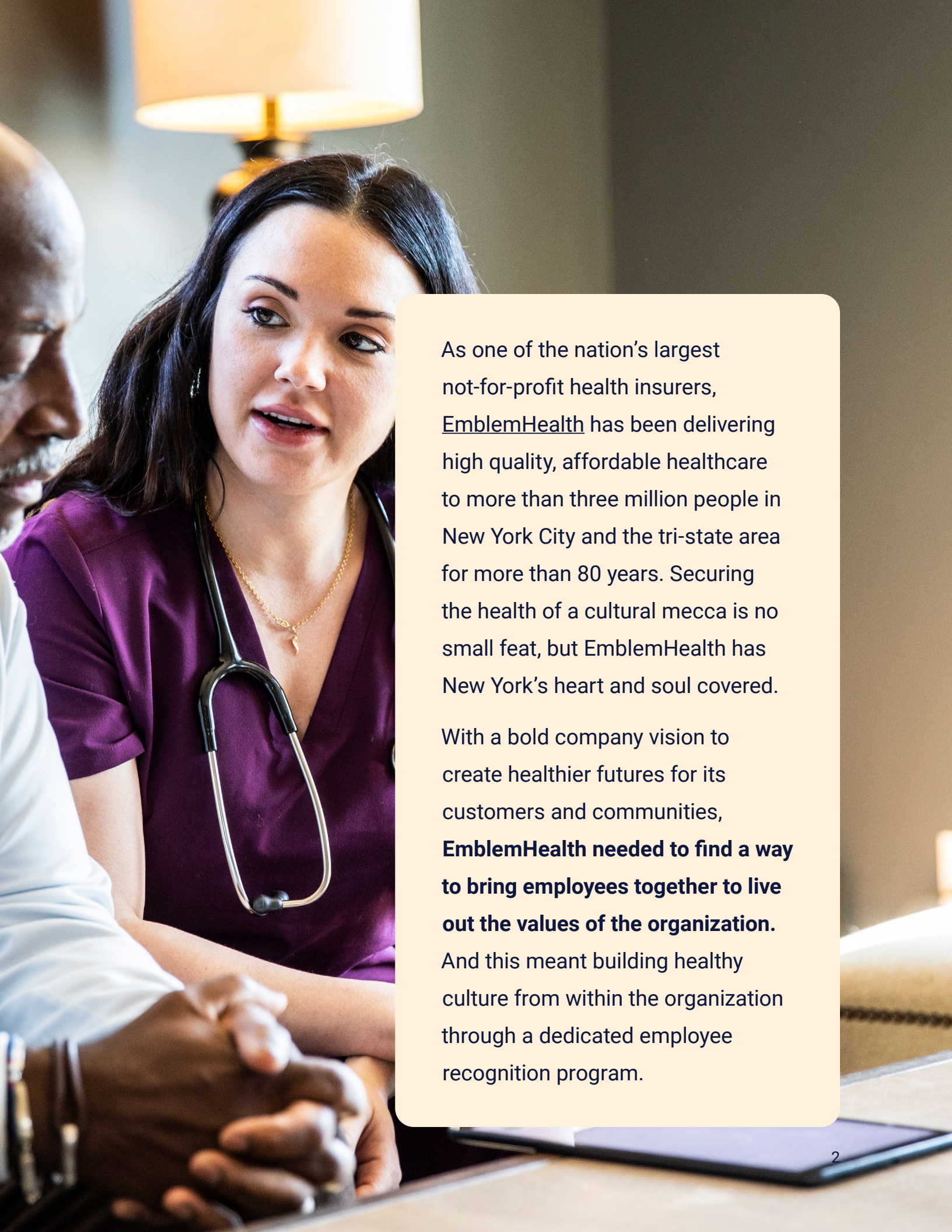




# Healthy Culture Built Through Recognition

A CASE STUDY

workhuman\*



As one of the nation's largest not-for-profit health insurers, EmblemHealth has been delivering high quality, affordable healthcare to more than three million people in New York City and the tri-state area for more than 80 years. Securing the health of a cultural mecca is no small feat, but EmblemHealth has New York's heart and soul covered.


With a bold company vision to create healthier futures for its customers and communities, **EmblemHealth needed to find a way to bring employees together to live out the values of the organization.** And this meant building healthy culture from within the organization through a dedicated employee recognition program.





