

workhuman*

Lifting the Employee and Patient Experience in Healthcare

WHY WORKHUMAN IS YOUR TRUSTED PARTNER





Nearly half off all healthcare workers are feeling underappreciated, understaffed, and burnt out, yet are still responsible for keeping people alive.

Our employee recognition and experience platform at Workhuman®, backed by more than 100 million data points derived from the interactions of real, actual humans, helps your organization alleviate this burnout while recognizing the value and potential of every employee.

Key findings from Workhuman customers include:

2x

lower likelihood for nurses who receive 5+ awards annually.

Source: Blinded case study, Workhuman, 2022

7x

lower turnover rate for nurses who receive 3+ awards.

Source: [Baystate Health case study](#), Workhuman, 2021

82%

of employees participate in their BRAVO! recognition program at EmblemHealth.

Source: [EmblemHealth case study](#), Workhuman, 2024



In order for our caregivers to take care of our patients, we need to take care of our caregivers.

KRISTIN PETERS

Senior HR Program Specialist
ChristianaCare

Source: [ChristianaCare testimonial video](#), Workhuman, 2024

Your peers find value in recognition.

Some of the world's most forward-thinking healthcare organizations are

Workhuman customers:



And they've spoken: We're #1.

Workhuman has driven engagement, productivity, and retention for our customers for more than 25 years. No wonder we've been recognized by G2 and Gartner, among others. So, why settle for second-rate recognition when you can partner with the best of the best?



Customer story: Baystate Health

Humanizing the patient and employee experience

Baystate Health is an integrated healthcare system. Its 13,000 team members work across three community hospitals, an academic medical center, and home health and medical practices.

Baystate Health partnered with Workhuman to launch its Social Recognition® program, which includes a public newsfeed of recognition moments, as well as Service Milestones®, a way to celebrate YOS anniversaries. As a result of these programs, Baystate Health was able to reduce turnover in nurses and physicians with recognition flowing multidirectionally between different entities like community hospitals and the academic medical center. With recognition, Baystate Health is better integrating its health system.

Our nurses receiving three or more recognition awards ... had a turnover rate 7x less than those receiving no recognition.

This is compelling information in an industry facing long-term, national shortages of providers.

JENNIFER FAULKNER

Vice President, Team Member Experience and Talent Management
Baystate Health

Source: [Baystate Health case study](#), Workhuman, 2021

Customer story: ChristianaCare

Raising patient satisfaction

ChristianaCare is a dynamic healthcare organization with more than 13,000 caregivers (employees) in its network, providing accessible, equitable, and affordable care to its patients.

ChristianaCare partnered with Workhuman back in 2020 with the goal of bringing recognition to every worker. Since then, they haven't just spread recognition to offline and online workers alike – they are also exploring the link between recognition and patient satisfaction scores.



Research says that recognition is an important component of patient satisfaction scores. We also know that in order for our caregivers to take care of our patients, we need to take care of our caregivers. ... So, for example, if we were to send recognition or use recognition to amplify a really great patient-caregiver experience, would there be an indirect impact to the people who are reading that? Will they learn and then change their own behaviors as a result?

KRISTIN PETERS

Senior HR Program Specialist

ChristianaCare

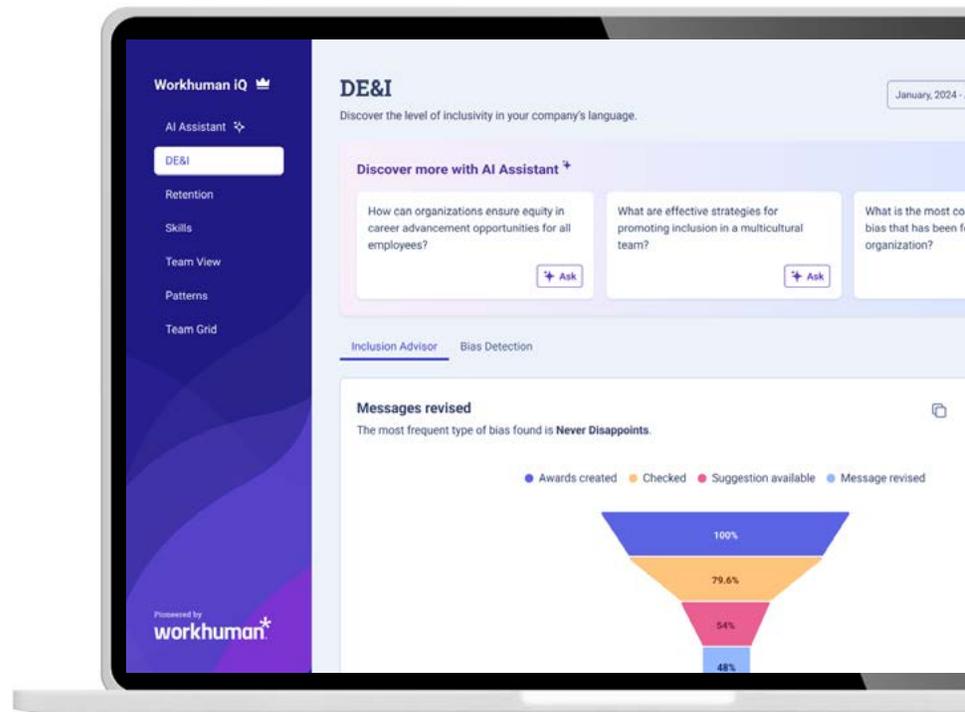
Source: [ChristianaCare testimonial video](#), Workhuman, 2024

