Rx for Success: emPerform Improves Performance Management at Broad Reach Healthcare

"emPerform has been instrumental in driving our performance management initiatives forward," said Chris Jones MS, PT, DPT, CSCS, LNHA, Chief Operating Officer at Broad Reach Health. **"emPerform has empowered us to elevate employee engagement, foster a culture of feedback, and ultimately, achieve our organizational goals."**

Since replacing its existing paper-based performance review process with emPerform, Broad Reach Healthcare has experienced notable results:

- Significant reduction in time spent on review administration, with supervisors reporting a 50% decrease in workload.
- Timely completion of performance reviews, eliminating instances of overdue evaluations.
- Enhanced employee engagement through regular check-ins, fostering open communication and feedback exchange.
- Better reporting on job-specific healthcare competencies.
- Improved tracking of employee goals and performance metrics for retrospective analysis.

An Unwavering Commitment to Excellence at Broad Reach Healthcare:

Broad Reach Healthcare is a premier provider of post-acute and community-based healthcare services across the Cape Community. Established in 1986, Broad Reach has evolved into a comprehensive healthcare organization encompassing Liberty Commons Rehabilitation and Skilled Care Center, Broad Reach Outpatient Rehabilitation Clinic, Broad Reach Assisted Living at The Victorian, and Broad Reach Hospice. Renowned for its unwavering commitment to excellence, Broad Reach Healthcare stands out as the only skilled nursing facility on Cape Cod to operate under consistent leadership for decades, garnering recognition at local, state, and national levels.

The Challenges of Paper-Based Reviews

Before implementing emPerform, Broad Reach Healthcare encountered significant challenges with its manual paper-based performance management process. Annual reviews conducted using Word proved **cumbersome and prone to errors**, with supervisors struggling to maintain **consistency in review forms, rating and merit scales, and timely submissions**. The absence of a structured system led to **delays** in performance evaluations and **hindered effective communication** between supervisors, employees, and executive leadership. The process also did not facilitate regular ongoing check-ins with employees, resulting in missed opportunities for coaching and goal alignment.

"It took an inordinate amount of time and effort managing and tracking reviews," said Chris.

The Search for a Cure: Automated Performance Management

Driven by the need for a modern performance management solution, Broad Reach Healthcare's HR team began searching for a platform that could meet their evolving needs. After careful consideration, they selected emPerform for its adaptability, scalability, and ability to facilitate regular check-ins. Leveraging emPerform's customizable workflows, Broad Reach could also tailor performance management processes to suit diverse departmental requirements and provide a more precise and consistent evaluation of competencies.

"We wanted a tailored platform to allow us to execute our performance management vision and scale and evolve. We did not want a cookie-cutter review process or system," said Chris.

The Impact of emPerform at Broad Reach:

Since implementing emPerform, Broad Reach Healthcare has experienced significant benefits:

Efficiency and Timeliness of Reviews:

Since implementing emPerform, the time supervisors dedicate to completing reviews has been reduced **by half.** Reviews, which were previously prone to significant delays, are now thorough and completed in a timely manner. This enhanced efficiency ensures that performance feedback is provided promptly, facilitating better coaching and progress tracking.

"There's been a significant reduction in time administering and completing reviews, with supervisors reporting up to a 50% decrease in workload. Timely completion of reviews has become the norm," said Chris.

Streamlined Review Process:

Before emPerform, Broad Reach Health faced bottlenecks and inefficiencies in its performance management processes. With emPerform, they have streamlined workflows and eliminated the manual tasks associated with review completion and submission. Automation has led to a more seamless process from evaluation to feedback, saving time and resources for HR, managers, and employees.

Improved Tracking of Goals and Reviews:

With emPerform, Broad Reach Health's HR team can better track the previous year's goals and reviews, facilitating retrospective analysis and informed decision-making. This visibility has enabled employees and supervisors to review past performance and set goals for future development, contributing to continuous improvement within the organization.

"Leadership has gained valuable insights into employee performance trends, contributing to better planning and resource allocation," continued Chris.

Enhanced Employee Feedback and Engagement:

emPerform has made regular check-ins easier and provided more opportunities for employees to get continuous performance feedback throughout the year. In departments with multiple shifts, where face-to-face interactions may be limited, these check-ins offer a structured opportunity for feedback, goal alignment, and performance discussions. Having a platform to give and collect feedback has helped foster a culture of open communication and accountability, as employees feel supported in their professional development.

"Employees appreciate their regular check-ins, and emPerform has helped us provide more structured ongoing performance feedback and meaningful discussions," stated Chris.

Increased Consistency in Reviews:

One of the major challenges Broad Reach Health faced before emPerform was the lack of consistency in evaluations across departments. With emPerform's customizable workflows and templates, they can ensure that all reviews follow standardized criteria and formats. This consistency improves the accuracy of evaluations and fosters a fair and equitable performance management system.

Value in Scalability

Since implementing emPerform, Broad Reach Health has been able to scale and evolve its forms and processes to be more precise and better facilitate effective performance plans.

"It is crucial that employees, managers, and leaders have tools available to grow and succeed. We have already incorporated better goal tracking and plan to keep adjusting and adding so our staff gets the most value possible from our performance management program," said Chris.

Seamless Implementation and Support

Broad Reach received exemplary support from the emPerform team during and after setup. Dedicated assistance from the team ensured a smooth transition, with ongoing support and responsiveness exceeding Broad Reach's expectations. The accessibility of recorded training sessions proved invaluable when mastering the emPerform system.

"Many software vendors promise superb customer experiences, but few deliver," said Chris. "emPerform is a rarity and is truly committed to long-term customer care and success. I have helped oversee the deployment of payroll solutions, medical records platforms, and therapy documentation applications, and my experience with emPerform was by far the best. We were supported and made to feel confident and comfortable managing our system."

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