## The challenge

Research has found that employee recognition can significantly improve employee engagement and wellbeing when it's authentic, personalized, and embedded in the company culture.



EmblemHealth understood the critical role employee recognition can play in building company culture, yet faced the challenge of having disparate recognition systems.

**EmblemHealth needed a solution that would create moments of gratitude and recognition visible to everyone across the organization.**

They also wanted a program that could reinforce the company's values and create behaviors that would lead to improvements not just in culture, but in productivity, engagement, and efficiencies that would contribute to meeting corporate goals and key objectives.

When EmblemHealth decided that a new prescription was in order, it looked to Workhuman® for critical care.

A photograph of a woman with long blonde hair, smiling and looking towards a man. The man is wearing glasses and a suit, and is looking down at a tablet computer. They appear to be in a professional setting, possibly an office or a meeting room. A large, light orange circle is overlaid on the left side of the image, containing the text 'The solution' in a dark red, serif font.

# The solution

In April of 2021, EmblemHealth partnered with Workhuman to launch the company's first, custom-designed, fully comprehensive employee recognition program, BRAVO! The program leveraged Workhuman's platform and industry leading product, Social Recognition<sup>®</sup>, and used EmblemHealth's own company values – Empower, Deliver, and Do it Together – as a foundation upon which to build and evolve its culture.



**When Workhuman came on board, we were able to harmonize our program and allow all employees to recognize any level of the organization.**



ADELE BALBONI

Director, Total Rewards and Wellness, EmblemHealth

EmblemHealth's employees quickly embraced BRAVO!, as evidenced by an **82% participation rate** in post-launch engagement surveys. Employees also quickly adopted the new program design that connected recognition to company values, resulting in a visually engaging company feed that highlighted how individual achievements contributed to enterprisewide goals. The simple, intuitive interface made it easy for team members to view recognition moments and post their own congratulations, leading to a constant flurry of social activity.

As the program began to take hold in EmblemHealth's daily workflow, new, more advanced features soon followed. Service Milestones® took employee work anniversaries from forgettable mentions to meaningful moments of gratitude and connection. And Inclusion Advisor, Workhuman's AI powered micro-coaching software, introduced a new way to foster cultural sensitivity and inclusion across the organization. Inclusion Advisor, which uses natural language processing to review language used in recognition messages, opened up opportunities for honest, authentic learning, helping to raise individual awareness that carried over into everyday communication.

## Inclusion Advisor

### Teamwork Makes The Dream Work

Thanks for a great session today everyone and thank you to Amy and Mark for sharing their work on Personas. Seven researchers chatting about personas for an hour? Research Christmas has come early! Legends!

 Add Media

### Potential bias found.

This message only acknowledges Amy and Mark's contributions to the session and may exclude the other researchers who participated in the discussion.







## The results

In its first year, EmblemHealth's BRAVO! program generated 23,940 moments of recognition. To give context to that number, individuals at EmblemHealth are seen, recognized, and celebrated every 26 minutes.



BRAVO!'s impact has been particularly noticeable in manager-to-employee relationships: **79% of managers are actively using the program and 68% of managers regularly recognize their direct reports.**

The culture that is born out of these moments is what keeps employees motivated and what enables EmblemHealth to maintain a vibrant, healthy, and engaged employee population.



**At EmblemHealth, recognition is key to our company culture. Our employee recognition program, BRAVO!, is a testament to our commitment to ensuring employees feel valued for their contributions, feel inspired to succeed, and live out the values of our organization.**



**BILL VOIGT**  
Chief Human Resources Officer, EmblemHealth

Workhuman's partnership with EmblemHealth continues to thrive today in large part because of the recognition platform's powerful analysis and reporting tools, which provide EmblemHealth with deep insights into how the program is being used, as well as opportunities for improvement and refinement over time.

**For employees of EmblemHealth, BRAVO! has been a culture game-changer.**

With stronger employee bonds and well-earned rewards through Workhuman's state-of-the-art e-commerce redemption center – colloquially known as The Store – the employee experience at EmblemHealth ensures that wellbeing is strong, the culture is resilient, and the company's workforce is well taken care of. And when this is the case, the employees of EmblemHealth can stay focused on their mission to create healthier futures for the people of New York and the tri-state area.

**To learn how recognition can drive  
retention and engagement at your  
company, get in touch.**

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