



Cookerly PR Helps BidShift Make Deeper Inroads into Nation’s Healthcare System

Overview

BidShift provides software solutions needed to implement effective staffing practices in the healthcare workforce. The BidShift system creates an efficient staff scheduling paradigm whereby hospitals can save on total nursing costs while paying nurses higher wages and allow them to work more desirable schedules.

Objective

Cookerly Public Relations was retained in 2004 to increase exposure in trade and general business media as BidShift introduced its flagship product to the healthcare industry.

Strategy & Tactics

The Cookerly team’s media strategy centered on a national trade and mass media outreach effort to generate coverage and raise awareness of the product among key decision makers in hospitals and healthcare systems.

Results

In less than a year BidShift was featured in more than 20 high-profile healthcare, general business and mainstream media publications - most of which included print and online editions. Publications featuring stories on BidShift included Investor’s Business Daily, Wall Street Reporter, Atlanta Journal-Constitution, Health Executive, NurseWeek, Health Leaders and Advance for Nurses.

This wave of publicity generated interest among healthcare providers that helped pave the way for new sales in all regions of the United States. BidShift today is recognized as the world leader in nurse staffing solutions.



Highlights

BidShift hired Cookerly Public Relations to increase media exposure and generate interest in its flagship nurse staffing software solution among healthcare industry executives.

Cookerly created waves of publicity that helped raise awareness of BidShift in all regions of the United States with front page coverage in *Investor’s Business Daily* and feature stories in *Wall Street Reporter*, *Atlanta Journal-Constitution*, and more.