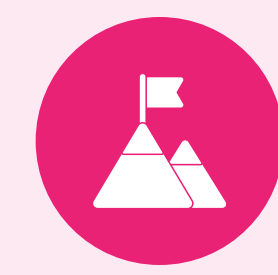


Increasing capacity and improving caregiver recognition with a co-designed rewards program



Challenge

SE Health had an established culture of recognition with programs that rewarded caregivers for anniversaries, achievements, and staff referrals. However, **these programs relied on manual administrative processes, which were time-consuming and often resulted in delays in issuing awards.**



Solution

SE Health and Caribou co-designed and implemented a new rewards program focused on maximizing engagement and eliminating manual processes. This program removes the barriers to managers issuing rewards and caregivers making staff referrals.



Impact

Increased capacity

+46%

increase in newly hired staff referrals (Over 400% ROI over seven months from new hires alone)

More timely, frequent, and impactful recognition

100%

of managers using the program to deliver recognition to their team

90%

of caregivers surveyed **feel more appreciated** since their employer introduced SE Rewards



“We are thrilled with the work that Caribou has done, and the incredible partnership. They are a responsive, enthusiastic, and outcome focused partner with a high service standard. They challenge our thinking and we challenge theirs - the outcome is incredible co-design refinements to an already exceptional vision and platform. Caribou has found and created an amazing value-add space that fills an urgent and immense need in HealthCare.” – Matt Snyder, CHRO

About SE Health: Manual administrative workload limited the impact of in-house rewards and recognition programs

For years, SE Health has invested in building a strong culture of recognition through in-house awards and competitive referral programs.

These programs created significant manual work to track and maintain, needed to be standardized across different locations, and were challenging to keep top of mind with caregivers.

Awards required internal approval and were often delayed, leading to less impactful recognition for caregivers and low participation across managers.

SE Health aimed to increase employee referrals to attract top-quality talent and improve their frontline's sense of feeling seen and appreciated.

Implementation: Driving engagement through co-design and automation

In Spring 2022, SE Health engaged Caribou to bolster their ability to attract and retain caregivers. Over the next twelve weeks, the two teams co-designed a rewards and recognition program focused on the following:



A simple and fun experience for caregivers

No apps to download, no passwords



Driving more staff referrals

Instant and frequent rewards for marketing open jobs



Reducing effort for office staff

One-step rewards are delivered instantly



Sustained Engagement

Remaining top of mind via automated tailored communications

Included in the planning process was an evaluation of the rewards program's return on investment—namely, the ability to increase capacity. Additionally, SE Health and Caribou developed a custom change management strategy to drive adoption through all levels of the organization.

Value Attained: An increase in staff referrals and more impactful caregiver recognition

Over the first seven months, SE Rewards supported an increase in SE Health's capacity.

+46%

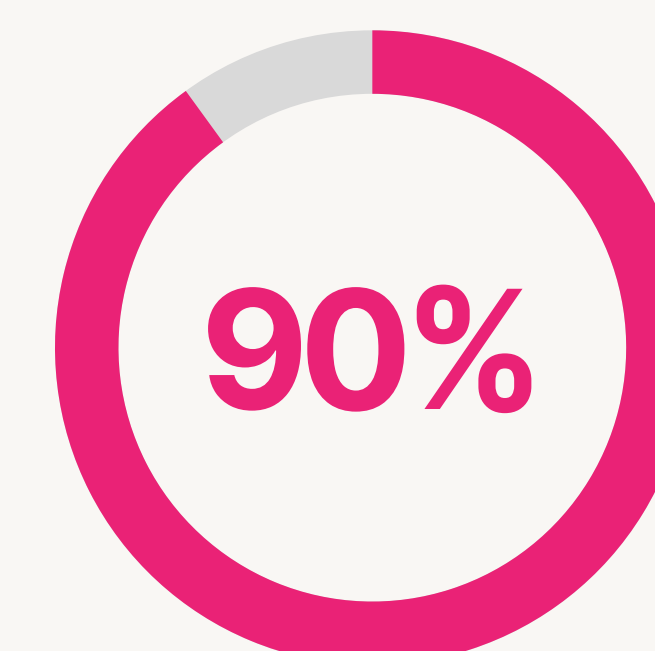
increase in hires from staff referrals (this alone represents over 400% ROI over a seven month period)

68% of caregivers used SE Rewards to market open jobs with those in their network

SE Rewards enabled more timely, frequent, and impactful caregiver recognition.



100% of managers using SE Rewards to deliver recognition to their teams



90% of caregivers felt more appreciated since SE Rewards launched



100% described their recognition points as "meaningful"

In addition to increasing capacity and more impactful recognition, SE Rewards also eliminated the manual processes unlocking administrative capacity.

Conclusion: Co-designed roadmap continues to rollout across the SE Health organization

SE Health is leaning on the program's success to continue to build upon their ability to attract and invest in their workforce.

In 2023, they will be introducing new rewards, including retention milestones, long service awards, signing bonuses, celebrating birthdays, coordinator rewards, and more.