

# Employee Recognition Case Study

Tidelands Health



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recognized

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## Tidelands Health

### About Tidelands Health

Tidelands Health is the largest health care 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.”



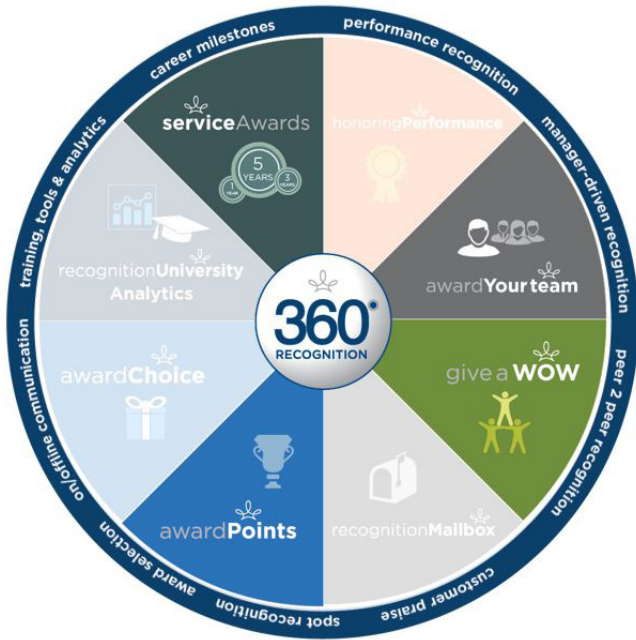
**TIDELANDS HEALTH**

#### Core Values

**People**  
**Service**  
**Quality**  
**Safety**  
**Finance**  
**Growth**

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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.”

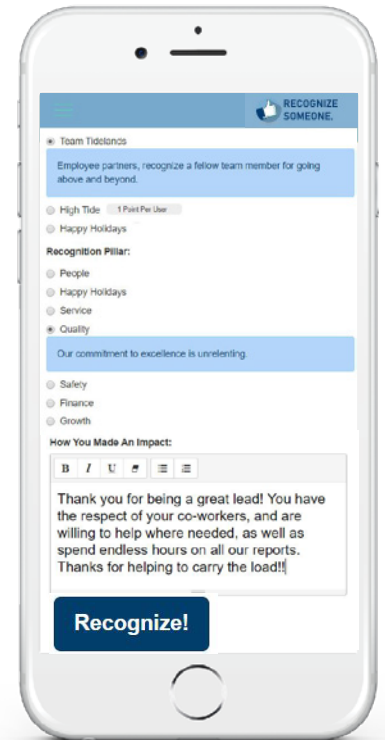
From a focus group of employees, Tidelands Health learned that employees valued recognition gifts that were branded with the health system’s logo.

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.



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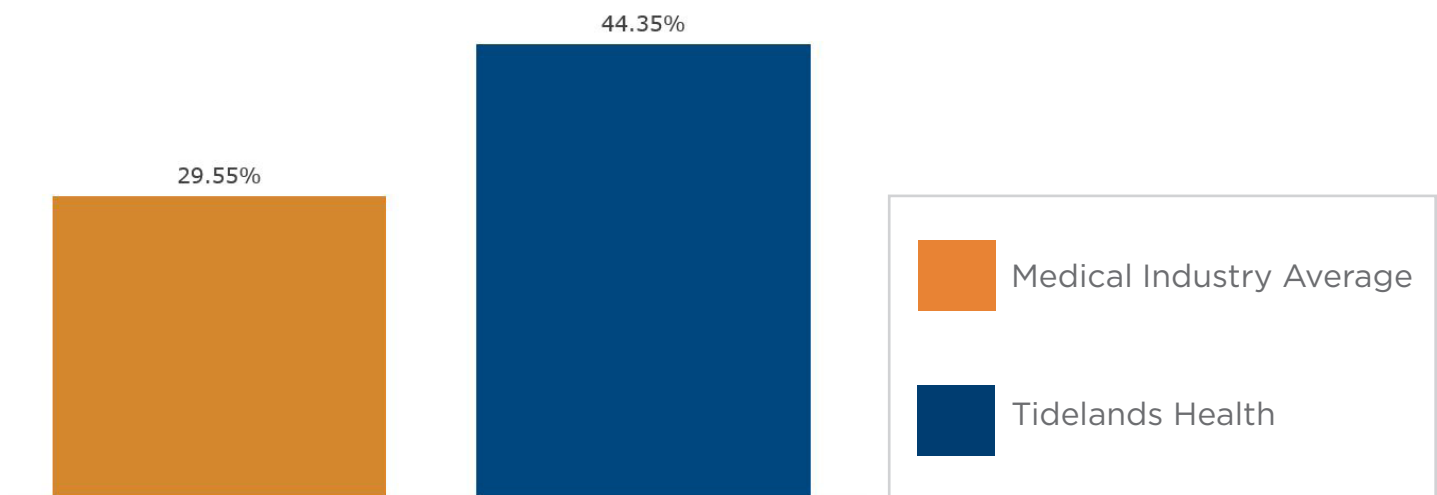
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“I’m a firm believer if you have a good employee recognition program, it can help drive overall employee engagement.”  
- Jeremy Stephens, Assoc. VP HR

Tidelands Health implemented four modules of the 360 Recognition Platform: **Service Awards**, **AwardPoints**, **Award Your Team** (manager-driven recognition) and **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.

