How Medical Solutions Group connected 3,000+ teammates through Simpplr recognition



THE CHALLENGE

The company had three recognition tools, five brands, and offshore teammates with no access.

THE SOLUTION

MSG brought recognition into its Simpplr intranet, connecting teammates through Soul Shouts.

THE RESULT

MSG connected recognition across brands and borders, making appreciation visible across teammates.

7,228

recognition posts since October 2025

14,117

recognition received (nearly 93%)

44%

managers recognizing direct reports

Organization:
Medical Solutions Group

Location:
Omaha, Nebraska

Industry:
Healthcare workforce solutions

Employees:
3,000+

Use cases:
Recognition

Medical Solutions Group staffs hospitals across the U.S. through five brands and more than 3,000 teammates. Around 20% of MSG teammates are based in the Philippines, collaborating daily with U.S.-based teammates across all departments. Contribution crossed those lines every day. Recognition could not.

MSG retired its separate recognition platforms and rebuilt the program inside Soul Central, its Simpplr intranet. Teammates now recognize each other in the same place they read company news and check the homepage. Recognition became part of employees' workday instead of another login.

THE CHALLENGE

Three recognition tools left offshore teammates invisible

Recognition at MSG ran on tools inherited from separate corners of the business. Host Healthcare's roughly 300 teammates used Motivosity. Medical Solutions used Bravo. Teammates in the Philippines, supporting two other brands, had no recognition platform at all.

That last gap worked against how the company operates. Offshore teammates report to a leader in the Philippines and embed with an onshore team at the same time. Shared services like marketing run this way. A teammate can do standout work for one manager while the other never hears about it.

The stakes ran wider than morale. Recruiters are the backbone of the company, making up the majority of the workforce, and teammates based in the Philippines collaborate on work recruiters depend on, such as verifying credentials to ensure clinicians start their assignments on time. Neither group had a way to acknowledge the other's work.

> We could have had a graphic designer who did an incredible job on a campaign, took it above and beyond. There was no way to recognize her, and no visibility.



Amanda Shapland
Corporate Communications Manager,
Medical Solutions Group

THE SOLUTION

One recognition program replaced three across every brand

MSG had combined shared services across brands, but employees still used separate recognition tools. In October 2025, the company launched Soul Shouts within Soul Central, its Simpplr intranet, replacing those tools with one shared program.

Teammates could now recognize colleagues across brands where they already went for company news, department pages, and the Weekly Snapshot. Managers gained dashboards to see recognition activity across their teams. Employees welcomed the launch with excitement in the first week.

> So it was new, it was exciting, it was something that really brought us all together and really helped us talk a lot about building a sense of community because we are one company now.



Kayla Hansen
Culture and Engagement Lead,
Medical Solutions Group

THE SOLUTION

Soul Shouts Bingo drove cross-brand recognition in five weeks

Adoption needed a reason to start. Kayla Hansen, culture and engagement senior team lead, designed a five-week Soul Shouts Bingo campaign.

Each week unlocked a row on the Bingo card. MSG chose the squares with intent. Recognize a teammate from a different brand and geography. Like someone else's shout-out.

> We sent them on a scavenger hunt, not just within the recognition module, but throughout Soul Central altogether. It was a way that we felt we could bring both worlds together and leverage this big rollout to make an even greater impact.



Kayla Hansen
Culture and Engagement Lead,
Medical Solutions Group

A shared language for good work

Introduced in October 2025, the Bingo card also reinforced MSG's Five C's: coaching, communication, connection, consistency, and courage. The Five C's became recognition categories teammates choose from when giving a Soul Shout. The company's values, Own It, Connect, and Wow, sit alongside them as optional tags. Teammates submitted a short form to enter, and a prize drawing closed the program.

THE RESULT

Recognition now reaches every brand and both countries

The program outlasted its launch. Volume, participation, and survey engagement all moved within months. Recognition gave that team's progress somewhere to appear.

Recognition activity on Soul Central since the October 2025 launch:

7,228 recognition posts, giving teammates a shared place to make appreciation visible across MSG

14,117 recognitions received, with peer recognition accounting for nearly 93% of the total

66% of active users recognized, reaching 1,919 teammates through one recognition program

44% of managers recognized direct reports, with 178 managers acknowledging contributions within their teams

> We saw Simpplr as a tool that could bring us all together on one platform. I was able to now give recognition and make another touch point and start helping to bridge that relationship that was maybe missing in the past.



Kayla Hansen
Culture and Engagement Lead,
Medical Solutions Group

About Medical Solutions Group

Medical Solutions Group (MSG) is a healthcare workforce solutions company with more than 3,000 teammates across the U.S. and the Philippines. Founded in 2001, MSG serves hospitals and health systems nationwide through staffing, workforce advisory services, and technology.

Its capabilities include travel and local staffing, international recruitment, interim leadership, and managed services. Guided by its purpose to connect care, MSG helps healthcare organizations address workforce challenges, manage labor costs, and support better patient care. Learn more at medicalsolutions.com.

About Simpplr

Simpplr is the AI-powered intranet for unifying the digital workplace. It enables organizations to plan and orchestrate communications and campaigns across channels, including web, mobile, email, newsletters, chat, and digital signage. AI-assisted planning, content creation, and analytics support the full communications lifecycle, from campaign strategy and execution through performance measurement and continuous improvement.

With built-in governance, personalization, and targeting, Simpplr helps organizations cut through noise and deliver relevant communications employees rely on. More than 1,000 organizations — including AAA, the NHS, Penske, and Moderna — trust Simpplr to keep their workforce informed, aligned, and engaged. Learn more at simpplr.com.

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