



Is your hospital only utilizing dollar-based incentives for filling shifts? Learn how many Concerro clients are now exploring a new and exciting module called ShiftRewards as an additional incentive tool to assure safe, adequate, and affordable staffing. ShiftRewards is a point-based shift incentive program that resembles airline frequent flyer or credit card point programs.

With ShiftRewards, your staff is able to view shifts with incentive points at the time of request. One great advantage of using ShiftRewards is that points can be earned for requesting and/or being awarded shifts. As a result, your staff is rewarded for their contribution to achieving effective staffing regardless of being awarded the shift.

The list of rewards that your facility can offer can be highly customized. Basic awards for frequent "point spenders" might include almost anything including movie tickets, meal coupons, or free parking. Additionally, "point savers" might wait to redeem a large amount of points for luxurious rewards such as MP3 players, spa services, or even tuition reimbursement.

The ShiftRewards Solution



By offering points that can be applied towards non-monetary incentives, organizations are leveraging the psychological advantages that come with working towards a reward. According to the Incentive Research Foundation, "participants may perceive non-monetary incentives to be more valuable than the retail value of that award in cash". In a study of incentive programs, the International Society of Performance Improvement found:

- Most organizations lack the knowledge or will to create properly constructed programs that yield desired results
- Selected Incentive Programs increase desired performance by an average of 22% when implemented and monitored correctly
- Incentive programs can additionally boost performance by 25% to 44%

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The Lasting Power of the Reward

Non-cash incentives, such as digital cameras or MP3 Players, will serve as a reminder to the participant about his or her performance (and the firm) every time it is used, as well as provide "trophy value." Cash rewards, however, do not provide this type of intrinsic value unless a certificate, plaque, etc. is provided as the physical reminder.

Providing more Flexibility

Current Concerro clients are utilizing ShiftRewards to:

- Wean staff from high dollar based bonus shifts while still providing creative incentives to pick up extra shifts
- Promote advanced scheduling and deter "holding out" for the best deal at the last minute
- Provide reasonable cost based incentives for job titles previously not eligible for dollar incentives
- Create "secondary holidays" as a non-monetary incentive (e.g. Mother's Day, Halloween, Spring Break)
- ShiftRewards may also be incorporated into existing rewards and recognition programs that promote staff retention.



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