## Manager Participation in the Recognition Program



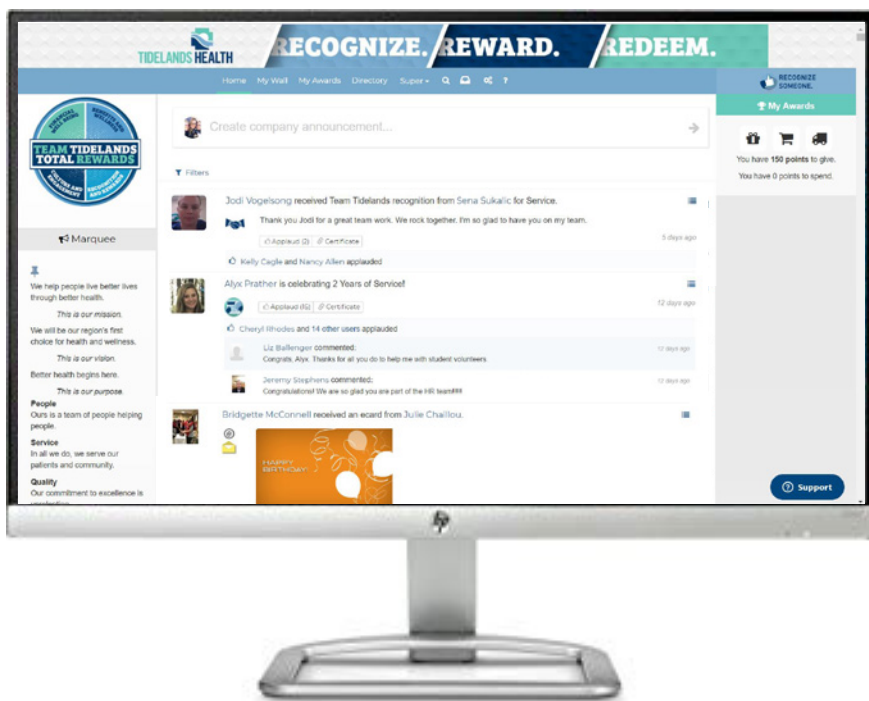
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**Manager participation at Tidelands Health is 14% higher than the medical industry average.**

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.

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.



The social feed helps employees stay connected with each other and the Tidelands Health mission

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With onboard reporting, Stephens and the HR team can share recognition analytics with their executive group and their front line managers. These analytics have earned visibility, buy-in, and strong participation in the program from managers.

### The Results

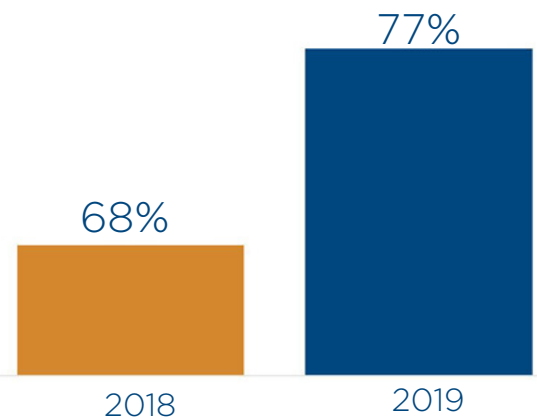
Since implementing the 360 Recognition Platform, Tidelands Health has achieved a significant increase in employee engagement.

Tidelands Health saw an increase overall in employee engagement. Year-over-year, the health system's overall engagement increased nearly 10%.

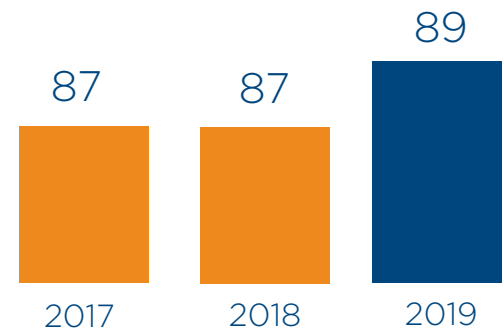
Tidelands Health saw a particularly dramatic increase in engagement levels for evening and night shift staff. Stephens attributes this increase in part to the notes of appreciation that day shift staff regularly post on the Recognition Wall for their night shift counterparts.

### Engagement Survey Results

Employee Engagement Increased 9%



Leader Engagement Index Increased 2 Points after implementing 360 Recognition



# Tidelands Health

[illegible]

**“Having recognition tied to our core values helps our people understand why we do what we do.”**

