



boundless

**the healthcare professional's
guide to promotional products**





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Healthcare workers are compassionate, competent professionals whose work is quite literally life or death. But in recent years, healthcare providers have been tasked to do more with less.

Delivering an excellent patient experience is always a top priority, but healthcare providers must also overcome staffing challenges, manage their brand, and engage the community for support.

As an industry, healthcare is facing a lot of challenges — yet, you still have the power to come out on top. Though our world is digitizing, one thing hasn't changed: patients, employees, and community members still want to connect with healthcare agencies in a tangible way.

Branded promotional products can improve the patient experience, boost HCAHPS scores, and increase brand awareness. A solid promotional marketing strategy can also help healthcare providers make a lasting impression on patients, current employees, and prospective hires in an increasingly competitive talent market for skilled doctors, technicians, and staff.

In this guide, we explain how branded products are so effective for healthcare, plus four ways you can use them in your own hospital, clinic, or practice.




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why promotional products work for healthcare organizations

Referrals, email marketing, and paid ads can grow your practice, but they aren't the only methods you can use to promote your business. The good news is that if you're getting great results from your digital strategies, you don't have to give them up to do promotional products. In fact, the right branded products can help you get more leverage out of your digital strategies. They work in tandem to create memorable, quality experiences that both your patients and staff will remember.

More healthcare providers are investing in promotional products because they:

-  **Increase brand awareness:** Patients have a lot of options for healthcare. If you want to stand out, you can make a bigger impression with physical products that have longer lasting power than an email or a social media post.
-  **Are cost-effective:** As a healthcare provider, you want to be strategic with your marketing budget. Instead of pouring money into intangible ad campaigns, go for tangible branded products. These goods have more staying power, which can help you earn more impressions at a lower cost. Some estimates reveal that effective branded products cost **just a tenth of a cent** per impression, which is incredibly affordable.
-  **Increase employee retention:** Believe it or not, a solid promotional product campaign can become an essential part of employee recognition and retention efforts.

Healthcare is getting even more personalized. A study by the PwC Health Research Institute found that 43% of consumers would be willing to share their health data with companies in order to receive personalized service. Bring it full circle: reward them with a personalized gift in exchange for data.



- * **Create a need for reciprocity:** Reciprocity marketing provides value to patients upfront. This rule of reciprocation means that patients feel driven to give something to your business in return, which makes them more likely to visit your clinic or healthcare center when they need care.
- * **Create tangible connections:** Patients crave tangible connections with the brands they love. In fact, there was a 23% increase in consumer demand for promotional products from 2009 to 2019. Branded products cut through the online clutter and grab your audience's attention to make an immediate impact.
- * **Improve patient outcomes:** Healthcare providers can reduce readmission rates with the right promo product spread. Educational brochures, folders, take-home goodie bags, and other helpful health-related products can help patients guard their health after discharge.



How healthcare providers can use branded merchandise

Promotional products have so much potential for healthcare companies. They're a fun way to increase brand awareness, but they also solve other challenges for your organization.

Here's how branded merchandise can improve the patient experience, enhance the caregiver experience, lead to better brand management, and encourage stronger community engagement.

1. Improve the patient experience

60% of Americans report having a bad recent healthcare experience, according to Forbes.

As a provider, you want your patients to walk away feeling better than they did before they saw you. Giving patients a better experience won't only affect your reputation as a provider: It's also the right thing to do.

Positive patient interactions can also increase symptom relief, so an improved experience can have a tangible impact on patient outcomes. Happy patients are more likely to refer your practice to their friends and family, which can help grow your business.

Healthcare providers need to build trust and loyalty with patients. The goal is to reduce fear, especially in hyper-sensitive settings like pediatrics and palliative or senior care. Tangible branded products can support this goal by putting patients at ease while giving them a higher degree of care.

10,000 Americans age into Medicare every day, according to the U.S. Department of Health and Human Services.

