

# BENEFITS & COMPENSATION solutions™

For Mid- to Large-Size Employers

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## Beyond 9 to 5

### Concierge Services Reduce Employee Stress



**Web-Based  
Software Tracks  
Talent and  
Performance**

**Who gets the  
Bucks? Executive  
Salaries Online**

**7 Reasons to  
Keep Vision Plans  
in the Mix**

**Ease the  
Retirement  
Drain**

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From left to right: Tom Buhler, lead concierge, assists Sandy Williams and Cindy Jenkins, human resource representatives at Michigan-based Crittenton Hospital Medical Center, with their laundry needs. Read more about concierge services on page 12.

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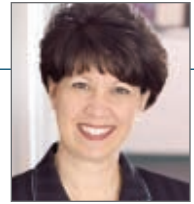
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Motivation/Recognition/Rewards  
and much more...



**TILLIE HIDALGO LIMA, B.S. PHARMACY**  
PRESIDENT AND CEO  
BEST UPON REQUEST

## The Gift of Time

Imagine leaving for lunch and finding your car with a flat tire. Wouldn't you love to hand this problem off to someone you can trust to deal with it rather than tying up your afternoon?

If your employer offers concierge services, this could be a reality! In fact, Sky Ridge Medical Center's concierge did just that so a nurse could return to work while the concierge handled the repair.

All workers, from the Silents born before 1946 to those in Generation Y, want more personal time to share with family and friends or for leisure activities. Fifty-six percent of workers cite work/life balance as a job selection criteria in MetLife's 2005 Study of Employment Benefit Trends.

### NEW TWIST ON A PROVEN SOLUTION

One creative way to help employees achieve this balance is to offer them concierge services. Hotels have used this concept successfully with their guests for years. It is now finding application in other businesses.

Concierges offload time-consuming chores so that employees stay focused on work. These services are generally provided by the employer as part of the employees' benefits. The employee pays only the out-of-pocket costs such as a dry cleaning invoice or a car repair bill, but not the cost of the concierge's time. The three most popular concierge services are:

1. personal shopping
2. automobile services
3. mail/shipping/postage.

However, concierge services are limited only by imagination. Concierges plan parties, wait for repair people at employees' homes, make travel reservations, research elder care arrangements, drop off/pick up dry cleaning ... the list goes on.

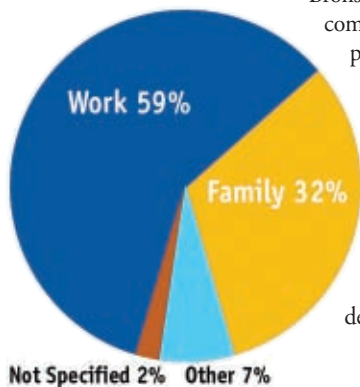
A concierge at Riverside Community Hospital in California even found a new home for an employee's pet pig.

### PEOPLE LOVE IT

From a decision maker's standpoint, Susan Ulshafer, Bronson Healthcare Group's senior vice president of human resources and organizational development, said, "[Our employees] have become cheerleaders for concierge services and are telling their colleagues about this great benefit."

Bronson's CEO, Frank Sardone, said, "In the competitive health care market, we want to provide a premier benefit ... it is our goal to make employees' lives less stressful and complicated."

A customer of concierge services recently wrote the following to her employer: "Getting help in life and being taken care of are as important to my well-being as being able to pay my bills. Now, you have provided a degree of both."



### POSITIVE OUTCOMES

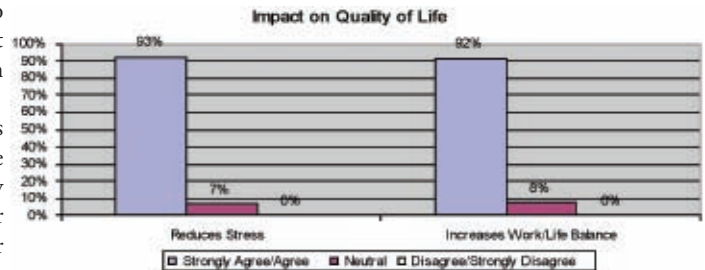
Results are proving the value of using concierge services for employees and employers alike. Here are a few of the trends we found through our surveys:

#### 1. Reduced costs

HealthONE of Denver, CO, reported an overall drop in turnover of more than 16 percent. Bronson saw even higher reductions, almost 21 percent from more than 9 percent, and realized at least \$250,000 in recruitment savings annually.

#### 2. Increased work/life balance

More than 90 percent surveyed said that concierge services helped them balance work and personal responsibilities, and reduced their stress.



- Ninety-three percent strongly agree/agree that the concierge service helps reduce their stress level and zero percent disagree.
- Ninety-two percent strongly agree/agree that the concierge service helps them balance work and personal responsibilities and zero percent disagree.

#### 3. Improved productivity

One concierge service provider reports, based on employee surveys, that employees save an average of two hours for each concierge request. More than half of the workers report putting that time back into work.

#### 4. Other results

Though less quantifiable, we found:

- reduced absenteeism
- improved customer satisfaction
- increased employee satisfaction.

### INVESTING IN THE GIFT OF TIME

A great way to show employees how valued they really are is to give them the gift of time—helping them achieve a positive balance in their lives between work and home.

An employee at Crittenton Hospital and Medical Center in Rochester, MI, said, "Never in my 20 years has the hospital provided a service that makes as much of a difference in my day-to-day life as this service does. Next to a significant pay raise, this is the most outstanding benefit you could have provided." **B&G**

*Tillie Hidalgo Lima has been in health care for 25 years, having joined Best Upon Request more than 10 years ago. She is a member of ACHE and many professional and community-related organizations. She has received many awards, including national finalist for Hispanic Business magazine's 2007 Latina Entrepreneur of the Year. Contact Lima at [thl@bestuponrequest.com](mailto:thl@bestuponrequest.com).*