

# The Ceca Award

A sustainable way to recognize, reward, and inspire your hospital workforce

## The Engagement Challenge

Given the state of the healthcare industry and recent disruptions related to the COVID-19 pandemic, one thing is abundantly clear: ***Organizations can never do enough to give thanks to their team members.***

Unfortunately, most hospital employee recognition programs suffer from low participation, exclusion of many teams or departments, limited access among patients, families and volunteers, and time-consuming program upkeep and coordination.

After a promising launch, these programs rarely last more than a few years before being hampered by leadership turnover, lack of resources to support an onerous process, or fading employee enthusiasm.



# Ceca Foundation

For your patients, not for profit

Visit [CecaFoundation.org/hospitals](http://CecaFoundation.org/hospitals)

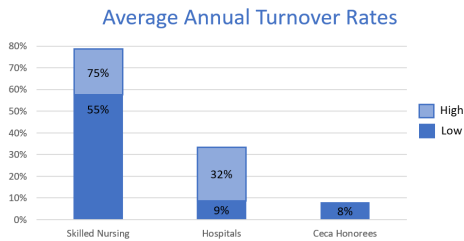
# The Engagement Solution

Ceca Foundation (pronounced See-ka, derived from **Celebrating caregivers**) is the premier provider of an innovative patient-centric caregiver recognition program that helps healthcare communities drive **lower staff turnover, higher engagement and improved quality of care.**

We do this by:

- Providing a very affordable, custom-branded, and turnkey peer-to-peer recognition platform customized to health caregivers;
- Managing program operations and support to assure quality and year-to-year continuity;
- Promoting broad employee participation with proprietary, easy-to-use technology and monetary awards; and
- Focusing passionately on our nonprofit mission.

Since our founding in 2013, over 25,000 nominations for the Ceca Award have been submitted, and honorees have received nearly \$300,000 in cash awards. We have helped dozens of healthcare communities—from acute-care hospitals to long-term skilled nursing and senior living facilities—**achieve their patient experience, employee engagement, and quality of care objectives.**



**Ceca Healthcare Partners improved their Employee Net Promoter Score (eNPS) by 20%**

As a nonprofit, we hold ourselves accountable to the highest standards and are committed to financial transparency. It has earned Ceca the Platinum Seal from GuideStar. For more information about our financials, visit our website.



# Creating Impactful Recognition

## *Does your recognition and engagement program...*

- Focus on specific acts of care, beyond regular job roles, that improve the patient experience?
- Have accountable individuals to manage operations and continuity?
- Recognize both clinical and support roles across departments?
- Limit time commitments from leadership and HR resources?
- Recognize staff in a visible and public way in your community and not just “behind the scenes?”
- Allow participants access through both paper and digital channels?
- Share your “healthcare hero” stories with the public through social and other media?
- Provide monetary awards to recipients and assume responsibility for the accounting functions like payment processing and tax compliance?
- Provide coordinated scheduling of selection panels and award celebrations to maximize attendance?
- Have easy-to-understand and on-demand performance reporting to gauge program impact on participation, retention, and more?
- Give patients, families and volunteers the opportunity to participate in nomination and recognition process?
- Integrate your mission and values in program processes and award presentations?
- Provide extensive training, tools, and education on the purpose of your program to leadership and caregivers alike?
- Involve the outside community to increase program credibility and impact?
- “Thank the thankers” to encourage participation and sharing of stories?
- Allow for gamification and use of social media styling to make your program more engaging?
- Promote a culture of recognition by complementing other existing recognition programs, such as employee-of-the-month, professional and skilled nursing awards, and departmental recognition?

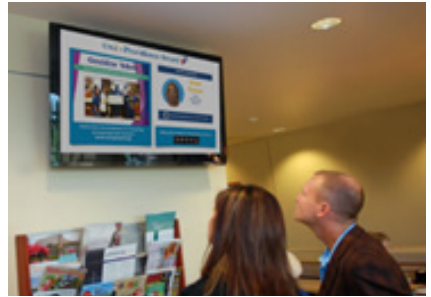
*If you'd like to re-energize your employee engagement and recognition efforts, Ceca is here to help. Our industry expertise, accountability in operating your program, and innovative recognition tools can lead to a positive impact on your caregivers and patients.*

**For more information, visit [CecaFoundation.org/hospitals](https://CecaFoundation.org/hospitals) or watch our video overview at [CecaFoundation.org/videointro](https://CecaFoundation.org/videointro)**

# The Program Package

As a nonprofit, Ceca provides unparalleled value for your organization's engagement and retention initiatives. Our full-service solution includes:

- Financial awards for Honorees, inclusive of *all* staff and caregivers
- Ceca's proprietary, web-based recognition platform developed exclusively for the healthcare industry and allowing for patient, guest, and family nominations
- Free mobile smartphone apps for ease of use anywhere, anytime
- CecaTV monitors or custom integration with digital signage throughout your hospital to increase public recognition
- Training materials and videos
- Personalized account management
- Customized marketing materials and support



## Pricing

**\$6,000/year for quarterly Ceca Awards**

**\$12,500/year for monthly Ceca Awards**

*Multi-facility and healthcare system/network discounts are available.  
Please contact Ceca at [inquiries@cecafoundation.org](mailto:inquiries@cecafoundation.org) for custom pricing.*



## Background

Matthew and Rosemary Lawlor created the Ceca Award to honor Matthew's mother, Mary Lawlor (left), a member of the Women's Army Corps in WWII, and those who cared for her at Knollwood Military Retirement Community until her passing in 2013.