

# CentraCare Recognition-ForYou Program

CASE STUDY



CentraCare®

Making recognition  
an intentional part of a  
workforce strategy.



## Company Profile

CentraCare is one of the largest health systems in Minnesota with nine hospitals, over 30 clinics, 160 outreach locations, and one medical school throughout greater Minnesota. The employee experience is one of their strategic goals among others including workforce, access, safety & quality, operational excellence, and patient experience.



## Objectives

- Transform a homegrown recognition program into an intentional, integral component of CentraCare's workforce strategy.
- Increase awareness of recognition as a core part of the culture.
- Embed recognition into daily operations and leadership.
- Improve program efficiency and reduce administrative burden.

**25%** increase in new hire retention as a result of a formal orientation process combined with a multi-faceted belonging strategy.

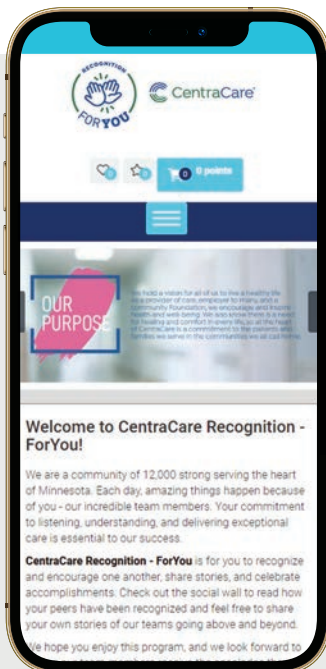
Current strategy is maintaining **consistent engagement results.**

**Peer-to-peer recognition increases** through quarterly campaigns, amplifying appreciation, and fostering a culture where recognition thrive.

**"I am satisfied with the recognition** I receive for doing a good job" responses increased system-wide, reflecting continued improvement in sentiment.

” Recognition Specialist,  
Human Resources  
CentraCare

“We're proud to foster an environment where appreciation comes first – because people come first.”



## Background

Since 2022, Incentive Services has proudly partnered with CentraCare to power recognition and drive engagement for over 11,000 associates through the integrated **Recognition-ForYou** system-wide program.

CentraCare's **Recognition-ForYou** is an example of how a phased, intentional strategy can elevate workplace culture and employee engagement. What began as a traditional service awards initiative has evolved into a comprehensive recognition approach.

The program's effectiveness lies in its thoughtful, step-by-step expansion. For a mid-size hospital system, CentraCare's model demonstrates that building a recognition culture requires focus, consistency, and leadership buy-in. The result is a program that not only honors milestones but also drives daily engagement, reinforces organizational values, and strengthens a sense of belonging across the workforce.



## Strategic + Delivery Services by Incentive Services

**360°  
Support**

- ✓ Touchpoint Technology<sup>SM</sup>
- ✓ Rewards
- ✓ Customer Service
- ✓ Consulting
- ✓ Data Sciences
- ✓ Warehouse & Mailing Service Center
- ✓ Communications
- ✓ Client Services



## Core Program Components



### Foundational Recognition

- Extensive Onboarding
- Executive New Hire
- Early Career Recognition
- Years of Service Awards
- Retirement



### Discretionary Recognition

- Quarterly Campaigns
- Life Celebrations - Custom eCards
- Peer-to-Peer Recognition
- Leader Recognition with Points
- Nomination-Based Initiatives
- Wellness Points & Awards



### Automated Recognition

- Health Care Week / Hospital Week
- Holiday Celebration
- Employee Appreciation Day
- Special Event Recognitions

INCENTIVE SERVICES, INC.<sup>®</sup>