



Case Study

Health Connect America
(HCA)



The Opportunity

Health Connect America (HCA) has enjoyed incredible success helping adults, children, and families find hope and healing from traumatic events through its grief, anger management, family issues, and substance use services. But, the organization found itself searching for novel ways to connect to its operators so they could continue to provide the space and healing their clients needed.

Missing The Gen Z Connection

Pre-pandemic, HCA was having trouble engaging its newest, Gen Z employees. Despite sign-on bonuses, competitive salary, incentives, and weekly employee engagement activities with seasoned managers, HCA found it was suffering the employee disconnection and turnover challenges that many industries were experiencing.

“We were wondering if we were dealing with The Great Resignation,” said Tammy Earnhardt, Senior Vice President of Strategy and Development. “We had good, strong leaders. We were looking for new channels and connecting points, and **we didn’t know how to keep them engaged.**”

Alistair Deakin, CEO at SigBee confirmed Earnhardt’s intuition.

“They’re used to checking in with each other. They expect to have a voice,” he said.

Earnhardt agreed.

“The more I researched, the more I found that this generation was probably the polar opposite of mine. **My research kept showing me that Gen Z employees expect to be heard.** They want to have a voice on policies, procedures, everything. We had totally missed it.”



Creating Connectivity

Shortly after her introduction to a possible solution at the Family Focused Treatment Association (FFTA) 2022 annual conference, Earnhardt's CEO suggested a platform that would allow HCA to engage with employees on a daily basis and measure their wellness, resilience, job confidence and team connection in real time. Managers would be able to read employee signals daily and drive meaningful action to increase team engagement, prevent burnout, and decrease turnover.

Earnhardt doubted.

"I'm the last to believe in any offering like this," she said. **But, after viewing the product demo, she immediately believed.**

"It was like they had been watching me research," she said. **"I told our CEO, 'We need it tomorrow!'"**

Experiencing is Believing

If the demo weren't enough to make Earnhardt a believer, **a rising-star, Gen Z employee at HCA proved the point.**

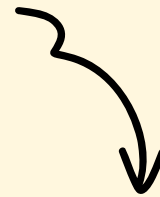
"We have an incredibly responsible Gen Z intern-turned-employee **who was feeling defeated** as a result of acquisition-related activities," Earnhardt explained. "It crushed her, and we never would have known it but for her low check-in rate on SigBee. As soon as we saw it, her manager was able to pick up the phone and ask, 'What's going on?' **Without that conversation, we would have lost her.** She told us as much. Still today, she says, **'I wouldn't be here without SigBee.'**"

The SigBee Solution

SigBee is an innovative platform for employee engagement, organizational health, and effectiveness. Ours is an easy-to-use user application that provides real-time data to direct supervisors and leadership so they can support their teams.

SigBee combines the science of technology with the art of human interaction, creating a powerful system for checking in with each other.

We're changing the way people show up for each other.



About HCA

Health Connect America (HCA) is dedicated to providing quality and affordable services to individuals and family members in order to provide a safe, positive living environment and provide the space to achieve the highest level of potential. www.healthconnectamerica.com