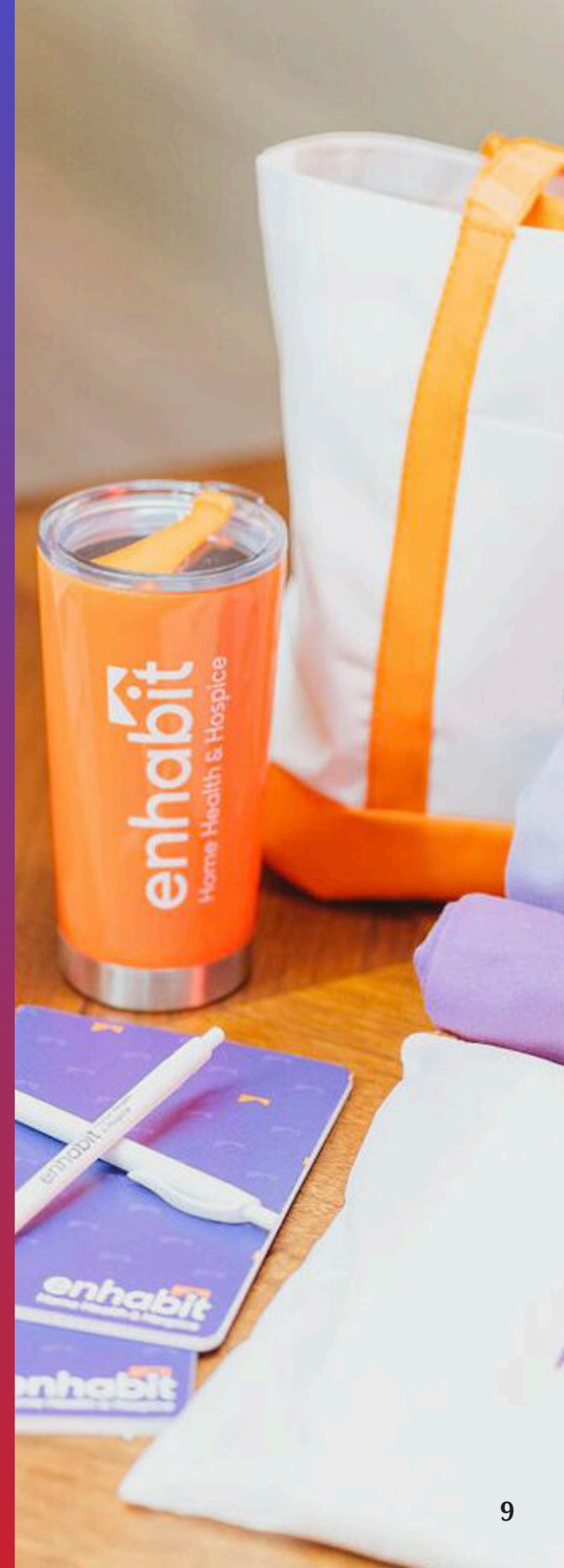


For example...

Print materials like informational brochures and discharge folders can educate your patients and keep their healthcare plans organized. This is a proven, cost-effective way to keep patients healthy and lower readmission rates.

You can also add fun items to the waiting room, like puzzles or nostalgic 80s arcade games, to reduce patient stress. Consider treating family members and designated caregivers to a curated “Caregiver Care Package” with information on caretaking resources and energizing gifts like instant coffee, aromatherapy, and chocolate.

An easy way to cater to the patient experience is to create belonging bags that underscore your quality of care. You can offer pens, hand sanitizer, notepads, clothing organizers, and more to help patients feel at home.





2. Improve the caregiver experience

Patient care is always the number-one priority in healthcare. However, you can't serve patients without compassionate, competent staff.

In the shadow of the pandemic, recruiting and retention are significant challenges in healthcare. The American Hospital Association estimates the U.S. will have a shortage of **124,000 doctors by 2033**. The reason? Healthcare worker burnout. According to WittKiefer, burnout rates in healthcare are **60% higher today** than in 2019.

While promotional products can't solve burnout and staffing issues alone, they can make up a significant part of a solid recruitment, retention, and recognition strategy for healthcare HR professionals.

Let's look at how you can use promotional products for recruiting and recognition.

