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**HOSPITAL SHIFTS MADE EASY WITH THARPEROBBSINS'**  
**REWARD PROGRAM**

**STATESVILLE, N.C., September 22, 2009** – Filling overnight, weekend and holiday shifts can be challenging for any company. But, for hospitals where skilled workers are essential, staffing can be a nightmare.

Working with the TharpeRobbins Company Inc., a global leader in the managed employee recognition and rewards industry, Northeast Georgia Medical Center in Gainesville, Ga., located just north of Atlanta, has found a way to fill those odd shifts. The hospital instituted the BidShift Program, where clinical staff bid on shifts and receive points for taking the less popular overnight, weekend and holiday schedules or for filling in on a moment's notice.

“Our program has been in place for more than two years and the response has been amazing,” says Lezlie Valentine, Rewards and Recognition Coordinator for Northeast Georgia Health System, Inc. “Our clinical staff who qualify to participate in the BidShift program can accumulate points and redeem them for more than 1,500 merchandise awards including iPods, home theatre systems and jewelry shipped directly to their homes. The BidShift Program has decreased our use of contract labor, which can be expensive, and has reduced scheduling issues.”

TharpeRobbins provides the software to manage the system of employee points and creates an online gift catalog, which is continuously updated to remain fresh and relevant.

“This program can be personalized to any hospital or other company that is looking for ways to motivate shift workers or other personnel that need to take ‘on call’ shifts,” says Neal Cao, TharpeRobbins chief information officer. “Our state-of-the-art technology is highly secure to protect sensitive employee information. It’s a great way to solve a staffing problem while building morale.”

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For more than 100 years, TharpeRobbins' rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. Find out more at [www.tharperobbins.com](http://www.tharperobbins.com).

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