



Hoagland Pharmacy: The right prescription for improving employee engagement, developing company managers and building effective teams

The Challenge: Engage an efficient, easy-to-use talent engagement and development solution to help increase employee engagement and improve the leadership skills of company managers.

Established in 1981, Hoagland Pharmacy has two locations in Bellingham, Washington. One is a retail pharmacy that is open to the public, and the other is a long-term care business that serves a clientele of assisted living facilities and nursing homes with a range of Medicare-covered products and services.

Hoagland's business culture is built upon constant improvement. The ideas and opinions of its 70 employees, including four managers, have always added to the strength of that culture and helped the company to grow. The challenge? Keeping the channels open that drive employee engagement, manager development and overall team success as the workplace becomes more complex.

"We had been using a 'home grown' approach to employee surveys early on," said Carrie Stephens, Hoagland's director of human resources administration. "We would adapt a survey from the internet, ask our employees to take the survey and then spend a lot of time following up.

It was time-consuming, there were no automatic reports and employees were not as engaged as they could be. What we needed was a modern, online tool that was easily implemented, easy to use and one that earned employee trust when it comes to the anonymity of their feedback."

Three years ago, Compass® – ADP's assessment-based feedback and development solution – became part of the buying decision when Hoagland was switching to ADP's payroll service. Stephens said, "When our benefits broker recommended that we look into ADP for payroll services, he also suggested Compass for engagement and development. He told us, 'You guys are perfect for this. Compass is going to save you time and help you get great results.'"

The Action: Hoagland Pharmacy chose Compass® powered by ADP®.

ADP's Compass engagement and development solution is helping Hoagland systemically improve employee engagement through anonymous feedback, empower its managers by strengthening their leadership skills and reinforce Hoagland's strategic culture of team success.

Company Vitals



Name	Hoagland Pharmacy
Industry	Retail Pharmacy
Employees	70
Headquarters	Bellingham, Washington
Website	hoaglandpharmacy.com
Business solution	Compass® powered by ADP®



Utilizing secure and confidential email communications, Compass enables direct reports and other stakeholders to provide anonymous and confidential feedback to managers on their leadership, collaborative behaviors and leadership habits. Upon receiving a personalized and confidential assessment report, a leader receives an automated coaching track with highly focused suggestions for improvement delivered via weekly nudges and emails over eight weeks.

The coaching content is determined by the feedback gathered from each manager's team members.

"It didn't take long for our employees to recognize how easy Compass makes it to provide feedback. They get email reminders to take the survey, and the survey itself can be taken in very little time. Just knowing that our employees have an avenue to give their feedback in an anonymous way is a significant benefit to our organization," said Stephens.

In addition to all this, Compass helps Hoagland fulfill a government compliance requirement. "We are a Medicare-accredited business," said Stephens, "and one of the requirements for accreditation is annual feedback from our employees regarding our managers. Accreditation is essential because it allows us to bill the government for the Medicare-related products and services we deliver. Compass helps us to easily meet that requirement."

Implementing the Compass talent activation solution was a breeze, because there is no software to install. "Compass couldn't be much simpler," Stephens said. "You create your employee list and upload it to the Compass site. As employees come and go, you just update your list and you are good to go."

The Impact: Employee engagement is improving, managers are acting on employee feedback and government accreditation needs are being met.

Hoagland Pharmacy has seen solid results from Compass.

"Employee engagement went up after we began using the tool," said Stephens. "Our employees are providing anonymous feedback to their managers and these direct reports are seeing improvements in the way their managers manage. As a result, our employees trust the Compass system and continue to offer us their feedback."

Stephens is also spending less time administering employee engagement. "The Compass tool automatically handles many of the tasks we had to do manually when we were using our own internal system," she said.

Lastly, Compass enables Hoagland to provide easily produced, precise reporting for Medicare accreditation concerning the government's annual survey requirement of company managers.

Stephens concluded, "At first, Compass seemed a little expensive. However, the feedback we're getting from our employees is worth its weight in gold. In the end, you want your employees to know they are being heard, and you want your managers to be the best they can be. Compass helps managers in a big way with anonymous feedback from their direct reports – feedback that tells them what they need to know, not what they want to hear."

Hoagland has come a long way from developing home-grown surveys – and the company's time-tested culture of constant improvement has never been stronger.

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Carrie Stephens

Director of Human Resources
Administration, Hoagland Pharmacy

Learn more about Hoagland Pharmacy:
www.hoaglandpharmacy.com



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for People™