Workhuman has everything you need to build an engaged culture in healthcare.

Actionable insights: Workhuman® iQ, the most comprehensive AI-powered Human Intelligence™ solution on the market, uses data from 100M+ recognition moments to understand the overall employee experience. Use these insights, analyzed by our multidisciplinary team of experts, to uncover elusive pain points, identify improvement opportunities, and solve real challenges.

Inclusive innovations: Inclusion Advisor, the industry's first DEI coach, uses AI and natural language processing to mitigate implicit bias and foster inclusion in real time – all while maintaining employee privacy and dignity. According to Workhuman research, 75% of people choose to make a change to their language when unconscious bias is flagged.

Seamless integrations: The Workhuman platform can be wherever your people are, integrating with critical workplace applications like Microsoft Teams, Outlook, Slack, Workday, and more. With our open API, Workhuman fits seamlessly into your workflow and enables real-time recognition.



Global rewards: Employees in 180+ countries can redeem points for merchandise, gift cards, and global charity options. We offer a mobile app and broad language support, and have deep expertise in many cultural, financial, and operational dynamics, including unions and works councils.

Unmatched expertise: Our team of experts with backgrounds in HR, benefits, recognition, and strategic communications, empower clients and speak your language. They'll help you set up your program, get it launched, and support your ongoing success.

Let's dig in deeper.

Recognition supports a better patient experience.

When Workhuman® iQ analyzed 2017-2018 inpatient satisfaction scores and an engagement survey at one of our healthcare clients with a 30K headcount, we found that teams with higher recipient reach reported higher scores. Smaller teams with stronger reach reported 2% higher scores; larger teams, 3%. Further, those teams with strong recognition cultures saw their scores increase YoY. Employees giving and receiving recognition feel more included in their organization.



Recognition lifts employee engagement and patient satisfaction.

A longitudinal study with a large healthcare system showed stronger recognition cultures are correlated with higher inpatient satisfaction scores by 2-3 percentage points. Further analysis showed that scores increased YoY for units with strong cultures; for units with weaker recognition, scores decreased YoY.

Why is recognition impactful on patient experience? Because employees feel more included (+4.2 percentage points) when they connect more with colleagues (giving and receiving) and are more engaged (+4.4 percentage points) when they feel appreciated by their manager with smaller, more frequent awards. Both inclusion and engagement have positive effects on the experiences provided to patients.

Recognition and DEI combine to lift patient satisfaction scores.

A highly diverse and empowered recognition culture brings about the greatest patient satisfaction. Units with strong recognition cultures spanning across multiple underrepresented demographic groups have higher average inpatient satisfaction scores than units with a strong recognition culture for one minority or fewer.