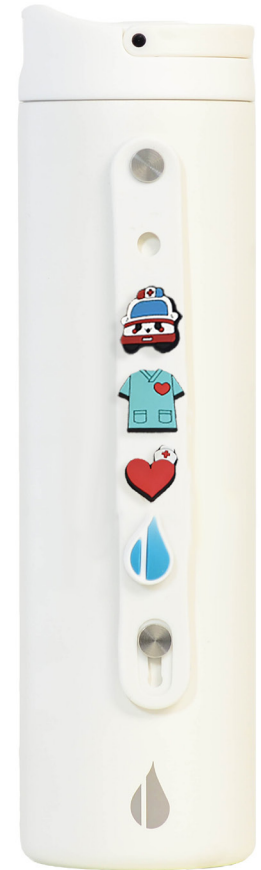
Promotional products for healthcare recruiting

You want to hire the best nurses, doctors, and clinical staff for your practice, and you know the competition is fierce in healthcare recruiting. Fortunately, branded products can give you a leg up when it's time to hire new employees.

In fact, **92% of hospitals** say branding is a powerful recruitment tool that sets them apart from the competition. While smaller practices have a hard time competing with larger, well-funded hospitals, healthcare organizations of all sizes can use promotional products to show off their culture and entice staff to sign on.

Some healthcare practices will select high-end promo products to entice potential employees to sign on. For example, some hospitals and centers have provided recruits with personalized Columbia jackets with the new hire's name and the practice's logo. The goal is to show what it's like to be on your team by using retail-quality promotional products that make a big impression.

You can also make an impact by dropshipping new hire kits directly to potential recruits' front doors. Boundless worked with a national primary care clinic to send new hire kits containing wireless charging pads, PopSockets, tumblers, pens, and badge reels. The box also included a printed, encouraging message from the CEO.



*You can even try an offer letter kit!
A great way to make a wow-worthy
impression for recruitment.*



Promotional products for healthcare retention and recognition

Retaining the high-quality staff you have right now is cheaper than recruiting new ones, but healthcare worker burnout is a big problem. Employee turnover can negatively affect the staff culture and has a significant impact on the patient experience and even patient outcomes.

Burnout is complex, but employees appreciate being recognized for all of the hard work they do for their patients. Branded products can help the HR team bridge the appreciation gap to boost morale and retention at the same time.

Did you know that employers who recognize employees have 59% less turnover? Recognized employees are also 63% more likely to stay at their current job, so recognition and rewards are necessary to retain your experienced healthcare staff.

Rewards like gift certificates, awards, and nameplates can help, but HR professionals and your organization's morale team must get creative with their recognition programs to show caregivers how valued they truly are.

For example, consider awarding a clinical employee of the month! If you have multiple departments, pick an employee for each department or branch. This increases staff's chances of recognition, especially in departments that are often the unsung heroes of your practice (like X-ray techs or phlebotomists). Promotional products can also create a sense of belonging and camaraderie. Create team jackets or T-shirts for your next event to show your department pride.



