



Astra Wellbeing

An all-in-one digital wellness platform helping healthcare organizations empower their workforce to improve retention

ASTRA WELLBEING PILOT CASE STUDY 2023-2024

Client:

MHA Member Hospital:
150-Bed Behavioral Hospital

Prepared By:

Astra Wellbeing, Inc.

NOVEMBER 2023 - JANUARY 2024

The following 5-page case study outlines key findings, testimonials, and statistics on how Astra Wellbeing helped a 150-bed MHA-member hospital improve retention and engagement in a 60 day pilot.



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BACKGROUND & RECAP

The behavioral hospital that participated in this pilot suffered from post-pandemic **retention and turnover**, like many healthcare organizations and post-acute facilities. High turnover rates were costing this hospital **tens of thousands of dollars** and creating high-pressure burdens on the leadership team to find a solution that could be **quickly implemented**.

The hospital had several wellness initiatives already in place such as an internal employee recognition program, an Employee Assistance Program (EAP) and monthly wellness activities for staff. However, monthly events were **too infrequent** to make a lasting change and the EAP was “**severely underutilized**” due to complex log-ins, time to engage, and fear of retaliation by the employer.

That is when the hospital’s leadership team decided to pilot Astra Wellbeing in an effort to use Astra’s peer-to-peer recognition system, patient appreciation system, and library of wellness resources to foster a **culture of positive support among staff in order to improve retention**.



PATIENT APPRECIATION

While the hospital in this pilot had processes in place for staff to receive negative patient feedback, positive patient feedback - no matter how big or little - was **often overlooked** with no streamlined way to share it with staff. Using Astra Wellbeing's patient appreciation feature, hospital staff were able to receive positive messages collected from patients, family members, and the community, **right on their phone and email**.

3,116

Total Messages sent to staff in 60 days

Select Patient Messages Sent:

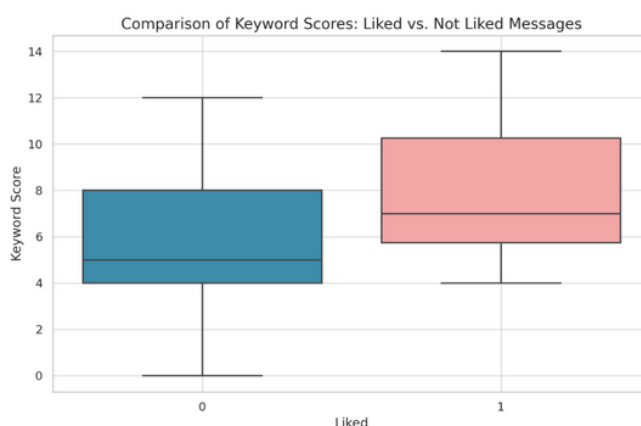
Your endless support helped me to not give up on myself. I am blessed to have been referred here - Anonymous Patient

I can't stress enough how you have positively impacted my life and recovery - Anonymous Patient

I found safety and understanding with all of the people I met, across staff and peers. Thank you ALL. I couldn't have done it without you - Anonymous Patient

I'm grateful you exist. It takes one person to make a big change. I won't forget you - Anonymous Patient

Message Keyword Analysis



Messages were **40%** more liked with the following keywords:

- Gratitude ("thank", "appreciate")
- Personal adjectives ("i", "you")
- Patient Focused ("patient")

75%

Of participants voted that the patient testimonials were impactful



EMPLOYEE RECOGNITION

To collect and send employee recognition at this hospital before piloting Astra Wellbeing, an employee would send a manual email to HR which had to go through approval and then get manually sent to the recipient. This process was “**time-consuming and burdensome.**” Using Astra Wellbeing’s quick digital peer-to-peer recognition system, employees could send and receive recognition **in a matter of seconds** and choose to remain anonymous.

67%

of all P2P messages were sent **anonymously**. This shows that the majority of hospital employees sent a message not to receive any personal credit, but because they **genuinely wanted colleagues to feel supported**.

48%

Recognition

Nearly half of all P2P messages sent were to recognize a colleague

25%

Custom Messages

1 of every 4 P2P messages sent was a custom message

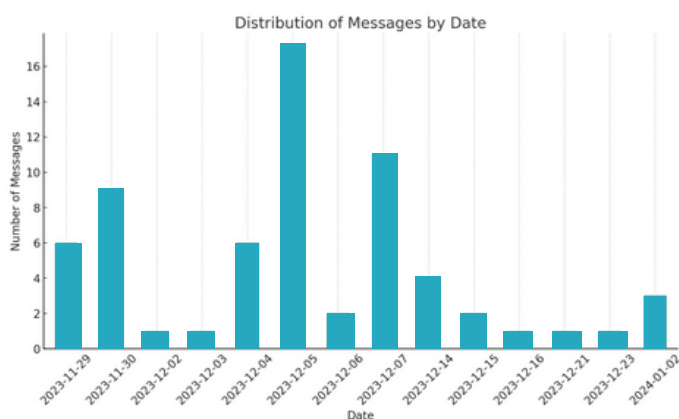
27%

Encouragement

27% of all P2P messages sent were to encourage colleagues

The distribution of message types shows that having a **range of options** sparked user engagement

Frequency of Messages Sent



➤ **Most Active Hour** for P2P Messages Sent:
2pm, 10pm, 4pm

➤ **Most P2P Messages** sent on December 5th, 2023, December 7th, and November 30th

Custom Messages Sent

80% of all custom messages sent were approved

- You're the best mht ever!
- Don't stop being yourself, I love the way you express yourself through your outfits. It's very different and MAKES YOU STAND OUT IN A GREAT WAY! 🔥
- Thank you for all you do here! You ROCK! ❤️
- Thank you XXX for your kindness today. Just sitting with you for lunch made me feel better
- I'm happy I get to work with someone who's filled with so much kindness
- You are invaluable! Your warmth and understanding go beyond expectations!



