

UCHealth

Recognizing

YOU

CASE STUDY

uchealth

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

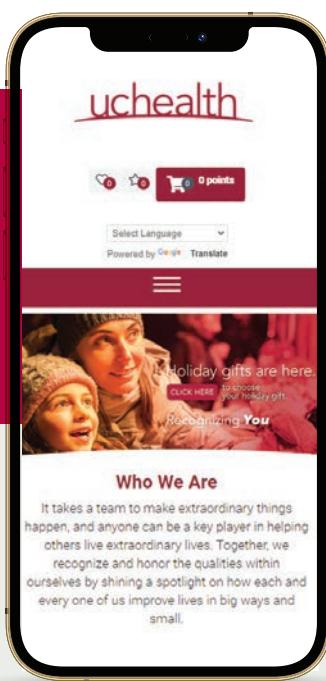
+40%

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 TechnologySM 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



INCENTIVE SERVICES, INC.[®]
Maximizing Performance Through People

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

Vice President, Organizational Development, UCHealth