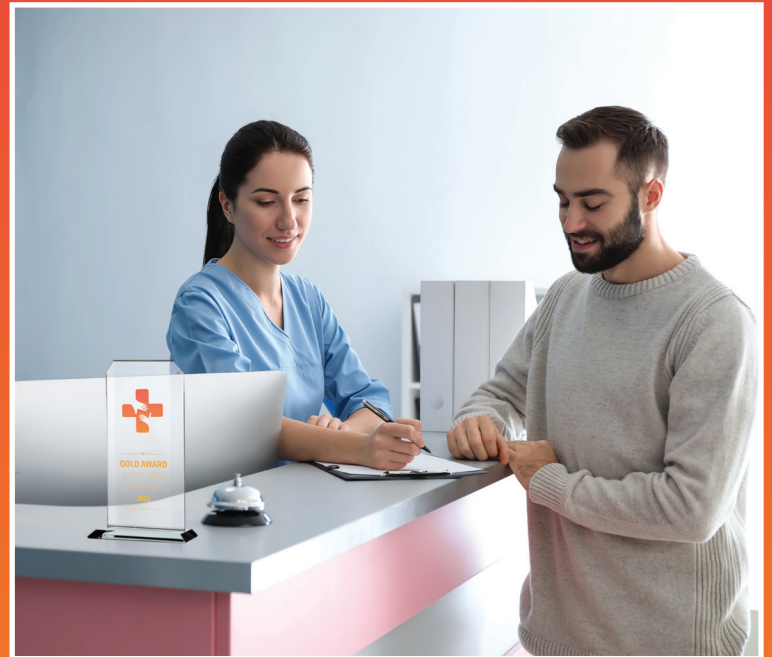
creative client stories

Boundless worked with Enhabit Home Health & Hospice to create badge pins that commemorate their employees' significant milestones. Its staff earns pins for every year they serve at the company, which they wear with pride. The pins also demonstrate caregivers' experience with patients, so it's a win-win.

UTHealth Houston took this approach a step further with its STAR Awards. In this program, employees receive awards based on their tenure with UTHealth Houston. For example, in year five, employees earn a branded item that they can carry with pride.

The good news is that HR departments don't have to handle all of this manually. And you don't need a big, fancy IT setup to create your employee recognition portal. Using the Boundless Gift-of-Choice platforms allow employees to use points or cash to pick the exact products they want.

UTHealth Houston's incentive platform created a portal where employees could pick their own gifts. Another healthcare client opted to use a payroll deduction program that provided an online store where employees could buy branded products. Another center chose to give employees a \$25 credit to buy whatever they wanted from the company store, too.



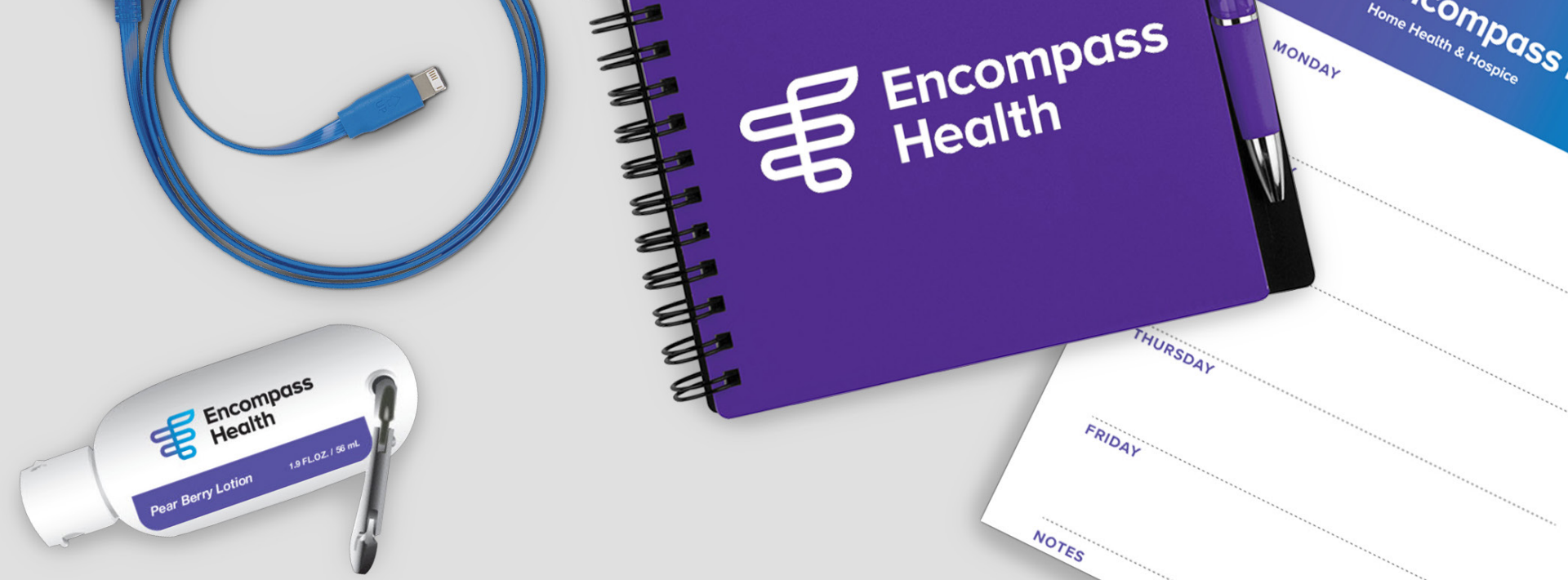
the do's and don'ts of employee recognition

Do

- 1 Have an intention behind each gift
- 2 Get high-quality items
- 3 Make it personal
- 4 Be transparent
- 5 Be specific
- 6 Buy in bulk
- 7 Compare options
- 8 Have fun!

