



Rain

CASE STUDY



Improving Workforce Retention With Rain

Hopebridge, a leading autism therapy provider, partnered with Rain to offer Earned Wage Access (EWA) as a critical benefit to enhance employee financial wellness and improve the retention of skilled frontline employees.

- **52% of employees** have signed up for Rain
- Employees who use Rain have an **8% lower turnover rate** compared to Non-Users
- Employees who use Rain **work 18+ more hours** per month



Industry
Healthcare

of Employees
5,300+

U.S. Headquarters
Indianapolis, IN

TK Platform
Paylocity

Payroll Platform
Paylocity

Challenge

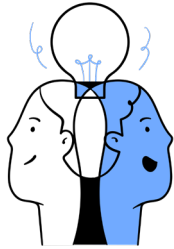
Reducing Turnover and Supporting Financial Wellness

With 113 locations across 10 states, Hopebridge is dedicated to delivering life-changing care for individuals with autism and special needs. This commitment to care relies on a dedicated team of skilled and compassionate professionals. However, the nature of the work, which demands significant patience and emotional resilience, often leads to compassion fatigue, contributing to higher turnover rates.

Additionally, intense hiring competition from retail employers offering attractive perks made it difficult to retain experienced therapists. Recognizing the urgency of these issues, Hopebridge needed meaningful solutions to better support its team's financial and emotional well-being, ensure continuity in care, and reduce turnover.

“Some folks have joined our team because they know this benefit exists.”

—Ali Thomas, VP Talent and Development



Solution

Partnering With Rain for Earned Wage Access

As Hopebridge's workforce needs evolved, the company prioritized benefits that enhanced employee well-being while supporting its commitment to delivering quality care. Financial flexibility quickly emerged as a top priority, making Earned Wage Access a compelling solution. The ability to offer instant wage transfers was especially important to the organization. While recognizing the capabilities of its existing Paylocity HCM systems, Hopebridge sought a specialized solution that offered maximum flexibility for employees.

After thoroughly evaluating several providers, Rain stood out as the ideal choice. Rain's solution aligned with Hopebridge's objectives, providing instant wage access, integrating effortlessly with Paylocity without requiring changes to Direct Deposit Accounts (DDA), and reducing administrative workload. Importantly, Rain's solution was offered at no cost to the company. The app's intuitive design also resonated with Hopebridge's predominantly millennial and Gen Z workforce, making it a perfect fit.

Why Rain:

- **Employee Financial Flexibility:** EWA allows employees to access earned wages before payday when they need them most.
- **Ease of Use:** Seamless integration with existing systems and a user-friendly app for employees.
- **Top-notch Customer Support:** Rain's dedicated customer service provides smooth implementation and ongoing support.
- **Seamless Paylocity Partnership:** As a Paylocity integration partner, Rain works hand in hand with Hopebridge's payroll and timekeeping systems for added ease.



Implementation

A Phased Strategic Approach

Hopebridge successfully introduced Rain's Earned Wage Access (EWA) solution through a well-coordinated, phased approach focused on clear communication, change management, and employee engagement. Heather Grant, Hopebridge's Director of Total Rewards, and Ali Thomas, VP of Talent and Development, collaborated to introduce the program to the workforce.

Implementation

Hopebridge's implementation of Rain's EWA solution was smooth and collaborative. Grant emphasized the strong customer service focus, noting that Rain was a "knowledgeable partner and as excited to work with us as we were to work with them."

Change Management Process

Thomas highlighted the importance of clear communication from a change management perspective across the large organization. Rain's team adapted to Hopebridge's pace and specific needs. "Rain was happy to go as fast as we wanted but really met our speed," Thomas said, supporting Hopebridge's phased approach.

Phased Rollout

The phased rollout, starting with executive leaders, regional teams, and finally, individual employees, allowed for a smooth onboarding process. Grant noted, "It took some time for planning, but when we went live, it was easy, and the team was thrilled." The approach allowed each group to fully understand and embrace the new benefit, leading to high organizational utilization rates.

Marketing

Hopebridge launched a "Make it Rain" themed rollout to drive engagement. This included webinars with themed music and the incorporation of Rain's EWA benefit into onboarding, benefit guides, and total rewards documentation. Grant shared, "We've been very diligent about communicating about Rain, and it's really helped drive engagement."

“Rain is not just for hourly or entry-level staff.”

—Ali Thomas, VP Talent and Development



Results

Positive Impact of Rain at Hopebridge

Hopebridge's workforce has embraced Rain's Earned Wage Access, which has yielded impressive results and improved employee well-being and organizational performance.

Thomas shared how Rain directly reduced financial stress: "Some of our teams have said, 'Payday is on the 17th, but my rent is due on the 15th, and now I don't have that stress anymore.'"

52% of employees have active Rain accounts

Employees who use Rain have an 8% lower turnover rate compared to Non-Users

Employees who use Rain work 18+ more hours per month

Thomas noted, "When you see our utilization percentage, you see that we reap the rewards of this (phased rollout). If you ask an employee, they know this benefit exists, they're excited about it, and we've got people using it in a real way." Rain's rollout success has since set a benchmark for other initiatives at Hopebridge.

"Knowing Rain partners directly with Paylocity gives us extra confidence that the systems we rely on every day work smoothly together," said Grant. "While our decision to partner with Rain was about employee financial wellness first, the Paylocity integration has been a real added benefit."

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Value added:

- **Reduced Financial Stress:** Employees gained financial flexibility, no longer waiting for payday to cover expenses.
- **Increased Engagement and Retention:** EWA helped foster a positive work environment and improved employee retention.
- **Enhanced Recruitment:** Rain became a key tool for attracting top talent.
- **Voluntary Program:** Employees choose if, when, and how they use Rain.

Thomas shared that while Rain was initially aimed at hourly frontline employees, salaried leaders at every level of the organization now use the benefit. “Rain is not just for hourly or entry-level staff. We have people using it at every level,” she explained, noting that even organizational leaders use Rain for personal financial management.

“Some folks have joined our team because they know this benefit exists,” Thomas added, highlighting how Rain helps new employees bridge the gap between paydays when transitioning from other jobs.

Conclusion

The partnership between Hopebridge and Rain demonstrates how innovative employee benefits can address critical challenges in specialized healthcare. Hopebridge has enhanced employee retention and improved workforce financial well-being by implementing Rain’s Earned Wage Access solution. This collaboration has strengthened Hopebridge’s position as a leader in autism therapy, as its skilled professionals remain committed to their crucial roles.