

LOVE2SHOP
♥
IN HEALTHCARE

Improving engagement in health and social care

**Supporting public
health initiatives**

**Supporting better
outcomes for all**

**Supporting health and
social care workers**



Who cares for us when we need it most?

Who dedicates their life to ensuring all of us live our best lives? **Healthcare workers.**

Whether we're talking about the NHS, social care or private healthcare sectors, those who commit themselves to this sector take on the ultimate challenge.

From helping prevent and cure illness to treating disease, healing injuries to supporting those who need it to enjoy a comfortable, fulfilling life. A career in health and social care is not so much a choice as a vocation.

Recently the importance of volunteers has also been thrust front and centre. We've all seen how clinical trial volunteers and public health incentives help safeguard both our health services and the population at large.



This guide explores the many ways we can thank and encourage those who choose to devote their lives to improving the health of society, from incentive programmes to spontaneous gifting.

If you're looking for the perfect way to show appreciation to your workforce or volunteers or if you're facing challenges with retention or recruitment, this guide will help.

Frank Creighton

Director of Business Development
Love2shop



Staff engagement, the healthy way

As the UK's leading gifting provider, Love2shop specialises in employee reward and recognition solutions – but how can we support your healthcare employee engagement strategy?

According to our national Employee Value Report, **76% of UK workers feel valued when they receive spontaneous gifts from their employer.** Feeling appreciated for their efforts is a key driver of productivity and positive behaviour.

From our industry leading gift cards, vouchers and e-gift cards to our bespoke engagement platform system which simplifies reward and recognition, we have the solutions you need to motivate, praise and connect with nurses, doctors, carers, porters, administration and support staff.



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Supporting public health improvement



Health systems are feeling the strain. From a population that needs more support as it grows ever older to a backlog to the cost of dealing with long-term chronic behaviours and conditions like smoking and obesity.

There is also the need to develop new treatments to help people with Alzheimer's, Parkinson's, cancer and many conditions for which there is currently no cure.

None of that work happens without volunteers – and rewards can significantly increase the number of volunteers you get for initiatives and trials.

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A rewarding career

We've mentioned that people feel more valued when they receive rewards from their employer – but how does this translate to health?

Our research found that 52% of people generally believe their productivity increases when they feel valued. In a healthcare sector where many areas are feeling the strain, engaging with the workforce in a way that truly motivates them could make a real difference to your overall performance and the quality of care.

Nurses, carers, doctors and support staff all work incredibly hard, in hospitals, GP surgeries, care homes and in the community, to ensure we all receive the best possible care.

That's why when they are given the chance to unwind, they will go all-out to relax and recuperate.

Spontaneous gifting – whether for outstanding performance or as a thank you for helping to ease the workload at a stressful time, can really improve your employees' sense of worth.

Working with you to improve our nation's health

There is one aspect of the health sector that Love2shop products are already making a significant difference in – public health initiatives. Our Love2shop Gift Cards, Vouchers and e-Gift Codes have been used for many years to incentivise health initiatives targeting diabetes, obesity and smoking cessation in pregnancy across the UK. Don't take our word for it. A report in October 2022 published in the British Medical Journal into seven programmes to stop women smoking while pregnant across England, Scotland and Northern Ireland said that

the offer of Love2shop Gift Vouchers “to stop smoking during pregnancy as an addition to current UK stop smoking services is highly effective”.

- British Medical Journal, October, 2022



More than twice as many women in the Love2shop-incentivised groups stopped smoking compared to the control groups which were offered no incentive. Sometimes we all need a helping hand to do the right thing.

If you're planning to tackle public health concerns through group work, our team can help you offer incentives that could support successful outcomes and ease the long-term health challenges that put pressure on health services.



The circle of wellbeing

Ask anyone working in health and social care why they do it and almost always the answer is the same: they are passionate about helping people and making their lives better.

In order to do that however, we need to be passionate about helping them and making their lives better too.

