



BAPTIST HEALTH®

Client: Baptist Health System has been providing advanced health care to Louisville residents for almost 100 years. With nine hospitals and more than 2,700 licensed beds, care centers, physician offices and health facilities in the greater Louisville area, the nursing staff is considered critical to successfully enhancing the health of Kentucky as a whole.

Challenge:

During a recent nursing staff survey, a lack of organizational recognition was uncovered as a barrier to nurses obtaining specialty certification, which is beneficial to both the nurses and Baptist Health System. Nursing leadership worked with the hospital foundation to secure funding for a recognition wall acknowledging nurses who earn certification and other recipients of nursing awards.

Solution:

HighNote met with nursing leadership to determine their direction and requirements for the recognition wall. Location and purpose discussions resulted in a wall design that included contrasting panels with professional photos of the nurses recognized within their specialty. Award recipients and digital signage is updated on a regular basis.

Project Details:

Utilizing brand colors, HighNote designed panels to recognize nursing and support staff accomplishments. Each panel can be easily updated with the latest certification recipients with acrylic printed frames at varying depths. A separate panel was designed to specifically explain The Daisy Award and list the recipients with space for additional names to be added to the wall. A colorful vinyl wall covering was used along with 3mm and 6mm PVC on all panels.

Objective:

Develop a recognition wall that would highlight the certification accomplishments of the nursing staff and nursing support awards including the DAISY Award using a multi-media approach. The wall would need to be eye-catching and easy to update plus attract attention by those who walked by the wall outside the cafeteria.

Return on HighNote:

Internal goodwill was boosted by the positioning of the wall next to the cafeteria, creating connection between staff members. On a regular basis, staff will stop to admire the wall and see those who are recognized on the wall. This demonstrates one method to connect with staff and congratulate each other on their accomplishments. Employee recognition strategies can help lower turnover rate as much as 23.4% according to SHRM. Additionally, the leadership of the Allied Health division is asking to create their own recognition wall which is currently being planned.

"It's always fun to work with HighNote! The employees are creative, professional, and responsive. Installing the nursing recognition wall had some unique challenges, but luckily, we were able to get it done to bring beauty and recognition to our staff. The wall itself is beautiful and easy to clean, which is important in a hospital setting. Thank you, HighNote!"

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HighNote, a division of The Marek Group, is a woman-owned marketing services company certified by the WBENC that specializes in high performance, data-driven multi-channel direct marketing campaigns and signage.