

# UCHealth Recognizing YOU

CASE STUDY

uhealth

Enterprise strategy  
creates a culture  
of recognition and  
"pays dividends."



## Objectives

- Create a culture of recognition that is equitable across all UCHealth locations
- Provide leaders with recognition tools to reinforce and reward behaviors aligned to UCHealth's values
- Allow all employees to participate in giving recognition to coworkers
- Improve employee engagement
- Impact employee retention



## Impact / Key Results

The UCHealth strategy delivers more than 400,000 recognition touchpoints annually. Further, employees who receive zero recognitions are **2.7x more likely to leave** than those who receive at least eight recognitions in a 12-month period and there is a **6% increased retention rate** for employees who received 12 recognitions versus two recognitions.



"...we've made it a point to create a culture of recognition, and it's paying dividends... Leaders and organizations can start today to make recognition and appreciation part of their culture...your chances of [holding on to your best talent] will improve dramatically."

Vice President Organizational Development,  
UCHealth



## Engagement

**13**

Recognition  
Touchpoints PEPY

## Engagement

**90%**

Leader  
Engagement

## Engagement

**+600**

BPS Above Benchmark  
"Excellent Work is Recognized"

## Turnover

**-200**

BPS Decrease  
in Turnover

## Retention

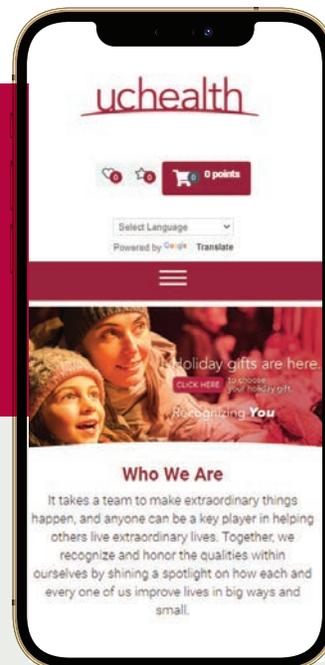
**+40%**

More Discretionary  
Recognitions Received  
by Employees  
Who Stay

## Retention

**+200**

BPS Above Benchmark  
"Intent to Stay"



## Company Profile

UCHealth (University of Colorado Health) is a health system organized into three regions with 13 hospitals. Regularly recognized as one of America's Best Employers in Colorado by Forbes year after year, UCHealth employs over 34,000 people. Their mission is centered around improving lives in both big ways through learning, healing, and discovery, and in small personal ways through human connection.

## Background

When the three regions came together to form UCHealth, the organization was looking to align disparate recognition programs to create an entity-wide recognition strategy. Brand management was, and continues to be, exceptionally important to UCHealth. They wanted their recognition strategy to serve as a critical component of introducing the new UCHealth logo and brand through personalized recognition materials, launch parties, branded gifts, and promotional materials.



## Delivery & Strategic Services Provided by Incentive Services

To create a unified culture of recognition, Incentive Services designed a strategy that not only culturally aligned with UCHealth's values, but also functionally aligned with the need for flexibility within each region. By leveraging Incentive Services' technology, all UCHealth recognition and nomination initiatives are aligned within one platform.

UCHealth is also focused on leadership engagement. Leader dashboards provide line of sight to engagement, usage, and ultimately, leader accountability. Additionally, Engagement Coordinators serve a critical role in sharing program updates, success stories, and driving engagement in the strategy.

- ✓ Touchpoint Technology<sup>SM</sup> with full mobile and desktop UX
- ✓ Consulting
- ✓ Communications & Graphic Design
- ✓ Training
- ✓ Tangible Rewards
- ✓ Data Sciences
- ✓ Client Services
- ✓ Customer Service
- ✓ Warehouse & Mailing Fulfillment

### Foundational Recognition

Years of Service Awards  
Onboarding & Early Career Recognition  
Retirement & Offboarding Recognition

### Automated Recognition

Health Care Week /Hospital Week  
Birthday Recognition  
Holiday  
Military Welcome Home  
New Baby Recognition

### Discretionary & Performance-Based Recognition

Life Celebrations - Custom eCards  
Peer-to-Peer Recognition with Custom eCards  
Leader and Director to Employee  
Employee of the Month  
Preceptor of the Quarter  
Performance Awards



***"Come to find out, feeling valued and appreciated is super important."***

Vice President, Organizational Development, UCHealth