

# SKY

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## SKY SOLUTIONS - EMPLOYEE REFERRAL PROGRAMS ACCOLADE

### PROBLEM: UNDERPERFORMING EMPLOYEE REFERRAL PROGRAM

Accolade is a growing company with services offered as a benefit by some of the country's largest self-insured employers and health plans to help employees navigate the healthcare system. By integrating an array of services and tools to form a single solution, the company has won recognition by Forbes magazine as a Top 25 most promising company, as an Inc. 500 fastest-growing private healthcare company, an Inc. Hire Power Award winner for top job creator, and as a Top Workplace for five consecutive years.

As a company in a niche industry, Accolade needed to tap into a ready pool of candidates to spread the word (and the company's culture and job responsibilities) to new applicants.

### SOLUTION: AN EXCITING NEW EMPLOYEE REFERRAL PROGRAM

Enter Sky Advertising. Our creative team developed a wide-ranging ERP that consisted of a Treasure Hunt theme announcing Referral Bonuses, a grand prize trip and even scratch-off cards offering \$5 and \$10 gift cards just for participating.

### RESULT: INSTANT SUCCESS

Announced to all employees with flyers, and distributed strategically throughout the workplace with table-tents in cafeteria areas and posters hung around the office, Accolade was able to tap into a new source of ready-made candidates for numerous openings.

If you're looking for a cost-effective method of attracting a pool of pre-qualified candidates, contact us at [info@skyad.com](mailto:info@skyad.com)

