

## John Muir Health

### Employee Retention Program

#### ASSESS

Although John Muir Health already had an Employee Suggestion Program (ESP) in place, which monetarily rewarded employees for making cost-saving suggestions implemented by the organization, it was only implemented in one of their many facilities. As a result, the program was not being promoted throughout the health system and participation was lacking.

#### STRATEGIZE

Our challenge was to create a fun, vibrant and compelling internal campaign to promote the suggestion program system-wide and increase employee participation. Since the focus of the program was putting employee suggestions into action, we developed the theme “Smart Thinking Pays Off.” To communicate the program in a colorful and succinct way, we would create the acronym “E\$P” and an HR icon illustrating arms embracing a light bulb.

#### IMPLEMENT

We created a rules brochure that was mailed to the homes of all employees, which introduced the program, provided details and promoted participation. The brochure featured a tear-off card that was an actual submission form to encourage employees to submit ideas.

Internal marketing included posters, table tents and a button on our client’s intranet site. The button linked to a special splash page that provided program updates and rules, a list of winners and submission forms. At kick-off events held in cafeterias throughout the system, we gave away bright yellow foam light bulbs that featured the E\$P icon and surrounding arms artwork.

#### MEASURE

Our revamped Employee Suggestion Program was highly effective and well received by employees. Since its inception, they have received 90 employee submissions—a 350% increase when compared to their previous average of 20 submissions per year. Four suggestions have already been implemented, including one that gave the employee the maximum \$25,000 cash award.

### EMBRACING IDEAS

# E\$P



## SMART THINKING PAYS OFF



We want suggestions! Think of an idea that can result in • cost savings • increased revenue • improved patient/employee safety • improved quality and efficiency, and reap the cash rewards. Get the official rules and ESP Forms from Human Resources or on the HR Intranet site.

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HEALTH SYSTEM