

myCNAjobs Cuts Cost Per Hire In Half While Fueling Agency Growth

Background

Kevin Bilderback, CEO and President of the BlueDot family of companies, founded BlueDot's first health care company, BlueDot Medical, in 2002. Since then, BlueDot has become one of the fastest growing companies in America and has been included in Inc. Magazine's list of fastest growing companies five times.

Challenge

Like many home care companies, BlueDot's growth was dependent on hiring great caregivers to service the growing demands of local seniors. The agency needed access to a greater volume of caregivers while developing a strategic and creative recruitment solution to scale recruitment at an affordable cost.

Solution

Kevin enrolled the agency in myCNAjobs' interview booking service at a historically hard-to-recruit time, mid-December.

Result

By mid-January, BlueDot recruited and hired an additional sales rep knowing that cases could confidently be staffed. Additionally, the service reduced cost-per-hire (CPH) by half.

After myCNAjobs Interview Booking Implemented:
\$110 CPH

Before Interview Booking Implemented:
\$224 CPH

“ myCNAjobs' interview booking service is helping me grow my business by delivering a continual pipeline of caregivers to my door while my team focuses on client growth.

Kevin Bilderback

CEO

BlueDot Home Care