



Spreading CHeeRS to Drive Engagement in Healthcare

Running a centralized and engaging recognition program for thousands of employees is no easy task. Cone Health needed an interactive, simple-to-use program for employees (and patients) to receive, track, and redeem rewards—all in an engaging and social media-like environment. With an easy, accessible, and branded recognition program for the organization, Cone Health was able to drive recognition as a culture through social recognition, patient recognition, spot recognition, milestones, and more.



SUCCESS STORY:

Cone Health, a major healthcare provider out of North Carolina with over 13,000 employees, was in the market for a modern recognition solution to empower recognition, appreciation, and acknowledgment across their organization. After implementation, their CHeeRS program saw half a million recognitions sent, a 9% increase in employee retention, and an award in employee recognition at the 2022 Incentive Marketing Association-Recognition awards.

CHALLENGE

- Encourage engagement on a deeper and individual level for specific actions that exemplify organizational values and commitments.
- The program needed to bring visibility to events like staff birthdays, anniversaries, and other company happenings.

SOLUTION

- Rewards and recognition program with multiple streams of recognition
- Diverse reward mall with merchandise and physical and virtual gift cards
- Professional Services and Engagement Manager for program optimization

OUTCOME

- 465,000 recognitions sent after implementation
- 70% of participants received at least 1 recognition
- 9% increase in retention rate
- Four recognitions for meeting best practices at 2022 Incentive Marketing Association-Recognition awards

“We receive great customer service and the online [recognition] platform is easy to use.”

- Kristy Celis, MHA, PHR, SHRM-CP, Cone Health People & Culture Director, People Services

Contact sales@dashsolutions.com to learn more