RESOURCE LIBRARY

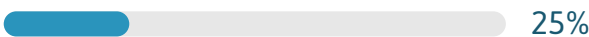
The hospital in the pilot had an underutilized EAP and no other digital wellness resources. By using Astra’s comprehensive resource library, employees were able to access **one platform** with 26 integrated mental health and wellness resources - right on their personal or work devices.

58%

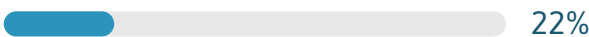
of users engaged with wellness resources at least 1 time

Wellness Category Usage:

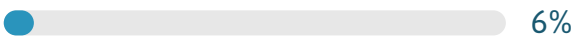
Support Groups



Podcasts



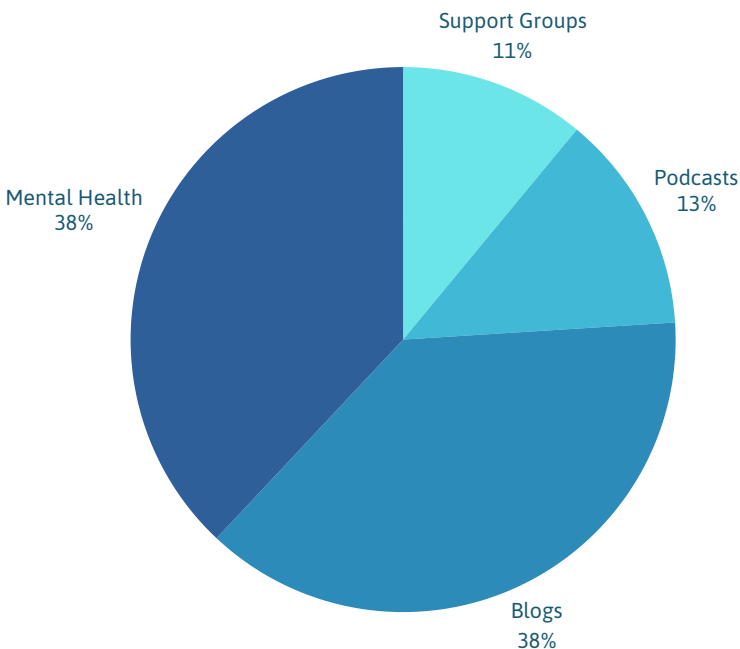
Blogs



Mental Health Resources



Time Spent Per Category



Most Clicked Resource:
Workplace Violence Podcast
(16% of all clicks)

23.6 seconds

Average time to access a wellness resource

The average time spent browsing resources was <30 seconds with a >50% utilization rate. This suggests that users were able to engage with the hospital’s wellness resources very **efficiently and effectively**, due to Astra Wellbeing’s ease of use, multi-language translation, and one centralized platform.



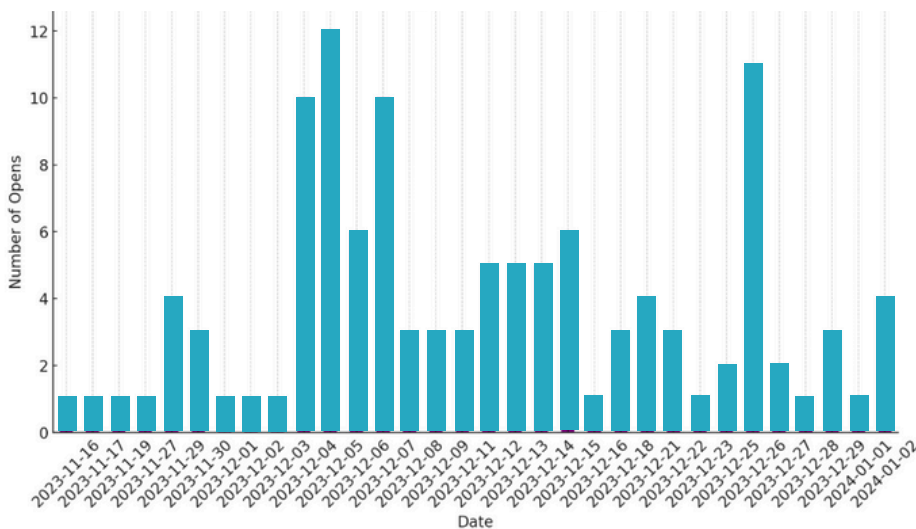
OVERALL PILOT RESULTS

95% of post-pilot employees agreed that the platform let them “support colleagues in an easier or faster way than alternatives”

5% estimated decrease in turnover based on “intent to leave” pre and post-pilot metrics

80% of post-pilot survey respondents felt that the platform was impactful in regards to retention

Overall Platform Engagement



Platform Opt-Out Rate

3.3%

Opt-out rate for the course of the pilot

Platform engagement was consistent throughout the pilot, and ramped up after the first week, suggesting once users were acclimated to the platform’s features, **usage increased and remained consistent**. An opt-out rate <5% and engagement rate of >50% further reinforces this.

Selected Testimonials from Participants



"Using this platform reminded me of why I became a nurse in the first place"

Nurse Practitioner



"When it gets hard, knowing that my team actually values me serves as a constant reminder of why I signed up for this job"

Certified Nursing Assistant



"When first being hired, I was very impressed something like this existed"

Physician Assistant

