



Mayo Clinic Centralizes Discount Program

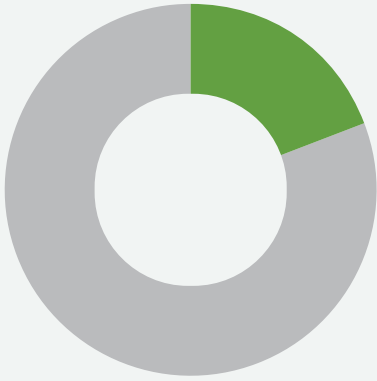
Mayo Clinic is home to 73,000 employees with major campuses located in Rochester, Phoenix, and Jacksonville, with smaller satellite locations across the country. As one of the top healthcare providers in the nation, thousands of patients from around the world travel to Mayo Clinic on a daily basis seeking top-notch care. With healthcare employees located in different regions, Mayo Clinic was in need of a discount provider that could bridge the gap in their current discount offerings.



Prior to implementing PerkSpot, Mayo Clinic had their own discount portal but it was a heavy lift to keep up with and had strict vendor requirements. To be listed on the previous portal, vendors needed 3+ years as a business, had to offer 20% discounts or higher, and needed to commit to a year of service. This criteria made it difficult for Mayo Clinic to secure offers and the management of the program was difficult with employees scattered across the states.

With the majority of Mayo Clinic staff located in Rochester, Minnesota, the discounts were often based on local deals making it challenging for employees elsewhere to benefit from the program. Conversely, PerkSpot manages the program for you with a team of well-equipped client success managers ready to help with anything that comes up. We help devise engagement strategies, create marketing materials, and more.

“We wanted to not only have our employees at Rochester have discounts, but everybody at Mayo Clinic to have discounts,” shared Betty Smith, Employee Purchase Program Coordinator. In 2015, Mayo Clinic made the decision to improve their benefit offering and partnered with PerkSpot. Since then, on average 11,500 Mayo Clinic employees have saved on a monthly basis with personalized offerings in easy to access places, including a direct link from their employee intranet, the mobile app, a browser extension, and through email communications.



The healthcare industry has seen staggering turnover rates with **19.5%** in 2021, a **1.7%** increase from the previous year.

Healthcare HR Professionals are being challenged with finding solutions to improve employee morale and decrease the number of employees leaving. In addition, rising inflation and wage pressures are the latest test to throw a loop in the modern workforce. “By having PerkSpot, it gives us a competitive advantage over our competitors that don’t offer comparable discounts to their employees.”

Not only has Mayo Clinic invested in their employees by partnering with PerkSpot, but they have also used PerkSpot’s “Suggest a Business” feature to recommend local vendors to be added to their discount portal. “**The Suggest a Business functionality is great for adding additional discount opportunities for our staff. The more the merrier.**”

One example of a business that Mayo Clinic suggested that is now available on their portal is a local nail salon that's a well-known, fan-favorite in the community.

Following the suggestion, our team was able to secure an exclusive offer for employees of Mayo Clinic to start utilizing in their discount portal.

In addition to local discounts, employees have enjoyed savings on hotels, groceries, events, and more. In 2022, Mayo Clinic’s most popular savings have included travel discounts along with steep savings on Apple products.

With the current healthcare environment and challenges employees have endured over the past year, PerkSpot can be the simple solution you need to reduce turnover and set yourself apart from your competitors.