



Sentara and GetWellNetwork Launch Interactive Employee Recognition Program

In collaboration with the leadership team at Sentara CarePlex, GetWellNetwork (GWN) developed and launched the *Gold Star Award Program* to promote excellence in nursing care and patient service. Through the program, patients use GWN's interactive bedside platform to recognize employees who exhibit exemplary patient care and a commitment to Sentara's service excellence initiative. "The goal of the program is to promote exemplary nursing care and patient service. The GWN System provides our patients a way to give us direct feedback about their care experience, and a way for us to do real-time monitoring of that feedback and reward our outstanding nursing staff for their effort," explained Debra Flores, Chief Nurse Executive of Sentara CarePlex.

The program works like this: Patients recognize employees by selecting the "Nurse Recognition" icon located on the main menu of the GWN System. From there a patient advocate is notified via e-mail to contact the patient in order to document the reason for employee recognition. A written "thank you" is presented to the employee for outstanding customer service on the unit level, and Gold Star certificates are awarded. Upon receiving three "Gold Star" certificates employees will have their picture taken with the Nurse Executive for distribution in the system newsletter and on the GWN System. In addition, the employee is recognized at the Department Leaders meeting and awarded a gift certificate. Finally each employee receiving a Gold Star certificate will have their name added into the annual GetWellNetwork sponsored drawing where the winner will receive a trip for four to Disney World. "Working with the nursing staff everyday, the Gold Star Program has been a great way to energize us all to continue to improve the care we are providing to patients at Sentara CarePlex."