

The Mayo Clinic Recognition Program

The Situation

Mayo Clinic launched the campaign “One Mayo” to create consistency in Employee Recognition between their 3 main campuses and 50 Mayo Health System Hospital locations. In search of a partner that would fit well with their values, Mayo Clinic conducted an extensive RFP process with 12 recognition companies. In the end, Incentive Services was selected to partner in developing a three-phase, enterprise-wide integrated recognition program.

Solution - Phase 1

Years of Service Program

Mayo Clinic updated their Years of Service Program to accomplish the following objectives:

- > Highlight Mayo Clinic’s appreciation for each employee’s commitment and service.
- > Provide an award selection that appeals to employees in all five generations, replacing their previous award program, which employees felt was too traditional and outdated.
- > Remove the burdensome administrative time that occurred with their old vendor when distributing recognition presentation kits to management.
- > Keep the program in line with established program budgets, while providing awards with better value, brands and more choices for recipients.
- > Develop supporting materials and the Milestones for Mayo website to help communicate the program and train managers on how to appropriately recognize their associates.
- > Develop a personal video message from CEO Dr. Noseworthy congratulating each employee as they go through the redemption process.

Employees can redeem from their choice of over 300 awards at each milestone level from the custom program website. The expanded award selection has improved redemption satisfaction for employees, and the technology platform has simplified the process for management and HR with upcoming anniversary notifications and order tracking.

Custom presentation materials including a badge accent, personalized certificate in an acrylic frame, and hand-written manager notecard were created to be presented to each employee on their anniversary. Anniversaries are also highlighted for recognition from fellow employees on the program website.

In addition to the milestone program, Mayo recognized the importance of recognizing employees early in their careers and added both 90 and 180 day welcome email recognitions from leadership as part of an upgraded onboarding strategy.



Phase 2

Above and Beyond / Peer to Peer Program



Mayo wanted to create a standard spot recognition program for managers to use when recognizing employees, and for peers to use when recognizing peers. Incentive Services developed a custom selection of branded awards less than \$25, which allows the program to remain non-taxable per IRS guidelines. As employees are recognized, they are directed online to select their personal branded award. All recognitions are highlighted on the program website, tracked by managers, and analyzed quarterly to determine engagement levels.

Phase 3

Mayo Excellence Program



Mayo Clinic lives by 6 core values known as Excellence Values. Historically, employees and managers nominated their peers for living these values using a manual process. As Mayo grew to 65,000 employees, this process became difficult to manage and Incentive Services was enlisted to develop a streamlined system for nomination and review. This nomination program became part of the integrated strategy and has been added to the recognition platform for managers and peers to easily nominate and review at any time. All employees chosen by the committee are highlighted on the program website and receive an Excellence Recognition kit featuring a certificate and jeweled pin.



All recognition programs are centrally located on the Incentive Services Recognition Platform. FLEX technology allows employees to access the program website from any device.

Results

Management is very pleased with the efficiencies and effectiveness of the Integrated Recognition Strategy. By bringing all core programs together on one platform, Recognition is flourishing enterprise wide and aligns with their corporate goals, values and strategy of "One Mayo". Mayo was again recognized as the #1 Health Care Organization in the Nation by US News and World Report.

Service Awards

- > Over 65% of employees have taken time to respond to the post-anniversary survey (previously 10% responded).
- > Survey results have been extremely positive, with satisfaction responses in the 90th percentile, with the most improved categories being Award Choice and Manager Presentation.
- > Milestones for Mayo website education has elevated manager presentations to meet leadership expectations.

Above and Beyond

- > One centrally located program can be utilized to recognize, track, and display above and beyond behaviors.
- > All awards are aligned with the Mayo Brand and also IRS Guidelines.

Excellence Program

- > The nomination process has been streamlined and added to the integrated recognition platform, to make this process manageable for 65,000 employees that are housed at 3 main campuses and 50 satellite locations.
- > Excellence Awards are now displayed on the program website.