



## Taking Care of Nurses CASE STUDY



### THE BACKGROUND

A nurse manager for a hospital in the southern half of the United States was looking to do something special for her team. She works in the outpatient radiology department and leads a team of three nurses during her shift. The last two years have been stressful to say the least - but she wanted to do something nice for her team. With it so hard to find nurse's these days, she felt it was important they felt special and recognized for their hard work.

### THE CHALLENGE

This is the first time the nurse manager considered doing anything like this and wasn't sure how to proceed. The weekend before, she visited a local trophy shop in her town but didn't find anything there. Google searches didn't help either. She decided to email the hospital's marketing manager to see if he could help find something. The marketing manager reached out to his distributor for some award ideas.

### THE SOLUTION

As luck would have it, the PPAI show had finished the week before. The distributor knew Pacesetter from work in the past and just visited with them. Pacesetter came back with three options (a "Good" "Better" and "Best" option) and the customer chose G0999A - with a modern sleek and smoky look, it was a winner with the hospital.

### THE OUTCOMES

The idea caught a bit of fire at the hospital. Before the nurse placed her order, her boss reached out and wanted to add on some more awards for different departments. The project that started small with just 3 piece turned into 25 recognition products! The distributor can now add another service they offer the hospital. In fact, they are now talking about years of service award for 2023. The hospital has around 5,000 employees total - it should prove to be a reliable piece of repeat business for the distributor going forward.

### BY THE NUMBERS

- Year - 2022
- The Item: G0999A
- Budget: \$3,000
- Time Frame: 5-weeks
- Number of Awards: 25
- Memories Created: Infinite

**Make an Impact with Nurses!**