Don't

- 1 Feel like you have to break your budget
- 2 Compromise on quality
- 3 Choose generic items
- 4 Make quick decisions
- 5 Make recognition too few and far between
- 6 Forget to start with onboarding
- 7 Throw stress balls as a form of recognition



3. Better brand management

Patients and caregivers make your business go ‘round. As a healthcare provider, you must also pay careful attention to your brand’s perception, especially in a competitive space.

You’re competing against other providers — and some of them might have more advanced technology, more employees, or investor funding. If you have similar expertise and patient experiences, you’ll often find yourself competing with other providers on branding alone.

Branding might sound like a small consideration given everything you contend with as a provider, but it has big ramifications for your business. **Fifty-five percent** of first impressions are visual, and 81% of patients need to trust a brand before they give them their business. In other words, you need a professional, trustworthy brand that matches the quality of your patient care.

Promotional products can give you an edge over the competition by sharing a consistent, professional image with everyone you meet. The challenge, though, is that traditional promotional products can leave too much room for interpretation when you have multiple locations, departments, and buyers within your organization. Mergers and acquisitions are big in healthcare right now, and changing logos and additional locations can make it even harder to keep your branding consistent.



GroupBuy™

save time and money by connecting with other buyers

Instead of worrying about licensing issues or inconsistent branding, Boundless creates a portal of approved promotional products for your brand. Boundless GroupBuy™ technology allows you to aggregate orders and set up a simple online ordering portal for your employees. Our technology enables healthcare providers to order and manage multiple products across different departments — and even leverage economies of scale to reduce costs.

Once you set up your store, employees can order what they want, and the system handles everything for you. That's much easier than taking orders manually and trying to do everything yourself. Our tech solutions make recognition a cinch, especially in large hospital systems with hundreds of employees.

GroupBuy™ makes it possible for healthcare providers to order pre-approved products with the right branding elements across different departments. Without it, you risk departments going rogue and ordering unapproved designs that could hurt your standing in the community or create confusion with recipients. Opting for a platform helps your promotional products use consistent branding at every turn, including your:

- * Fonts
- * Colors
- * Logos
- * Tone and writing style
- * Overall messaging

You can guarantee consistency in both your promotional products as well as signage around your building. Order branded scrubs, hospital signage, event materials, badge reels, and hospital labels to promote strong brand integrity and differentiation for your business.



