

SureHire is proud supporter of Medidas Technologies and ProDriverHR.

Featured Partner



Building new Human Intelligence (H.I.) technologies designed to enhance driving behavior and save lives globally.

Targeted Change. Measured.

Medidas means to measure and all of its technologies are designed to provide valuable insights and behavior change metrics. Measuring the positive change our technologies have every day lets us and our partners know that we are making a difference by reducing collisions and saving lives!

[Discover Medidas](#)



Bill Bland

Managing Partner
Medidas Technologies & ProDriverHR

Bill is the Managing Partner of Medidas Technologies and ProDriverHR and has been working on improving driver behaviour for 3 decades. His driver training and assessment programs have been used by major healthcare systems, Fortune 500 companies, governments, and tens of thousands of parents of new drivers. Bill has presented on a variety of driving-related topics across North America as well as in Europe, Asia, and Australia.



Preparing the next generation to be confident, safe drivers.

Coaching New Drivers is a program that takes a strategic approach to determine how to help young drivers reduce the alarming statistic that 1 in 2 new drivers will be involved in a collision in their first year as a driver. After extensive research into what was missing in driver education, Medidas built a comprehensive program to fill the gaps!

[Learn more.](#)



Not your normal driver monitoring tech.

SureDriver technology is extremely "driver friendly", cost-effective, and easy to implement, while providing rich, insightful data to chart improvement, create proactive campaigns, and measure progress. Use this solution as a stand alone program or integrate with your fleet management system easily to add contextualized driver behavior scoring, reporting and progress to your toolkit.

[Learn more.](#)