

How Total Access Urgent Care drives key employee behaviors and engagement with Blueboard Spot Rewards.

TOTAL ACCESS
URGENT CARE



COMPANY

Total Access Urgent Care (TAUC) was founded on the belief that everyone should have access to fast, friendly, and affordable healthcare. Today, they proudly provide top-ranked patient care across their network of 27 clinics.

HEADQUARTERS

St. Louis, Missouri

EMPLOYEES

201-500 employees

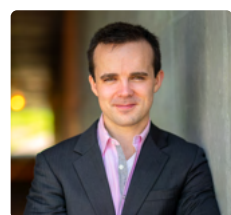
INDUSTRY

Hospital and Healthcare

BLUEBOARD PRODUCTS USED

Custom Spot Rewards

“Blueboard is the best option. It's easy to use as an administrator, and fast and friendly when employees are picking an experience. We simply send the reward and Blueboard takes care of everything else.”



Jake Dinkel
DIRECTOR OF DEVELOPMENT

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THE BUSINESS PROBLEM

Employees at Total Access Urgent Care (TAUC) respond to emergencies every day, and a missed shift can lead to potential life-threatening situations. When Jake Dinkel, Director of Development, noticed increases in employee absences and tardies, he knew the company needed to quickly address these undesirable behaviors.

Initially, Jake used Bonusly to incentivize behavior change through points-based spot rewards. But TAUC employees didn't seem interested in points and gift cards, and absences and tardies continued to worsen. Jake needed to mix it up and fast. That's when he discovered experiential rewards from Blueboard.

HOW WE WORK TOGETHER

Blueboard experts worked with the TAUC team to launch a custom spot rewards program: TAUC's Time and Attendance Awards program, powered by experiential rewards. Through the program, employees earn points for showing up to work on time and not missing shifts. Every six months, they can qualify to receive an Ivory or White Gold Blueboard experience.

Since the program's start, TAUC has seen a steady increase in the number of rewards distributed in each cycle—more employees are showing up to work on time (reduced tardiness), and fewer are missing shifts (reduced absenteeism).

24%

The Time and Attendance program has resulted in a ~24% decrease in absenteeism*.

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THE RESULTS

TAUC measures program success by the number of Blueboard rewards they give out per distribution cycle: the more reward recipients, the more employees who have qualified by displaying the desired behaviors. Blueboard rewards are updated frequently, which helps employees anticipate future awards. They are also easy to socialize, which builds ongoing program buzz and participation. Because of this, TAUC has seen continuous growth and sustained engagement with their Time and Attendance Awards program.

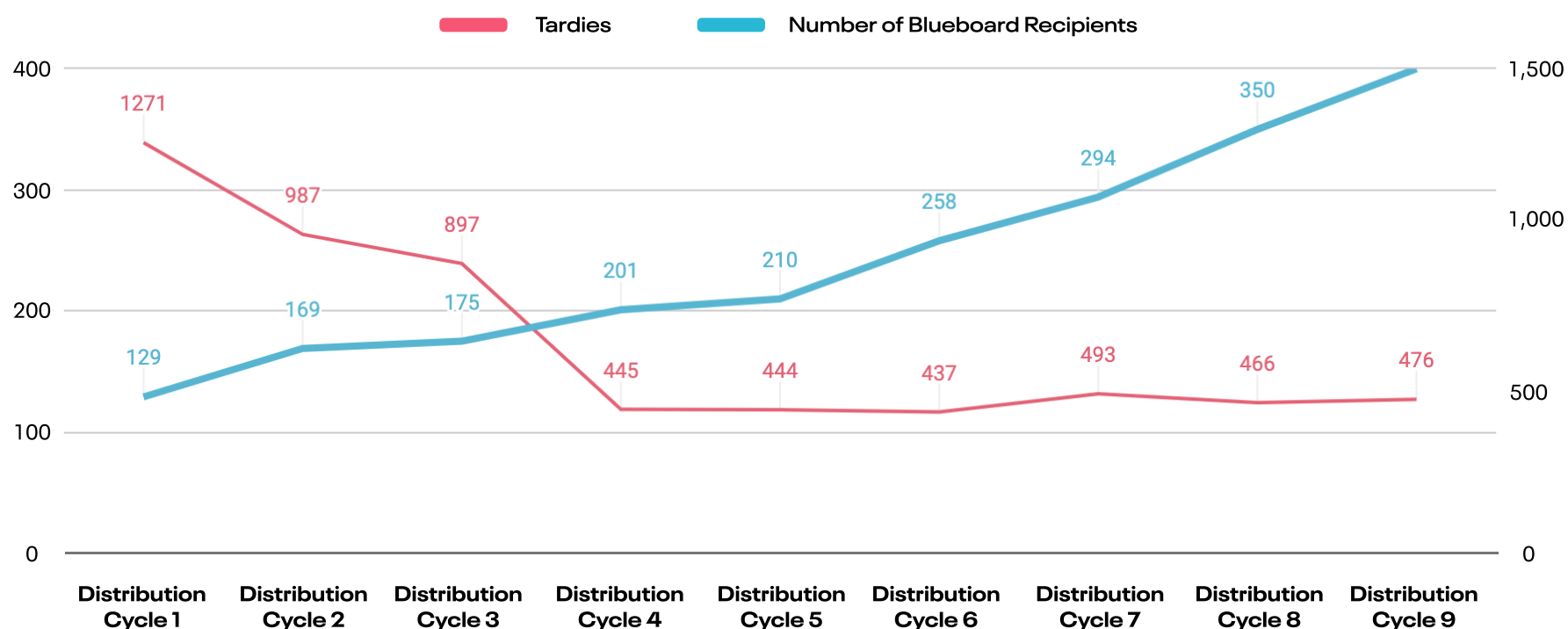
To date, TAUC has distributed nearly 2,000 Blueboard rewards. They've seen a 24% average decrease in employee absenteeism and a 63% decrease in tardiness.

“By setting clear standards on how to qualify for and earn an experience, our employees have been excited to earn these rewards and to choose from a wide range of experience options.”

Jake Dinkel
DIRECTOR OF DEVELOPMENT

63%

The Time and Attendance program has resulted in a ~63% decrease in tardiness.



*Jake modifies the Time and Attendance points calculations every six months. Calculations are continuously adjusted to ensure reward delivery is in-line with expectations.

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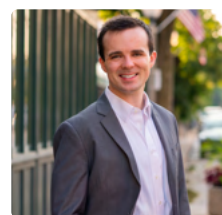


With every Blueboard reward sent, Total Access Urgent Care is one step closer to its goal of reducing overall employee tardiness and absenteeism. Because of the success of the Time and Attendance program, TAUC has expanded its Blueboard partnership to recognize additional high-value behaviors and achievements, including employee referral incentives, Employee of the Month awards, and additional spot recognition programs to celebrate employees for going above and beyond.

"I love how Blueboard's platform makes it possible to reward people with experiences that are remembered, celebrated, and enjoyed every time. It's easy for other bonuses to be deposited and quickly forgotten, or worse: to become expected."

-Jake Dinkel, Director of Development

"The only thing I wish we did was make the transition sooner. If I start my own company, I'd start with Blueboard on day-one."



Jake Dinkel
DIRECTOR OF DEVELOPMENT

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Want to learn how Blueboard can help you impact the employee metrics that matter to you?

Schedule some time to talk through your goals and get an interactive demo, [here](#).

