



Building teamwork with reward & recognition



BACKGROUND

Haematology and Oncology Clinics of Australasia (HOCA), operate in four cancer care clinics across South East Queensland, and provide care to people with cancer throughout Queensland, and from northern NSW to the Northern Territory. The clinics provide the very best treatments and services in cancer care and haematological conditions and the HOCA team are amongst the most educated and skilled cancer nurses and practice managers in Australia. They support a team of almost 20 haematologists and oncologists with international reputations.

RedBalloon was commissioned by HOCA to provide a Reward and Recognition solution that caters for 150 employees across four clinics and head office in Queensland.

THE CHALLENGE

Before approaching RedBalloon HOCA employees were rewarded with a cash bonus at Christmas time, flowers on their birthday and token gifts at random times.

Whilst staff appreciated this, HOCA's CEO, Simon James says "we were looking for a more personalised way to acknowledge the contribution employees made to the organisation, more frequently and with consistency across the facilities. We really needed something that wasn't 'the norm', something that recognised how people contribute to the organisation in different ways and this includes, exceptional customer service and team work, anniversary of appointment, birthdays and so on."

Employees often work long hours in high-pressure environments and rely on the support of their colleagues. HOCA needed a reward program that allowed employees to nominate each other for their support and also acknowledge them when patients had commended their service. After all, these are the people who benefit from such 'above and beyond' service.

The main focus of the program was to recognise teamwork and not just employee performance. As James points out "from a clinical care perspective, the minimum you expect is excellence".

“ We have been delighted with the program so far. There is a genuine buzz around the rewards program which has had a positive impact on employee morale. ”

Simon James, CEO, HOCA

THE SOLUTION

The RedBalloon Online Points Program was the chosen tool to be developed for HOCA with the focus on delivering:

1) Frequent & immediate recognition

James said it was “the immediacy with which people are rewarded that is very important for us. We understand that recognition needs to be timely and specific, and the ease of the RedBalloon Points Program means it is fast and easy for us to award points – along with a nice email. For some of our remote staff who don’t access their computer regularly, we use home email addresses to make sure they can access the program.”

2) Celebrating team work

Using the Programs Peer to Peer recognition structure has been very beneficial to celebrate and encourage HOCA’s employees support or performance. “Initially it took some time to change the culture so that people are comfortable about saying my colleague, my friend, my work friend did this, that and the other” James said.

3) Memorable rewards suitable for everyone

James said “We wanted to inspire our people to do things that would be good for them, something a bit different. The vast ranges of experience options are exciting and more interesting than just giving out small dollar value awards that get used in next week’s shopping.”

Running the program

The program was launched internally with a number of communications to the different offices. For ongoing communication HOCA use their monthly newsletter to talk about what experiences their people did last month. (See Chris Long’s story) Whenever new employees start it is introduced as part of their orientation so when they join they get the welcome email, we put their email address in the system.

One of the advantages of the online system is that management can access reporting to see which areas by office or department are recognising their people and actively participating in the program. James highlight’s that “at each leadership meeting we look at the points rewarded and points redeemed. We provide guidelines for the value of point usage by performance indicator so the reporting function acts as a very transparent management tool”.



Employee Story by Chris Long Clinical Nurse Consultant Development

On a warm and windy Saturday evening in January, my husband Matt and I undertook the Story Bridge Climb, courtesy of our RedBalloon points. I must admit, I was nervous to begin with, particularly in light of my talent for tripping and breaking bones. I need not have worried though, the safety precautions employed by the climbing company were second to none. The climb is not hard physically and once at the top the views are well worth it. You get a complete 360 degree view of Brisbane. We did the twilight climb so as we were starting to climb down the lights were coming on all over Brisbane. It was a very pretty sight. We thoroughly enjoyed the experience and I would certainly recommend it to anyone thinking about doing it!

RESULTS

Simon James, CEO, HOCA said “we have been delighted with the program so far. We’ve got 75%-80% of staff are actively engaged in the program which is a great result.

We have definitely seen an improvement in our collaboration of employees across different teams and locations. There has been a positive impact on employee morale and there is a genuine buzz around the rewards program. The RedBalloon program has definitely contributed to the overall success of the business in the last 12 months.”