

Support services for physicians and clinical staff

reduce stress by saving 5,343 hours



The background

An academic health system in California was struggling with physician engagement, recruitment and offer-acceptance rates. The stress of clinical roles was contributing to burnout and making it harder to retain top talent. Previous wellness programs had seen limited success.



The Circles solution

- › Designed a 12-month pilot targeted to disengaged populations and other healthcare professionals
- › Identified physicians with children at home as the least-engaged group through employee population analysis
- › Tailored marketing messages to key populations: working parents and long commuters
- › Accessed through multiple channels: phone, email, web and mobile
- › Provided 24/7 support from Circles work-life balance advocates
- › Extended a +1 benefit to spouse or partner at no added cost
- › Promoted the program through customized marketing materials
- › Secured customized, exclusive discounts from local and national partners

The outcome

- 3.3 hours saved per request, on average
- 1,639 requests fulfilled in one year
- 5,343 total hours saved in one year
- 89% say program makes them feel more valued

See what Circles can do for your organization.

[Learn more](#)

After the pilot success, the program extended to

1,400

additional staff and physicians.