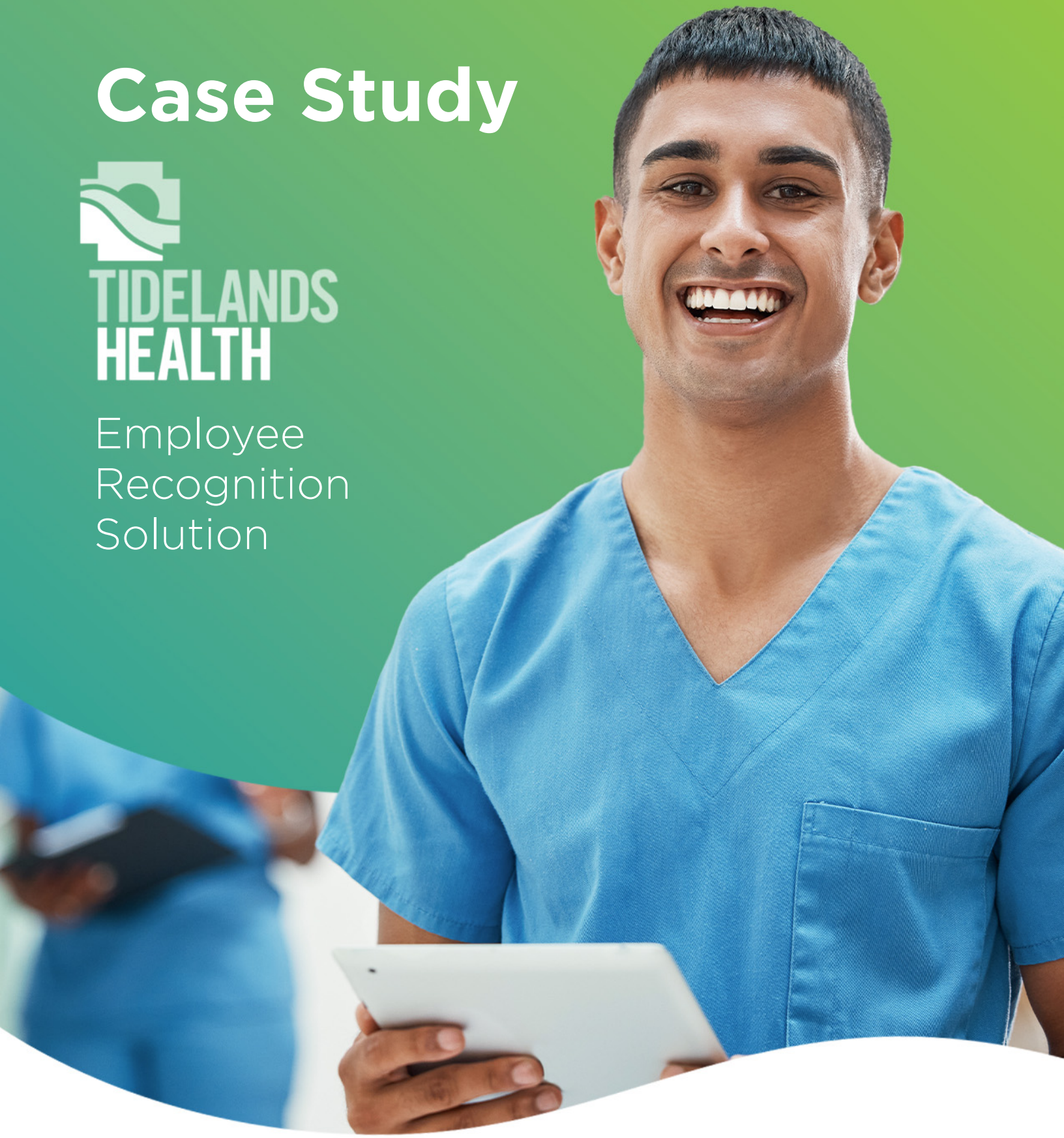
Case Study

Employee Recognition Solution



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Case Study - Tidelands Health

EMPLOYEE RECOGNITION

Tidelands Health is the largest healthcare provider in coastal South Carolina, with four hospitals and 60+ outpatient locations.

Tidelands Health has more than 2,500 employee, physician, and volunteer partners working to promote wellness, prevent illness, encourage recovery, and restore health.

Terryberry interviewed Jeremy Stephens, Associate VP of Human Resources Operations, to learn how Tidelands Health achieved measurable improvements in employee engagement after implementing the 360 Recognition Platform.

The Challenge

Tidelands Health had a goal to increase employee engagement. The health system wanted to accomplish this by giving meaningful recognition to its employee partners.

Employee Engagement is a core pillar of the Tidelands Health organization. Jeremy Stephens, Associate VP of Human Resources Operations, shared background on the vision of how to achieve this strategic objective: "I'm a firm believer if you have a good employee recognition program, it can help drive overall employee engagement."

Core Values

People

Service

Quality

Safety

Finance

Growth

Case Study - Tidelands Health

EMPLOYEE RECOGNITION

Tidelands Health had been reliant on gift cards for recognition. New IRS guidelines meant the health system needed to change direction. “When you have a culture that wants to do a lot of on-the-spot type recognition, we knew we had to do something different.”

From a focus group of employees, Tidelands Health learned that employees valued recognition gifts that were branded with the health system’s logo.

The HR team evaluated giving a one-time recognition gift to all employees. The cost and administrative burden added up quickly, according to Stephens. Leaders soon realized that their budget and the impact on employees could go farther with an ongoing platform for recognition. “We could use that budget in a much more meaningful way to help us drive our engagement numbers and would really be a beneficial mechanism going forward,” Stephens said.

The Solution

Tidelands Health implemented Terryberry’s 360 Recognition Platform throughout the health system in order to provide employees with an ongoing recognition experience.

> **I’m a firm believer if you have a good employee recognition program, it can help drive overall employee engagement.**
>
> **Jeremy Stephens**
> Assoc. VP HR

Case Study - Tidelands Health

EMPLOYEE RECOGNITION

Tidelands Health implemented four modules of the 360 Recognition Platform

Service Awards

AwardPoints

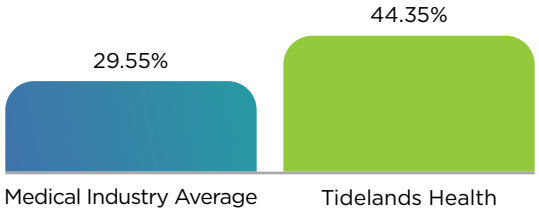
Award Your Team (manager-driven recognition)

Give a WOW (social recognition).

Using these tools, Tidelands Health was able to consolidate many of its recognition initiatives into the 360 Recognition Platform. Service awards, performance incentives, and nursing awards, which had previously been issued in the form of taxable bonuses, were converted to the AwardPoints program. Tidelands Health also began using AwardPoints to drive participation in wellness activities.

The Results

Manager Participation in the Recognition Program



Employees could accumulate points and use them to select from the built-in AwardChoice Collection. “Employees being excited about their points and being able to choose something that is important to them contributed to increased satisfaction,” says Stephens.

Case Study - Tidelands Health

EMPLOYEE RECOGNITION

Manager participation at Tidelands Health is 14% higher than the medical industry average.

Managers are able to give recognition to their direct reports. Co-workers can also acknowledge each other for demonstrating core values. These recognition moments are posted on the Recognition Wall using Give a WOW's social interface within the 360 Recognition platform.