the Boundless solutions at work

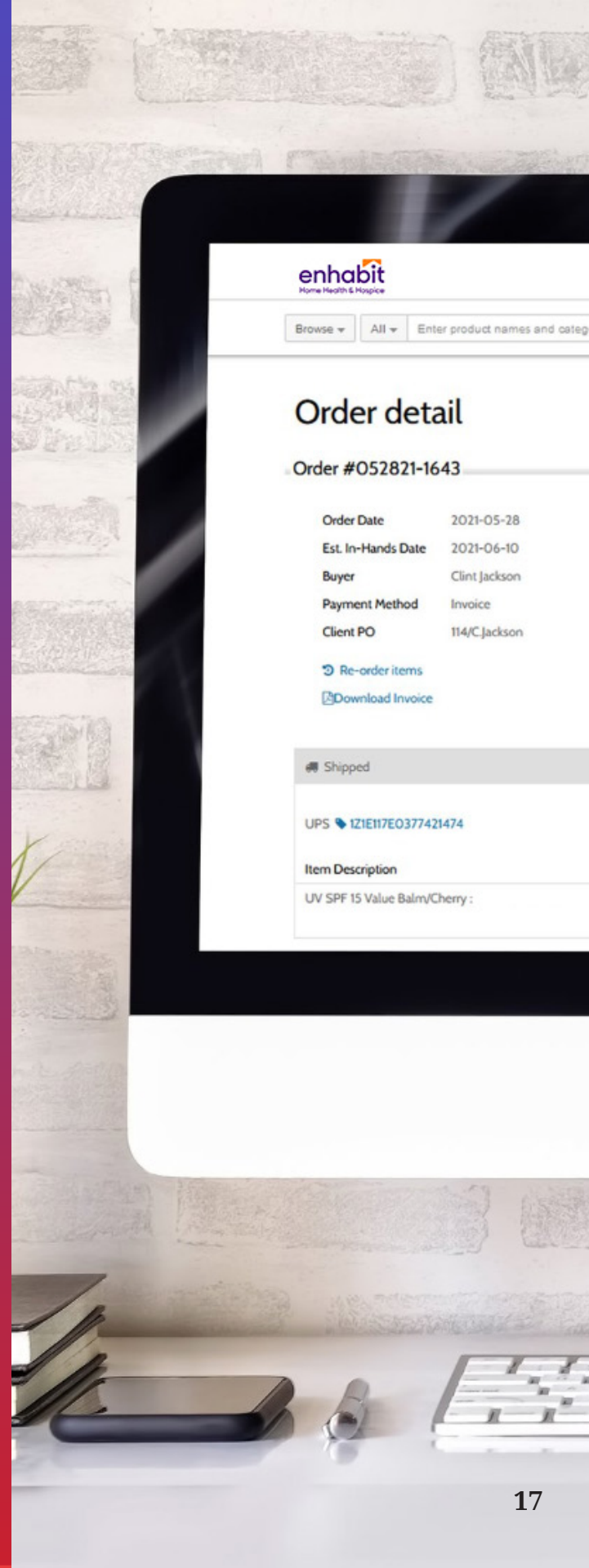
Boundless helped Baylor Scott & White Health streamline its promotional products and spend with our technology, consolidating 450 system entities into one platform after their merger.

We also worked with a leading healthcare system to remove any rogue suppliers, ensuring every promotional product followed their licensing and branding guidelines.

our tech solutions make browsing, ordering, and managing all of your branded products easier! →

“Boundless has far exceeded my expectations. We came from a model that was working but definitely had a lot of room for improvement. When we made the transition to the Boundless solution, there were adjustments just like with any change—but they made it completely worthwhile. Our partners at Boundless went through every step with me and remain an invaluable resource for us.”

Erin Volbeda
VP of Marketing
Enhabit Home Health & Hospice



4. Stronger community engagement

Healthcare providers serve the community. Whether you're hosting events, raising awareness for a disease, or fundraising, you need community support to further your mission.

Promotional products can do a lot of the heavy lifting with community engagement. They make a more immediate impact than, say, an email campaign. Plus, people tend to hold on to branded products long after an event, which can help you sustain the community's attention.

If you need to raise funds, try giving out higher-end or brand-name gifts as donor appreciation presents. You can also use direct mail to educate patients and local organizations about sponsorship opportunities.

Boundless worked with one of the largest children's hospitals in southern California on several marathon events to raise funds for the hospital as well as generate awareness of pediatric diseases. The hospital's primary goal was to generate funds from large individual donors, so they provided North Face jackets with the hospital's logo to high contributors.

You don't need premium, brand-name clothing to make a splash in your community. If you want to do more community engagement, try promotional products like:

- * Blue light glasses
- * Tech tattoos and stickers
- * Nail files
- * Lapel pins
- * Silicone band bracelets
- * Exercise trackers
- * Antimicrobial pens
- * Stress balls
- * Spray hand sanitizer
- * Graphic tees



Boundless worked with the Susan G. Komen Foundation to create reusable LED wristbands that were worn by cancer survivors during an early morning ceremony. Additional motivation included: superhero capes, promise ribbons with quotes, and customized shirts.



FAQs

How do I start implementing recognition methods for employees?

From new hire kits to Years of Service awards, we'd love to help you develop an awesome recognition program to show appreciation for your talented workforce. And if you've missed your onboarding opportunity with a new hire, don't sweat it! You can create 30, 60, or 90 day milestone gifts to make sure no hire gets left out. Whatever rule you decide on, make sure you stay consistent after implementing the program.