It's what we call the circle of wellbeing. Everyone working in the health and social care sector is working hard to deliver the right services, exceptional quality of care and effective treatment all day, every day.

They are technical experts who need to show empathy and kindness, often in the most difficult situations.

It is rewarding, but also emotionally and physically draining – so creating a workplace culture where thanks and appreciation are at the heart of every interaction can provide that spark of energy when it's needed most. The goal is to create a virtuous circle where health workers deliver outstanding care and treatment – and they see those efforts recognised by their managers and colleagues.

Give the gift of choice

Argos



MATALAN
REAL LIFE READY



HOME
SENSE

Boots



RIVER ISLAND



Love2shop Gift Cards, Gift Vouchers and e-Gift Cards are perfect for rewarding, recognising and gifting. Our Love2shop Gift Card, for example, is accepted by more than 90 high street and online retailers. Your team may be spread across a number of health centres - perhaps they are a mobile team like ambulance or paramedics, or offering hospital at home services.

The Love2shop Contactless Digital Mastercard can be delivered straight to their inbox or SMS as a digital code which can be spent with more than 120 retailers.

MARSTON'S PITCHER & PIANO *Red Letter days*

Perhaps they fancy a night out to unwind – and in which case, they could opt for a local Marston's or Pitcher and Piano pub? They can even put it towards a holiday in the UK or abroad with Love2shop Holidays, so you'd be helping them relax for even longer!

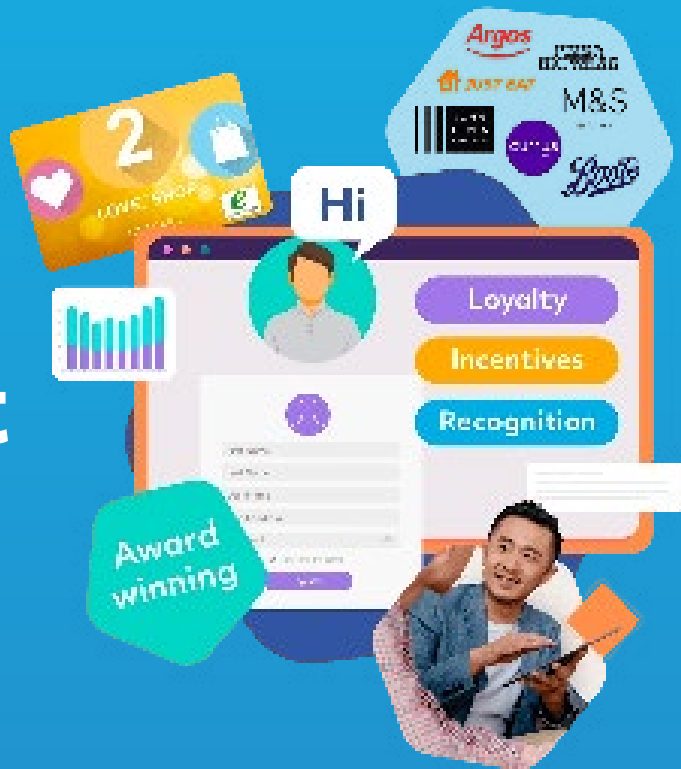
Red Letter Days, which can be found on the Love2shop Contactless Digital Mastercard, offers experiences for both thrill-seekers and those looking for a relaxing pamper, so that just about covers most of us!

And the beauty of it is: You don't need to know what their perfect gift is because Love2shop allows absolutely everyone who receives it to make their own choice and be delighted with it.

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Love2shop Engagement Platform



One of the most exciting and engaging ways to create a positive culture is through the Love2shop Engagement Platform.

This takes the hassle out of establishing new reward and recognition processes by giving all colleagues access to a central hub to give shout-outs to colleagues, celebrate successes and recognise each other. This helps build a cohesive, positive team even when working remotely or across multiple sites.

It can also be accessed via mobile too, making it easy for teams to stay updated on their latest great feedback.

One of the key cornerstones of the Love2shop Engagement Platform is the social-style recognition platform where team members can highlight the great work of their colleagues in real-time.

