



Building a Recognition Culture in Healthcare

3 STRATEGIES FOR TAKING CARE OF YOUR PROFESSIONALS – AND THE PATIENTS THEY SERVE

workhuman*

“What we are seeing is a return to being human at work. The laggards in the future will be the companies that ignore the value of an interconnected approach to happiness and success, and the leaders will be the ones that value humans the most.”

SHAWN ACHOR

Happiness researcher and New York Times bestselling author of “Big Potential”

Navigating the COVID-19 pandemic has been challenging, but the lessons learned are invaluable in creating a more human workplace. One thing is for certain: Human connection is more important than ever, and employees want to be seen, appreciated, and valued.

This makes the newest Workhuman® survey results even more surprising. Out of more than 1,000 responses from U.S. workers, we found that nearly half (48%) had only sometimes, rarely, or never received a “thank you” from their employer and/or colleagues.

In challenging times, employees are asking, above all, for a simple “thank you.” It’s about creating a culture of appreciation and recognition. To help kick-start the journey to a more human workplace, here are some tips to embed recognition into your organization’s culture.

STRATEGY 1: RECOGNIZE KEY MOMENTS

The healthcare industry moves quickly. Taking care of multiple patients, updating charts, and working on countless other tasks can make it difficult to slow down and remember to say “thank you” for a job well done. Here are a few examples of moments to look for that are worthy of recognition:

Is it something you’d like to see them do more of?

If you see something great that you want the employee to keep doing, then recognize it. Consistent acknowledgment is a great form of positive feedback and sets a tone for others.

Is it something you’d like to see others doing?

When you see an employee doing something you want others to emulate, absolutely recognize it. This is a powerful way to send a message to other employees about what your organization values most.

Is it something that embodies company values?

Recognize behavior that is a clear embodiment of your company values. This shows that employee, and the whole team, what it means to practice your company values.

When you notice someone going above and beyond in their service to others, send them a recognition moment to show them how much you appreciate their hard work. A small “thank you” can go a long way.



Is it something that has helped your organization achieve its mission and goals?

Like values, a company’s mission, vision, and goals can sometimes feel very disconnected from day-to-day work. When you see activity that moves the needle on your core principles, call it out. This is a fantastic way to make those aspirations tangible in their daily work.

Example: An employee shared process improvement ideas at a team meeting that will help the team be more productive.

Is it something above and beyond the call of duty?

One of the benefits of engagement is the application of discretionary effort. More simply put: “She did something she really didn’t have to do.” When employees do work that isn’t assigned to them, or take on additional responsibility, they almost always deserve kudos for it.

Example: An employee volunteered to be a patient service representative (PSR) in a COVID testing tent at the peak of the pandemic.

Is it something others are noticing and talking about?

If you’ve got customers, vendors, senior leaders, or other employees buzzing in your ear about something great one of your team members is doing, chances are you have an opportunity for recognition.

Example: If there is a specific patient compliment, a recognition moment directly to the physician, nurse, or caregiver is a great way to recognize them for the impact they made.

Is it something that is otherwise thankless?

Consider recognizing the effort and attitude that goes into completing thankless tasks – even if they are routine. Thankless tasks are some of the hardest to bring ourselves to complete day after day. It’s fantastic when we realize someone is noticing and grateful for our daily grind.

Example: Helping a patient or caregiver navigate the complexities of health insurance to ensure a simple, positive outcome.

Did they do something that made your life much easier?

Yeah, this is personal, but so is recognition! If an employee takes the time, attention, or energy to assist a colleague, that can have an enormous impact, even on just one person.

Encourage and empower leaders to get to know their teammates so well that they understand the kind of recognition that will make each individual on their team feel most appreciated for their amazing work.

STRATEGY 2: CREATE A GREAT MOMENT OF RECOGNITION

Poorly delivered recognition can appear disingenuous and has the potential to backfire into bitterness and resentment. Appreciation that is authentic, fair, consistent, and personal has power to move your employees.

To maximize its impact, an effective moment of recognition should be:

Timely:

Occur as close as possible to the event.