We're leaning heavily toward telehealth and virtual visits. How can I persuade patients to sign up for appointments?

Promotional products are a great way to encourage telehealth appointments. You can mail patients branded boxes that contain items they can use during the virtual visits, calendars to remind them of upcoming appointments, and informational brochures about your telehealth offerings.

How can I use promotional products to encourage donations?

Now's the time to pull out all the stops and impress potential donors. Boundless helps healthcare brands source high-quality, name-brand products for their branded swag campaigns. Donors will have a hard time turning down a Theragun massager! To build excitement, you can also give away high-end goods, like RTIC coolers.

How can I deepen communication with my patients?

You don't want to hear from patients only when they're under the weather: you want to foster an ongoing relationship with them. To stay in constant contact with your patients, host frequent campaigns throughout the year. Tie these campaigns to important dates or seasons of the year. That might mean doing a women's health initiative in October for Breast Cancer Awareness Month or creating a "Flu-Free Community" initiative that encourages patients to get their flu shots in the fall. Lean on us as a creative extension of your team. Reach out to a Brand Consultant for more ideas!

FAQs: Tech Solutions

We've just completed our first merger, and we now have employees in three states. How do I get us all in the same team uniform?

With our Portal Stores, you can set and manage brand standards on thousands of items. If you want to make sure that everyone is wearing scrubs with the logo on the left and not the right, we can do that. If you want PAs wearing different color badge reels than RNs, we can do that, too. If you want to make sure that all waiting areas have the same promotional products for your patients and their families, the Portal Store is your answer.

Boundless will design a Portal Store with the items that you select in your brand colors and appropriate logos. You'll have 24/7 access, as will your HR directors and office managers in all three states. You can also update your options as frequently as necessary. As you add (or subtract) items, you can make sure that access is granted to only what you want to offer to your team. Easy!

We're about to finish our latest rebranding, but we have a razor-thin budget. How can I meet those branding needs and monitor everyone's spending?

GroupBuy™ saves you both time and money. By combining an entire enterprise's orders — from multiple departments or even multiple locations — into one bulk order, you save money on each item. GroupBuy is our patented system, and we make sure that shipping isn't a hassle, either, by shipping to one location or multiple spots. You can keep track of spending (and save a little, too) when you know you'll have a big order of newly designed branded merchandise.

Now I have a million ideas, but I'm not ready to pull the trigger. Where can I look at your catalog?

Our core technology is our Boundless Portal. You can browse all of the most recent products, show them to your colleagues, save your favorites, and get quotes when you're ready. Don't see exactly what you're looking for? Our Boundless Brand Consultants have made thousands of connections, and turning your ideas into reality is our specialty.

Have more specific questions? [Fill out a form here](#) and one of our Brand Consultants will be in touch.

our Boundless favorites

So which promotional products work best for healthcare?

It depends on your audience and goals, but these options are classic favorites from our healthcare clients:

- * Jackets and light layering pieces
- * Soft-touch tumbler
- * Wireless chargers
- * Cookbooks
- * Nail care kits
- * Health tracking journals
- * Fitness trackers or pedometers
- * Bibs and blankets
- * Hot and cold packs
- * Wireless charging pads
- * PopSockets
- * Amenity kits and pouches
- * Allergy-friendly snacks
- * Pens
- * Resistance bands
- * Badge reels
- * Mini first aid kits
- * Stress balls and anxiety popping toys
- * Hand sanitizer
- * Lip balm



see the Boundless difference

Promotional products have so much value for healthcare providers. Whether you want to improve the patient experience, give back to your employees, manage your brand, or engage with the community, promotional products will get you across the finish line.

You don't have to do it alone, either. Boundless is a leader in patient experience and employee recognition programs for the healthcare industry. We aren't a vendor: We're an extension of your team, and we're in your corner for the long haul.

Get a turnkey solution for employee appreciation, brand awareness, community engagement, and more with Boundless!

Want to see more?

Let's start a conversation today.

pssst... click here!



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