

# TimeLine Recruiting

## BULLHORN CASE STUDY

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**“Bullhorn’s integrated email was a big selling point to us. With integrated email, passive activity tracking and a single database, we track all candidate and client information as part of our recruiter process, which enables us to spot any breakdowns immediately.”**

••• *Celina Ebdon, Director of Staff Development*

**Business Type:** Direct hire

**Areas of Concentration:** Healthcare

TimeLine Recruiting, a division of Maxim Healthcare, is a leader in the physician recruitment industry. Despite spectacular growth, TimeLine Recruiting, like most healthcare staffing and recruiting firms, continues to face the challenge of ever increasing client demands for physicians among a shrinking candidate pool. As a result, the company outgrew their previous system. TimeLine chose Bullhorn because it provides access to candidate and client information at anytime from anyplace. Sourcing and placing candidates has never been easier or faster. TimeLine offers a money back guarantee to its clients, so tracking the entire business process is critical. With Bullhorn, TimeLine can show clients exactly how they are performing for them—a key advantage.

### Challenges:

- TimeLine needed to replace their previous system as it was unable to meet their growing needs.
- As their business grew, they needed a front office solution that could automate sourcing and facilitate placements.
- With 30 recruiters and unrelenting demands from clients for qualified physicians, TimeLine needed a front office solution that not only automated sourcing and placements but also provided a feedback loop on how to increase recruiter productivity.

### Solution:

- Bullhorn synchronizes sales and recruiting to generate, source and fill job orders in real-time at anytime and from anyplace.
- Bullhorn’s email is integrated with every aspect of the front office – sourcing, applicant tracking, job management and customer relationship management.

**BULLHORN®**

- Completely integrated, Bullhorn provides 360° visibility of the entire staffing and recruiting process.

### Benefits:

- **Sourcing and Placing Candidates** – Bullhorn’s passive activity tracking, which details every email, note and activity that corresponds to a candidate and client, lets TimeLine determine the most effective recruitment processes from sourcing to submission and placement. Staff members are saving around three hours per day in just tracking candidate send outs and placements.
- **Generating Job Orders** – The sales team also uses Bullhorn’s CRM and integrated email to gain new clients and generate job orders. Leveraging tearsheets, email, calendaring, scheduling and task management, the 15 person sales team does a much more effective job of managing client relationships, particularly given the complex needs of hospitals.
- **Business Intelligence and Reporting** – Bullhorn’s powerful workflow capabilities, combined with reports tailored to TimeLine Recruiting’s unique business requirements, provides the company with the necessary metrics to increase recruiter productivity, which results in faster placements. TimeLine tracks submission to interview and placement ratios, along with time-to-fill.