

Success Story

HIGHLAND PARK SENIOR LIVING



How GiftCard Partners' strategic solutions generated significant employee performance in a few weeks' time.

THE PROBLEM

Highland Park Senior Living, like many companies, was facing the staffing challenges caused by the COVID-19 pandemic and its aftermath. As a full-time live-in facility, they need staff 24/7 which increases the number of shifts to be covered.

The team found that they had a group of core staff who they could count on to fulfill their scheduled shifts, but there is a group of 20-30 individuals primarily causing the issue. Also, the period from early 2020 to now has caused the company to file multiple terminations.

Highland Park currently employees roughly 90 individuals, but that still leaves them 30% short of their optimal staffing level. This shortage combined with daily callouts has left them trying to find creative ways to stimulate staff engagement through an employee incentive program.

THE SOLUTION

Highland Park Senior Living discovered they need a solution to increase staff engagement. Between daily callouts and a 30% staffing level shortage, they were finding the daily need for open shifts to be filled along with overtime shifts being offered. The core staff that had been working through the pandemic had been working hard and needed some encouragement.

Highland Park came to GiftCard Partners with this issue at hand. They determined that additional recognition in the form of gift cards could be a driving factor in staff agreeing to work extra shifts. Inflation was also becoming a major concern so the extra funds could go a long way in the pockets of the staff members. Gift cards allowed them to financially recognize their employees without it impacting their actual payroll expense.

When building out their personal portfolio on Engage2Reward™, Highland Park chose to stock the digital options of Sheetz, Walmart, and Dunkin' as their product choices. Their staffing solution includes offering a staff member a gift card of their choice in exchange for picking up a shift. The recipient is eligible for a \$10 card for a half shift and a \$25 card for a full shift. These cards are being ordered and distributed on a weekly basis.

AT A GLANCE

PROBLEMS

- Staff Shortage
- Daily Open Shifts
- High Absenteeism
- Inflation

SOLUTIONS

- \$10 Gift Card for Half Shift
- \$25 Gift Card for Full Shift
- Sheetz Gift Cards for Gas
- Walmart Gift Cards for Grocery
- Dunkin' Gift Cards for Food & Beverage

RESULTS

- Shift Coverage in 24/7 Work Environment
- Better Patient Care
- Potential Increased Retention Rate – too early to measure
- Visibly Increased Teamwork



GIFT CARD BENEFITS

24/7 COVERAGE & PATIENT CARE

Highland Park Senior Living is a 24/7 live-in medical facility. As a result, staff is always needed. The gift card program offers the opportunity for employee engagement by encouraging them to pick up more shifts. As shifts are covered, more staff are on site, which translates to better patient care in the end.

POTENTIAL INCREASED

ENGAGEMENT & RETENTION RATE

The program has only been active for a little over a month, but they are already seeing a slight uptick in the employee engagement. There is a handful of employees who are cashing in on the opportunity and covering as many extra shifts as their time allows.

TESTIMONIAL

“We signed up with GiftCard Partners to offer our employees incentives. The entire process of getting an account set up, to actually getting the gift cards out was very simple. Their account reps and customer service are on point and there to help you along the way. If you are looking for a simple platform to use for your employees, I highly recommend this company for those needs.”

JESSICA WILKINSON

Director of Operations
Highland Park Senior Living

