

How Privia Health Created a Culture of Feedback and Accountability While Growing 8x

The Challenge

With a critical mission to solve some of the most pressing healthcare challenges, Privia became one of the fastest-growing independent medical groups in the US. Within 4 years, their headcount, which relied heavily on remote and field-based employees, went from 60 to more than 500.

Privia tried to formalize performance reviews and goals in Google sheets and their HRIS to keep everyone on track as they scaled. However, this manual process lacked the functionality required to ensure everyone was completing their performance reviews and engaging in meaningful goal setting. The makeshift processes were also counterproductive as they added large administrative burdens on managers.

In the summer of 2017, Privia decided implementing a better performance review system was a top priority. They sought out to find a solution that would automate many of their administrative tasks to bolster review completion rates. They needed a technology partner that was designed in a way that it would stay top-of-mind for employees both in the field and in the office, and integrate gracefully with their existing employee data in their HRIS, Paylocity.

The Solution

“When I saw Reflektive I said, ‘This is it, we don’t need to look at any others,’” says Sara Davies, Associate Director of People Operations. “Reflektive meets our needs from a user interface and functionality perspective. It’s hard to find tools out there that do both of those things well.”

After implementing Reflektive, Privia quickly achieved a 99% on-time completion rate for performance reviews. Reflektive’s capability to integrate with their HRIS helped centralize their reporting structures and move to a self-service process. Administrators saved countless hours on tedious tasks, and employees hardly needed any training on the new process.

Shortly after their initial success, they decided to leverage Reflektive to activate continuous feedback and goal alignment. They experienced a 20% increase in employees setting goals after they moved off of Google sheets.

After implementing Reflektive’s real-time feedback wall, Privia experienced a “waterfall” effect of company-wide recognition. 86% of employees downloaded the

20%
increase in
employees setting
and managing goals



Privia Health is powering real, dynamic change in the US healthcare ecosystem. By combining their innovative approach to patient engagement and physician-driven wellness with their cloud-based technology platform, they’re providing a better delivery system to medical professionals and creating a healthier patient population.



HEALTHCARE
Industry



2007
Year Founded



ARLINGTON, VA
Headquarters



500+
Employees



MISSION
Change healthcare to what it
ought to be



VALUES
Do the right thing, outcome-
obsessed, find a way, we are
they, we disrupt things, change
the world by changing ourselves

email plug-in to submit feedback, and this was paramount to driving camaraderie and transparency. Reflektive eliminated Privia's untrackable quarterly goals and streamlined the annual review process. Some teams are now starting to use quarterly goal check-ins as well.

"I got the concept right away," says Chris Phillips, a senior manager of Privia's After Hours Nurse Care Advice Line. "Our corporate core values are embedded into the recognition wall, and this really brings them to life on an ongoing basis with tangible examples. Giving more meaningful encouragement has also liberated me to correct associates more readily knowing I have already built positive equity with them."

86% of employees downloaded the email plug-in to submit feedback.

The Results

Reflektive eliminated Privia's untrackable quarterly goals and streamlined the annual review process. Some teams are now starting to use quarterly goal check-ins as well. Recognition and connection have also become hallmarks of Privia Health's company culture. They have even implemented an annual awards program for top contributors and receivers on their recognition wall, like Phillips.

"Reflektive meshes with our feedback culture and actually shows how we are executing on it versus just talking about it," says Davies.



“

Reflektive has helped us build an inclusive, connected culture of feedback. Reflektive meshes with our feedback culture and actually shows how we are executing on it versus just talking about it.



Sara Davies

Privia's Director of People Operations

“

Our corporate values are embedded into the Recognition Wall, and this really brings them to life on an ongoing basis with tangible examples.



Chris Phillips

Privia's Senior Manager of Clinical Operations