Specific:

Celebrates effort, contribution, and achievement.

Meaningful:

Is authentic in a way that resonates with the accomplishment.

Appropriate:

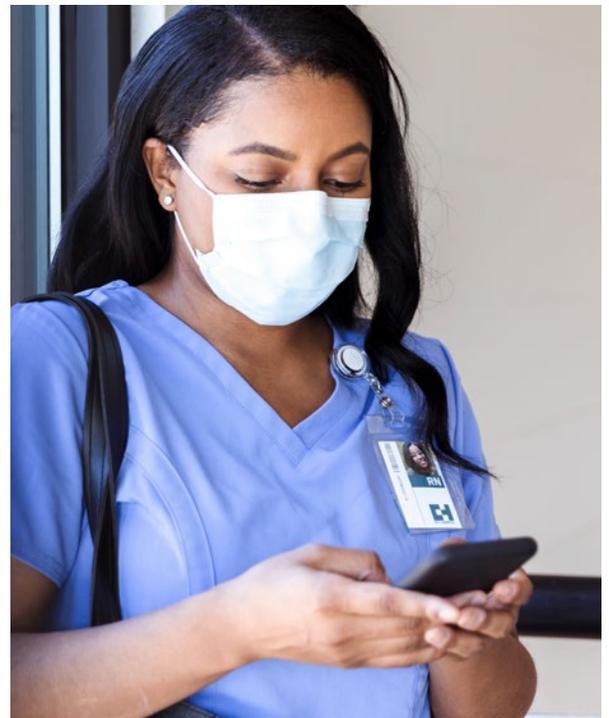
The accolade should match the effort.

Consistent:

Keeping a steady tempo transforms work environments and maintains focus on goals.

Unexpected:

Comes from anywhere: a manager, subordinate, or colleague.





STRATEGY 3: MAKE RECOGNITION SUSTAINABLE

Once you've integrated recognition into your healthcare organization's culture, the next step is to ensure it continues and flourishes. When supporting your recognition program, remember these three key aspects:

1. Acknowledgment

Public recognition can feel uncomfortable for some people – particularly if the award is made social on an internal news feed – it's important to socialize the achievement of the recipient. A social recognition platform can tailor how an award is socialized. But for each recipient, it's important to take an extra moment to acknowledge the employee's achievement. It is entirely appropriate to say, "Did you see that award, Nina? It was so well deserved. Thanks again." Likewise, it's always a good idea to write a note thanking a nominator when you've received a recognition yourself – or to drop by in person to say "thanks."

2. Congratulations

Encourage people throughout the organization to congratulate the award recipient – even if they weren't the award giver. Set an example by adding congratulations to awards that others give. It can strengthen and extend the recognition moment and is a fantastic way to increase the impact that recognition makes on your culture.

3. Consistency

You sent an award, but don't stop there. Make it an ongoing part of your routine to notice, be inspired by, recognize, and congratulate good work. Even 30 minutes a week engaged in this sort of activity will yield significant results from your team.

Creating an impactful recognition program is easier than you think.

Creating a sustainable recognition program isn't really that difficult. You simply have to ensure it's meaningful, accessible, and at the fingertips of people throughout your organization. Giving and receiving recognition lifts spirits. When you recognize someone, you are acknowledging their existence and their human contribution. When you receive recognition, you become energized, empowered and inspired. The power of recognition lifts both the giver and receiver, transforms your workplace culture, and drives the success of your healthcare organization.

People working in healthcare don't often look for praise. But when they receive it, the benefits are invaluable. To ensure that your healthcare team is engaged, productive, and working to its fullest potential, consider embedding the power of recognition into your organization's culture.

Forward-thinking people leaders know:

The COVID-19 pandemic has placed an unprecedented level of stress on healthcare workers. Now is the time to infuse recognition into the culture of your organization. Ensure your healthcare workers feel appreciated, empowered, and connected – despite the challenges.

**We can help every step of the way.
Reach out today to request a demo or get
started with the Workhuman Cloud®.**

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