Celebrate Success

Love2shop Engagement Platform empowers teams to praise one another. Positive feedback can come from line managers as well as colleagues who wish to recognise the contributions of others who have helped them or the team in an exceptional way.

By creating a space to praise each other without the awkwardness of telling a room full of people, your team can benefit from the psychological boost of understanding their value to their colleagues and the team more regularly.

Among the key features are:



Service Awards

Love2shop Engagement Platform allows you to celebrate service awards, rewarding colleague loyalty to the team or marking early milestones like probation completion in a way that is visible to everyone.



The Wall of Fame – a live-stream of the messages of praise and recognition colleagues share. Other team members can then like and congratulate each other on them.



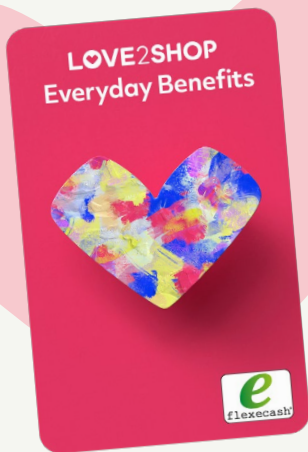
Perks - for an added layer of employee engagement, you can configure the engagement platform to manage recognition points. Now these may be used to trigger Love2shop rewards, but you can also set specific perks people can earn, from a coffee from the boss to an early start. Whatever fits your team's workload, you can add an appropriate perk onto the platform.

Supporting health workers every day

How much more can be done with employee rewards in the health sector? What can health trusts, care providers and private healthcare companies offer their staff that has a long-term benefit for all?

That is where the Everyday Benefits Card comes in.

Imagine the NHS discount that some stores offer, but consistently available in more than 90 high-street and online retailers. That's our employee discount programme, Everyday Benefits.



Everyday Benefits is a card that you pre-load with funds. As an employer you can give the cards to your staff with a pre-loaded amount or with a zero balance so colleagues can top them up. It gets interesting when you consider that, every time anyone loads money onto the card, there is a 7.5% discount applied – so to load £100 onto the card costs just £92.50.

The full amount – in this case £100 – is then available to spend with any retailer that accepts Love2shop Gift Cards – effectively making every purchase cheaper.

The Everyday Benefits Card also gives you access to exclusive additional benefits like:



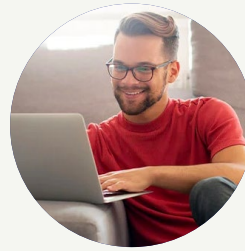
4% discount on selected supermarket gift cards.



Discounted dining e-gift cards.



Up to 50% off days out.



Ability to purchase leading gift cards at a discounted rate



10% off Stipendium mortgage and will writing services

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Card funds loaded onto the Everyday Benefits Card at a 7.5% discount can also be used to book a holiday through Love2shop Holidays, saving your team money when they head off to relax and recharge.

Everyday Benefits is an ongoing, additional benefit you can offer your teams that is cost-effective and helps their money go further.



EXAMPLE SAVINGS

ACTIVITY	TYPICAL SPEND	ANNUAL SPEND	DISCOUNT SAVING	TOTAL SAVINGS
Main supermarket shop	£100 per week	£5,200	4%*	£208
High street shopping	£100 per month	£1,200	7.5%	£90
Secondary shop (at Iceland or M&S)	£40 twice per month	£960	7.5%	£72
Holidays**	1 foreign holiday @ £2,000	£2,000	7.5%	£150
Days out	£200 per annum	£200	50%***	£100
Christmas shopping	£500	£500	7.5%*	£37.50
Cinema	£100 per annum	£100	40%***	£40
Dining out	£40 per month	£480	7.5%	£36
TOTAL				£733.50

Please note that the figures above have been calculated based on the average spend of a family of 4. Actual savings will vary dependent on the individual employee's spending patterns.

