

The Ceca Award

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

The Engagement Challenge

Caring for patients is your top priority. And team members, across all departments, work passionately to ensure patients get the quality care they deserve. Yet record-high burnout levels and wide-spread turnover are compromising employee engagement and threatening patient experience.

The reality is that employees will not stick around simply because patients need them, and a paycheck alone is not enough motivation to keep employees engaged. Moreover, increases in labor costs, the industry environment, and other factors threaten traditional business models.

As a leader, one thing is abundantly clear:

You can never do enough to recognize and honor your team members.



Ceca Foundation

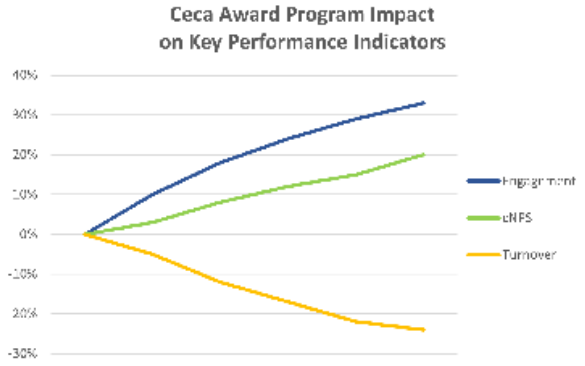
For your patients, not for profit

Visit CecaFoundation.org/hospitals

The Engagement Solution

Research shows the most cost-effective way to build resiliency, increase engagement and improve retention is to ***remind your team members of their impact and to make them feel appreciated.***

Ceca Foundation is a premier provider of an innovative, patient-centric caregiver recognition program—the Ceca Award—that helps healthcare communities drive ***higher engagement, lower staff turnover, and improved quality of care.***



Ceca does this by:

- Providing an affordable, branded, and turnkey peer-to-peer recognition platform designed for healthcare communities;
- 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.

Partnering with Ceca ensures your employee recognition program doesn't suffer from low participation, exclusion of teams/departments, lack of program continuity, and limited involvement from leadership or patients.

Ceca has helped healthcare communities across the country ***achieve their patient experience, employee engagement, and quality of care objectives.*** And we can help yours too!

Contact our team at inquiries@cecafoundation.org to set up a demo.

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 Candid. For more information about our financials, visit our website at CecaFoundation.org/financials.

Platinum
Transparency
2023

Candid.

The Ceca Award Package

Ceca Foundation 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 and guest/family nominations
- Free mobile smartphone apps for ease of use anywhere, anytime
- CecaTV monitors or custom integration with digital signage to increase recognition
- Training materials and videos
- Personalized account management
- Customized marketing package and ongoing support



Pricing

The Ceca Award is “tri-brid” funded, with partner fees being double-matched by Ceca directly and other philanthropic support and donations. As a result, you get unparalleled value for your investment. Cash award packages are available on a monthly or quarterly basis. Please contact inquiries@cecafoundation.org for a customized proposal. Discounts are also available to multi-location networks.



Our Inspiration

The Lawlor Family created the Ceca Award in 2013 to honor Matthew's mother, Mary Lawlor (center). They were overwhelmed by the kindness, compassion, and companionship from her caregivers in a long-term care community and wanted to inspire healthcare facilities to honor caregivers who go above and beyond normal duties.

Creating Impactful Recognition

*Do your recognition and appreciation efforts have... **IMPACT?***

Inclusive

- Recognizing all employees, regardless of role or department
- Giving patients, residents, guests and peers the opportunity to thank your team members
- Promoting a culture of teamwork, respect and mutual appreciation for staff

Mission-Oriented

- Integrating your values to connect teams to their employer
- Included in training and onboarding to connect staff to their purpose and work
- Enthusiastically supported by your leadership teams to reinforce organizational culture and objectives

Public

- Honoring exceptional actions “out in front” for everyone to see and not just “behind the scenes”
- Posting patient, resident and guest-facing recognition on boards or monitors
- Sharing stories through social media, newsletters and other digital channels

Authentic

- Referencing specific acts of care that improve the patient/resident experience
- Celebrating team members in ways that takes into consideration how they prefer to be recognized
- Lending credibility by sourcing stories from peers, patients, residents and the outside community

Consistent

- Providing an accessible pathway, allowing for continuous and easy recognition
- Accountability in managing efforts and ensuring they are sustained long-term
- Limiting time consuming obligations from leadership, HR, and accounting resources

Timely

- Enabling real-time nominations that connect the act of care with its impact
- Establishing regularly scheduled selection panels and recognition events to ensure continuity and build participation
- Providing on-demand reporting to easily gauge the effect on engagement, retention, and other business metrics

BONUS

- Recognizing those who take the time to share stories, thereby boosting participation, creating more widespread recognition, and showcasing quality nominations
- Enhancing recognition efforts with gifts or monetary awards as an added incentive