

# CASE STUDY

## A Strategic Reboot of Recognition in Healthcare

### CLIENT:

A prominent hospital with multiple regional locations, seeking to refresh their employee recognition program.

### CHALLENGES:

The hospital traditionally awarded lapel pins for service and core values, but employees wore only one pin at a time, leaving past awards unnoticed. They needed a solution to display all achievements, enhancing visibility and impact.

### SOLUTION:

Partnering with Pacesetter, the distributor designed an acrylic award that doubled as a lapel pin display, featuring a custom cutout of the hospital with spaces to showcase each pin.

### OUTCOME:

The new award was an instant success. Employees proudly displayed their pin-filled awards at workstations, making recognition a visible, celebrated part of daily life.

### LONG-TERM SUCCESS:

The revamped program reinforced the distributor's role as the hospital's trusted partner, securing future recognition projects and strengthening the relationship with hospital leadership.

### FINANCIAL IMPACT:

Adding the display to the hospital's annual pin order significantly boosted the distributor's revenue. As the healthcare system grows, so do the distributor's profits, ensuring a lasting partnership.

### KEY TAKEAWAY:

Reimagining recognition programs boosts employee morale while driving additional revenue. Creativity in updating familiar solutions can lead to long-term success.

