

CASE STUDY

Taking Care Of Nurses

BACKGROUND:

A nurse manager in a southern U.S. hospital's outpatient radiology department, leading a team of three nurses, wanted to show appreciation amid the stressful past two years. Recognizing the scarcity of nurses, **she aimed to make her team feel valued and acknowledged for their hard work.**

CHALLENGES:

Healthcare leader, who was new to the idea, wasn't quite sure how to go about it. She checked out a local trophy shop over the weekend, but no luck there. Googling didn't help either. So, she decided to shoot an email to the hospital's marketing manager, hoping he could lend a hand. **The marketing manager then reached out to his distributor to brainstorm some award ideas.**



SOLUTION:

By chance, the distributor, who had worked with Pacesetter before, reached out after the recent PPAI show. **Pacesetter promptly provided three options: "Good," "Better," and "Best."** After careful consideration, the hospital chose one with a contemporary, stylish, and smoky design, aligning perfectly with their preferences.

OUTCOME:

The hospital's enthusiastic adoption translated into significant revenue for the distributor, amounting to an impressive initial order. **What began as a modest endeavor of three pieces blossomed into 75 recognition products, showcasing the expanding partnership.** This success highlights the potential for recurring business, with discussions underway for annual reorders and the introduction of years of service awards for 2024. With approximately 5,000 employees, the distributor anticipates a steady revenue stream from the hospital's ongoing recognition initiatives.