perm, VMS

Areas of Concentration: Medical, Generalist, Healthcare

All Medical Personnel, founded in 1990, provides professional staff and executives to all types of healthcare organizations throughout the United States. As the company grew, All Medical Personnel needed a staffing and recruiting front office that would provide the visibility, integration with healthcare compliance and fast, efficient workflows needed to source and place the right candidates quickly. To meet these needs, All Medical Personnel chose Bullhorn, which automated the complexities of the business by:

- Integrating compliance information ranging from background checks to certifications right into the candidate record in the CRM.
- Unifying the sales and recruiting teams to efficiently track the matching of candidates to job orders and ensuring visibility into each step of the workflow.
- Enabling candidates to be electronically notified of new job opportunities, and then allowing them to apply directly and certify their application.
- Allowing clients to login and access customized reporting to improve client service and lower costs.

Challenges:

- All Medical Personnel’s previous system did not allow for multiple offices throughout the country to work seamlessly together. Communication between sales teams and operations was fractured, causing miscommunications between offices, redundancy of work and a lack of real-time visibility into operations.
- Integration was not an option. All Medical Personnel’s previous system was too disjointed and couldn’t integrate with other applications, causing the company to use several separate applications to track information which wasted countless hours on switching between systems.
- Metrics were hard to track in the old system, and did not meet All Medical Personnel’s increasing need for more sophisticated reporting.

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Solution:

- Bullhorn's On Demand, fully integrated staffing and recruiting front office software offers all the functionality All Medical Personnel needed to connect teams and increase productivity in a single ATS and CRM: integrated email, sourcing, an applicant tracking system, calendaring, task management, job management and customer relationship management.
- Bullhorn's APIs allow Bullhorn, customers and third party systems integrators and developers to share information with a variety of applications, allowing All Medical Personnel to build integration points between Bullhorn, drug screening, background checking and back end systems.
- The Bullhorn CRM is the focal point for All Medical Personnel's job order to placement activity, keeping track of updates to candidate compliance information, changes to client requirements and acting as a check and balance on candidate quality control. Automated tools like Tearsheets and Email Distribution Lists transform client requirements into recruiting campaigns.
- Since Bullhorn is 100% Web-based and On Demand, all information is automatically tracked. All Medical Personnel now has access to all information from job order to placement for candidates and clients, through standard and custom reports, from anytime and anyplace, which allows them to gain better insight into their business.

Benefits:

- **Communication and Collaboration** – With Bullhorn's Software-as-a-Service delivery, All Medical Personnel now has instant access to client and candidate information and the ability to readily share it among offices throughout the nation. The open architecture of Bullhorn creates transparency on everything from compliance data to client requirements to bill and pay rates, giving visibility into the operations of all offices across the country, allowing the entire team to work more productively and profitably.
- **Healthcare Staffing Integration** – Bullhorn's Web Services API seamlessly allows real-time integration of candidate applications; background screening, checking and testing; client customer service; and billing directly into Bullhorn's CRM, enabling All Medical to expedite the placement of a candidate, realize revenues more quickly and lower the cost of sales and recruiting.
- **Business Intelligence/Reporting** – Bullhorn's On Demand access to reports provides 360° visibility for managers and executives into the company's performance, allowing them to review how each office in their company compares to others, as well as others in the industry. With Bullhorn, All Medical Personnel gain instant access to the accurate reports they need from just one system, at anytime and from anyplace.