* Discounts on the cost of reloading a supermarket gift card

** Booked through the Love2shop Holidays team

*** Days out - discounts applied to the cost of entrance tickets ordered in advance

Cinema - discounts on the cost of cinema e-gift cards ordered through love2shop.co.uk



Tackling new problems, finding new solutions



Incentivisation is not just for long-term public health initiatives. Did you know, for example, that Love2shop products were used to incentivise vaccine uptake during the Covid pandemic?

Love2shop Gift Cards, Gift Vouchers and e-Gift Cards are a simple way to encourage positive outcomes when it comes to things like mass vaccination programmes – where there can sometimes be reluctance to participate or challenges to access hard-to-reach groups.

But Love2shop can also be used to incentivise recruitment for research like clinical trials to help develop new treatments for new or existing illnesses.

Successful vaccination drives or clinical trials require large numbers of participants or volunteers, so incentivisation is simply the natural go-to choice of support. Even for the most beneficial programmes, mass volunteering is rare. By offering a small incentive through Love2shop, greater numbers of people can be encouraged to take part, helping to support innovation and protect the population.

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The health sector of the future

We all know how fast change can be. But right now, the health sector is experiencing significant evolution in so many areas, whether that's innovative science, technology or bio-medical engineering to paperless prescriptions to AI scanning.

Love2shop is right there with you as an extra plug-in, offering the ability to deliver rewards to staff digitally so that wherever your team is, whenever they work, they get their recognition there and then.

Love2shop e-Gift Cards and Love2shop Contactless Digital Mastercards can be delivered by both email and SMS, and colleagues can redeem them for holidays, experiences, clothing or more via their smartphone, tablet or laptop.

What's more, they can redeem them via a portal branded for your business or health trust, so they know exactly who is recognising their work.

We handle the distribution for you, so you don't need to worry about sending the right codes or storing them securely, with Love2shop, reward and recognition is easy!



Personal Care

Worried that a gift card may seem impersonal? Don't worry, we've got that covered. Love2shop allows you to brand as many of your touchpoints with colleagues as you wish – even the gift cards themselves.

Personalising the online redemption portals, card carriers and cards with your own branding and messaging is a regular reminder to recipients that you value them. It's a little top-up of positivity every time they go to spend their reward.



Reward and recognition – your way

At Love2shop, we understand that everyone is different. In the health sector, experience is just as important and valuable as technical innovation.

That's why, if your colleagues prefer, you can still offer them Love2shop Gift Vouchers. **Our paper vouchers can be spent with more than 150 leading high-street retailers in more than 20,000 stores nationwide.**

Available in £5 and £10 denominations, they can also be presented in a branded, personalised gift wallet with a dedicated message for the team member they are given to.



Healthy Holidays

One of the key benefits of Love2shop products is access to Love2shop Holidays. Love2shop Holidays is our dedicated, in-house travel agency. We can book with more than 150 travel companies and tour operators and our concierge booking team can make getting away hassle-free.

We know how important relaxing and recharging is, particularly for workers in health and social care. Dealing with intense pressure every day makes taking time out so important.

Our team is available online at www.love2shopholidays.co.uk or you can call them on 0345 077 4444

And if you'd like to offer a bespoke travel promotion to your team – a popular choice is using a competition – get in touch to find out how we can help you build the perfect prize getaway.

LOVE2SHOP HOLIDAYS



All our holidays are ATOL protected.

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About Love2shop

Love2shop is the UK's leading reward, recognition and gifting expert.

Our team of experts are trusted by countless organisations across the UK to deliver simple, innovative and effective employee reward, recognition and engagement strategies.

From loyalty rewards to programme incentives, employee recognition to full bespoke engagement platform integration – whatever your goals, we have the expertise, the skills and the tools to help you deliver them.

From spontaneous 'thank yous' to full employee engagement strategies, rewarding your team's hard work or encouraging people to engage in vital public health programmes, Love2shop has the products and expertise to help you succeed.



0330 333 1201

or visit



www.love2shop.co.uk

