

## How SDMI built a positive company culture with timely and transparent peer-to-peer recognition

Steinberg Diagnostic Medical Imaging (SDMI) has an energetic staff of 450 people working across nine radiology facilities in the greater Las Vegas area. The company's mission is to provide the best possible patient experience to everyone who walks through their doors, and it's a mission the entire team takes very seriously. In 2019, SDMI employees asked for a more transparent peer-to-peer recognition program so that they could acknowledge their colleagues for contributing to those exceptional experiences.

"We had a manual recognition system that was so easy to forget about," says Denielle Chong, SDMI's Marketing Director. "Bonusly's highly rated mobile apps make it easy for us to give recognition in real time. Anyone can pull out their cell phone and give recognition right then and there."

"There's a lot more interoffice recognition now, too" says Michelle Nicholl, SDMI's Chief Human Resource Officer. "The folks who manage the front desks at our nine locations collaborate a lot. Now that they can recognize each other with Bonusly, their work is more visible to their managers and colleagues."

"The program's a hit," raves Stacey Webb, SDMI's Chief Administrative Officer. "Our employees are happier because they have a means of recognizing each other. A happy staff leads to happy customers and happy patients."



SDMI employees have recognized each other over **25,300** times since May 2019

**90%** of employees receive recognition each month

**65%** of employees give recognition each month



**41%** of all recognition is given via Bonusly's iPhone and Android mobile apps