

# Optigy Group Transforms Healthcare Recruiting with distribute.io



## CLIENT

Optigy Group



## INDUSTRY

Healthcare Staffing & Strategic Consulting



## SOLUTION

distribute.io Platform + Full Crelate ATS Integration



## ROI

300%+ Return on Investment

## Overview

When Optigy Group, a leading healthcare staffing and consulting firm, sought to streamline their recruitment workflows, they turned to distribute.io for a technology solution that could match their high-performance culture. Fully integrated with their Crelate ATS, distribute.io became the engine behind Optigy's job distribution strategy—delivering speed, precision, and data-driven insights that transformed how their recruiters engage the market.



### The Challenge

Optigy Group faced a familiar industry challenge: excessive manual job posting processes that drained recruiter productivity and limited their ability to scale. Without real-time performance data, they lacked the visibility needed to optimize campaigns or pivot sourcing strategies quickly. Hours spent posting jobs and monitoring fragmented results could have been better invested in candidate engagement and client delivery.



### The Solution

distribute.io delivered an end-to-end automation platform that integrated seamlessly into Optigy's Crelate ATS environment. The platform eliminated manual postings, provided real-time analytics, and empowered Optigy's recruiters with actionable data to make smarter sourcing decisions. distribute.io didn't just automate job distribution—it elevated the entire recruitment process.

## Key Platform Benefits Delivered to Optigy

### ● Automated Distribution

distribute.io fully automated job postings directly from Crelate to high-impact healthcare job boards such as DocCafe and Physicians Job Board.

### ● National Traffic Reach

distribute.io's broad job board network significantly expanded Optigy's candidate pipeline.

### ● Real-Time Analytics

Performance data flowed directly into the ATS, eliminating guesswork and enabling on-the-fly optimization.

### ● Source Attribution & Tracking

Clear source data allowed Optigy to double down on channels delivering the strongest ROI.

### ● SEO-Optimized Job Ads

Enhanced job ads ensured higher visibility and engagement from qualified candidates.

## The Results

- **90% Reduction in Manual Posting Time**  
Recruiters redirected valuable hours back into candidate sourcing and client interaction.
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- **Data-Driven Decision Making**  
Every campaign adjustment was backed by real-time performance data.
- **Faster Placement Timelines**  
Smoother workflows accelerated time-to-fill, improving client satisfaction.
- **Stronger Candidate Pipelines**  
Even niche healthcare roles saw deeper, more qualified applicant pools.
- **Verified ROI**  
A 300%+ return on investment validated the operational and financial impact of dstrIBUTE.io.

## Client Perspective

dstrIBUTE.io didn't just make us faster. It made us sharper. Our recruiters are no longer reacting—they're leading every placement with data, speed, and accuracy. The seamless connection between dstrIBUTE.io, DocCafe, Physicians Job Board, and our ATS has completely transformed our recruiting rhythm. It's enabled us to work smarter, reach further, and deliver better results to our clients.

**Steve Anderson,**  
CEO, Optigy Group

## Why It Worked

dstrIBUTE.io was built to integrate directly into existing ATS workflows, eliminating complexity and friction. For a high-performing firm like Optigy, the platform amplified their strengths: market expertise, client partnerships, and relentless execution. With automation handling distribution and data driving optimization, Optigy's recruiters could focus entirely on what they do best—building meaningful relationships and delivering top healthcare talent.

## Ready to See the Same Impact?

Discover how dstrIBUTE.io is transforming job distribution, sourcing automation, and recruitment ROI for firms like Optigy.

Visit [www.dstrIBUTE.io](https://www.dstrIBUTE.io) to learn more.