Units with strong recognition cultures for **one or fewer** minority demographics

85.5%
Avg. patient satisfaction

Units with strong recognition cultures for **multiple** minority demographics

95.3%
Avg. patient satisfaction

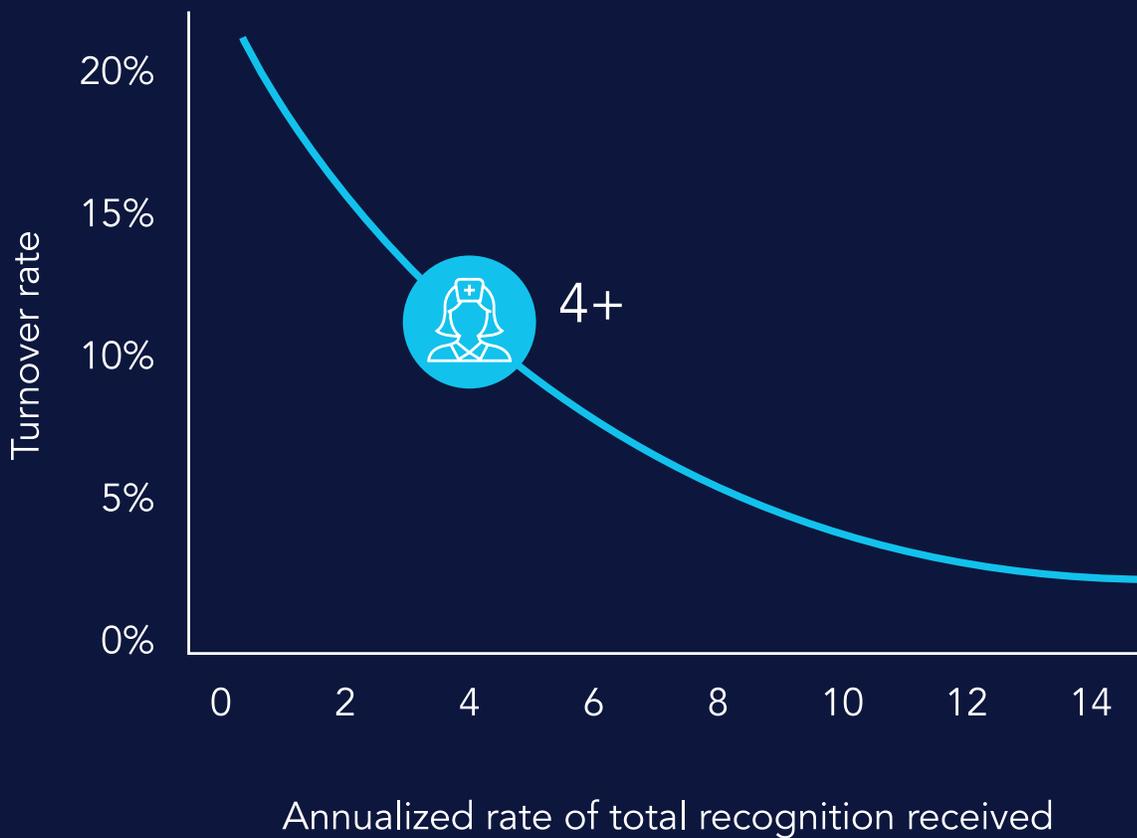
Source: Case study of regional healthcare provider with ~30K employees, Workhuman, 2019-2020

The graph plots the average monthly patient satisfaction for units in which multiple underrepresented demographic groups have a strong recognition culture (90% recipient reach or higher) vs. those that have one minority demographic group with a strong recognition culture. Ultimately, those groups with more diverse employees and stronger recognition cultures among those employees saw 10% higher patient satisfaction scores.

These results speak to both the importance of a diverse workforce and a workforce that feels recognized and appreciated. Diverse units can connect with a broader range of patients and provide better care. When those diverse employees are also recognized, they feel appreciated and empowered to provide the best patient experience possible. Ultimately, this leads to those diverse, recognized units seeing significantly better patient satisfaction.

Recognition reduces nurse turnover.

