

CASE STUDY:

CIRRUS MEDICAL STAFFING

Charlotte, North Carolina

Healthcare specific solutions were the imperative.

Cirrus Medical Staffing is ranked as one of the top ten Travel Nurse Companies in the nation. "We place medical professionals into travel, contract, and permanent employment," stated Greg Allen, President of Cirrus. "Our incumbent software did quite a bit for us, but wasn't healthcare specific enough to address the issues we dealt with every day." The travel nursing industry is very unique in that they must manage constantly changing job orders as well as a myriad of different ways to label candidates. The ability to examine traveler history, manage reporting, and even search for candidates based on multiple criteria was cumbersome or non-existent with the incumbent software solution. "We were surprised with the business acumen related to traveling medical professionals and clients demonstrated by API Healthcare. It was very much on target with the industry."

A unique set of issues and opportunities.

With 50+ internal employees and about 150 travelers on the payroll, Cirrus needed a solution that would increase their capabilities and allow them to meet the growing demands of their existing clients, while also maximizing their new business opportunities. "What we really needed was a solution that gave our management the ability to run our business in real time and gave our employees access to information that generated more placement activity," said Greg. "We also needed an effective credentialing system that would allow us to retain more of our travelers over a longer period of time." There were two primary areas of focus that Cirrus deemed as critical decision factors; 1) the ability to place candidates faster than the competition and 2) the ability to qualify the candidates accurately based on credentials and licensure. API Healthcare's solutions were able to excel at both through the automation and integration of data that tied all front office and back office tasks, and streamlined processes across the entire enterprise.

The proof is in the productivity.

Immediately upon completion of implementation of the software, Cirrus was able to book more business due to the efficiencies created by automation and integration of company processes. "API Healthcare has taken our productivity to a new level with our clients," continued Greg. "Our employees are able to access the information they need quickly and accurately. They are able to generate profiles quickly to send to client facilities and submit evidence of credentialing compliance in a single email." API Healthcare Contingent Staffing and Recruiting Solutions, the two core products combine Candidate Repository, Customer Relationship Management and Credentialing tools in one comprehensive package. It gave Cirrus the ability to perform searches in locations based on zip codes, specialties and even key word searches for more unique skill sets. In addition, Cirrus was also able to search for candidates who possessed the required state licensure in order to interview and accept quickly. "The credentialing system is easy to operate and gives us the upper hand in the collection of missing requirements." Cirrus was particularly pleased with the comprehensive approach to the placement and the on-boarding processes and the system's ability to tie the front office with the back office. "It was by far the best we had seen. It's honestly a one-stop shop for healthcare staffing. We couldn't be more pleased."

AT A GLANCE

Problem: Incumbent technology was not specific to healthcare staffing making processes cumbersome, time consuming and costly

Solution: Automate and integrate the front and back office to streamline every touch point in the search and placement processes

Results: Credentialing is streamlined and robust search capabilities allow faster placement of temps so the staff has been able to book more business.

"We compared API Healthcare's solutions to other staffing software and found that it is far more robust and scalable than most of the other software on the market."

"The scalability of API Healthcare's solution is exactly what we needed to substantiate our growth. We can now manage the financial end of our business in real time."

Greg Allen, President
Cirrus Medical Staffing