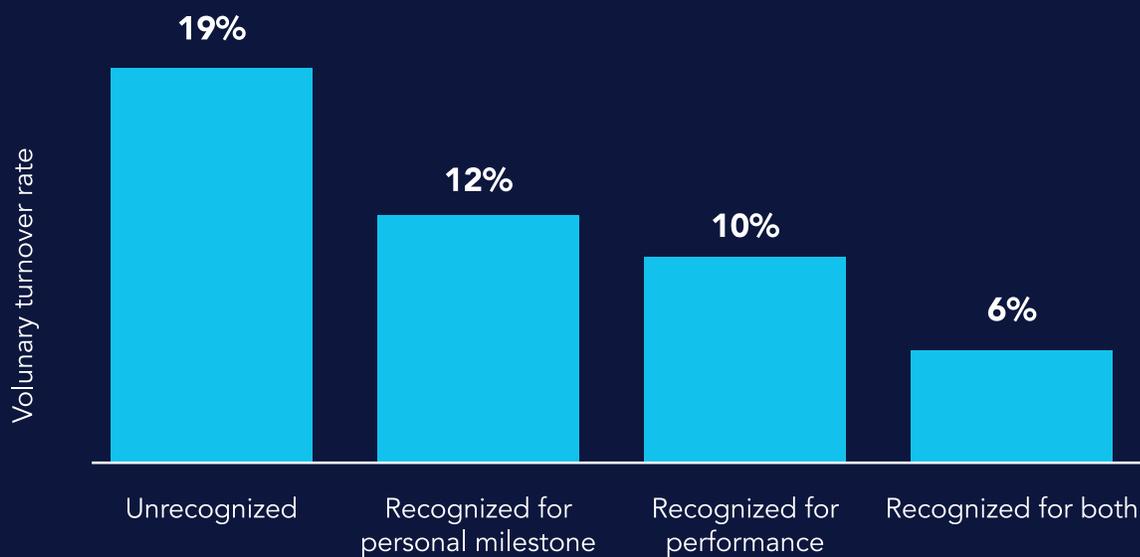
Turnover is cut in half for nurses who receive 4+ moments of recognition with monetary value per year vs. those receiving no recognition.



Source: Cross-client analysis, Workhuman, 2021-2022

With nurses involved in some of the [nation's largest healthcare strikes](#), they remain one of the biggest cohorts in the industry expecting safety from their employers. To keep staffing ratios safe enough for nurses to want to stay and thrive, organizations need to make retention and recognition business-critical priorities to prevent both voluntary and involuntary attrition.

Lowest voluntary turnover when employees are recognized for good work and milestones



Source: Case study of large global client in healthcare manufacturing and distribution industry, Workhuman, 2022

To prevent rapid rates of turnover at your organization (thus, keeping ratios between healthcare workers and patients safe), infusing a culture of recognition is made possible with Team Awards.

And “it takes a village” rarely rings truer than in healthcare settings where the team must be cohesive. When a patient codes, a team of nurses run to perform life-affirming care – but they aren’t alone. Respiratory therapists, the intensive care unit triage team, and then security and transportation personnel also join them. The team works together to save a life.

A Team Award given to this group of lifesavers boosts engagement, performance, and retention just like peer-to-peer recognition. It captures collective moments of resiliency, recognition, and celebration – demonstrating “I see you and I thank you” across your organization.

Demonstrate hard-dollar ROI with recognition.

Disconnected work cultures demand more than the same old tricks. With decades of experience delivering breakthrough data and measurable client outcomes, we've developed battle-tested best practices that give us absolute confidence we'll do the same for you.

We know budgets are finite, so we do everything we can to make every dollar you spend with us worth it. How would you feel about having fingertip-ready access to data that transforms the feel-good aspects of recognition into quantifiable business results?



The relationship between **recognition, DEI, and wellbeing** at ChristianaCare was actually a very big focus of ours for the last fiscal year, so much so that we wove it into our strategic plan. ... We did work together before, but now it's **just completely elevated**. We cross-promote each other's work in a new way. We share data. We focus together in new and exciting periods. **And I think about Workhuman iQ, right, and that's just going to elevate these conversations further.**

KRISTIN PETERS

Senior HR Programs Specialist
ChristianaCare

Source: [ChristianaCare testimonial video](#), Workhuman, 2024

What differentiates Workhuman from any other recognition provider is our ability to elevate recognition beyond a tactical program of appreciation and rewards. The Workhuman platform is a strategic, measurable part of our customers' overall talent strategy. The human intelligence data within demonstrates how the program impacts key metrics leaders care about through hard-dollar ROI, and helps managers improve dashboards through advanced reporting and customization.

Each employee interaction (e.g., nominations, feedback, assessments) provides a unique data point that reveals trends and insights into employee behavior, inclusion, and company culture. This data is synthesized, along with natural language processing, so you can better understand what's going on in your company – and act on it.

Workhuman iQ paints a vivid picture of an organization's strengths and challenges, such as:

- **Retention insights** to help mitigate flight risk
- **Emerging trends** and themes that hinder company culture
- **Deep analysis** of soft skills across teams and business units
- **Greater understanding** of equity across the business

Jump ahead further with Workhuman iQ & AI Assistant, an AI tool designed to monitor and improve the effectiveness of your culture and employee experience programs. Using your own data paired with Workhuman research, AI Assistant proactively offers up insights related to skills, performance, productivity, culture, talent mobility, flight risk, and more. Get rapid-fire analysis for a holistic view and use open-ended prompts to generate reports and highlights that leaders and managers can absorb and put into action.



All told, AI Assistant can showcase how your strategic investments are transforming company culture in three ways:

ONE

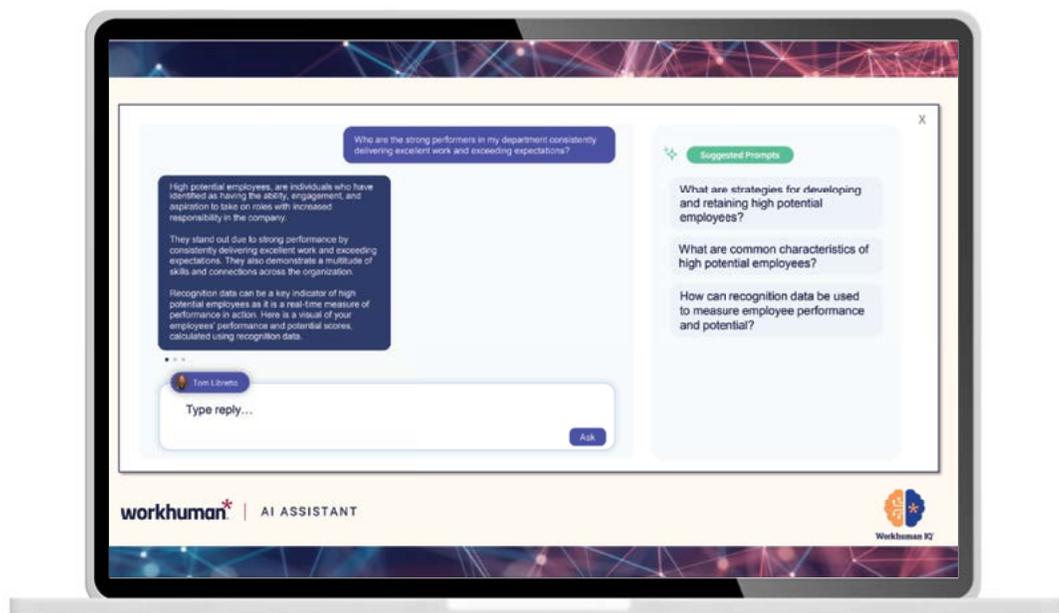
Less spreadsheets, more stories. See trends in different areas and capture a holistic view of performance and organizational health, in intuitive formats you can read and analyze yourself.

TWO

Less manual processes, more skills mapping. Empower managers to take a proactive role in shaping culture by surfacing recommendations to drive team engagement, retention, and performance. Advanced skill mapping allows for better internal mobility, people development, and succession planning.

THREE

Less guesswork, more guidance. With 24/7 access to AI Assistant, get closer to your data without analysts or engineers. Our Workhuman-specific language model answers your questions through live prompts, or you can simply navigate the easy-to-use interface.



Root your recognition in privacy and security.

Patient safety, privacy, and quality of care are paramount. [Our products](#) include features that enable you to configure your recognition program with ease to align with your own standards for security and internal controls. This means you can enable SSO and fraud detection, granular user privileges and grouping, and more.

Our certifications and standards at Workhuman signify more than mere checkboxes. They exemplify our enduring pledge to maintain the best security controls and our ability to adapt to emerging threats.



ISO/IEC 27001 and ISO/IEC 27701 compliance: Our security controls are audited and verified annually by an independent, third-party governing board, which is the gold standard for information security globally. Additionally, every employee at Workhuman is trained on ISO/IEC 27001.



PCI DSS certification: We are certified as a PCI DSS Level 3 merchant and our payments provider, Opayo, is certified as a PCI DSS Level 1 payments provider.



GDPR compliance: Our full GDPR compliance extends to all personal information and data rights governed by GDPR, including right of access, rectification, erasure, and objection.



Our software can also help incentivize and reward employees for attending, for example, a learning and development course on maintaining patient privacy. Recognizing and then rewarding dedication to compliance and healthcare regulations will create a ripple effect amongst teams to complete their trainings.

The bottom line: By investing in employee recognition with Workhuman, you can build a more stable, engaged, and compliant workforce in healthcare.

Capitalize on the change your organization needs. Contact us today.

+1 888.743.6723 | workhuman.com

Or read more on our blog: workhuman.com/blog

Join HR's leading innovators and trailblazers at our next [Workhuman Live](#) conference.

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