The Springs Arkansas Sees 74% DailyPay Adoption.

The Springs Arkansas operates 25 health and rehabilitation centers in Arkansas. As they continued to expand, they struggled with staffing shortages to keep up with growth. To address this shortage, they turned to DailyPay's on-demand pay benefit to better support their staff.

We sat down with Michael Brown, the Regional Director of Human Resources to gain his perspective on why The Springs Arkansas trusts DailyPay. Learn how their employees are enjoying the financial flexibility that DailyPay brings and taking more control over their financial future.

Why Launch an On-Demand Pay Benefit?

Speaking with my CEO, we both knew from the beginning that we wanted to offer an on-demand pay benefit, and I was tasked with researching a few different options. He'd had experience with DailyPay in the past, and it was great that it cost our organization nothing. We like that it's an employee-led benefit, meaning they can set it up and decide for themselves whether or not to take advantage of it. The employee controls everything; it's not facility-level controlled and gives employees more freedom.

I've also sat at the facility level myself, and worked with employees who were asking for advances on their pay. I knew we needed to give employees a leg up so they wouldn't have to borrow money from friends, family, or their jobs to keep things like bills from piling up.

The only concern I had was how people would use the benefit, and if it would be abused. We have between 2,500 and 3,000 employees now across the state, but I could count on one hand the number of issues like that we've had. It doesn't happen very often at all that there are issues with how employees are utilizing the benefit, and I think it's being used how we intended it for employees.

Another reason we knew this was important is we needed to be competitive in a tight labor market. There was a nursing shortage before COVID, and it only got worse during and after COVID. I've been in healthcare for a long time, and there's always been a nursing shortage. There may always be a nursing shortage, but I'm hopeful that it's slowly rebounding. Our goal is always to make care more patient-driven, and taking care of our employees plays a big part in that.

What Success Have You Seen with DailyPay?

Our participation rate for DailyPay is currently around 74%, and I was surprised by how quickly it took off. In the first few months we were already at 55% participation and, as we added new facilities, the number just kept growing. We expected a small decline in that rate as we kept adding more facilities, but the number just kept growing.

We have a high adoption rate for things like health benefits with our

THE SPRINGS ARKANSAS

Partner: The Springs Arkansas

U.S. Headquarters: Little Rock, Arkansas

Industry: Healthcare & Skilled Nursing Facilities

Number of Employees: 2,500

Payroll Platform: Empeon

Time & Attendance Platform: Empeon

Paycard Provider: Dash & Rapid

corporate staff, but at the facility level, nothing else compares. We also partner with a financial planning and coaching service, and even the participation rate there is much, much lower.

We market our benefits the same way, but I think DailyPay is something that gives employees an independent option to manage their finances themselves. It can be uncomfortable to share personal finances with a stranger or coach, and giving them control to manage it on their own is important.

For onboarding, we hang a DailyPay QR code by our time clocks, and provide a DailyPay introduction letter to new hires in their paperwork. When we take on new facilities, we hand out DailyPay information cards to all the new employees, too.

How Was Implementation?

Our implementation was smooth, despite the fact that we use payroll software that was new to DailyPay at the time. We piloted a facility, and everything was set up and we haven't had any hiccups.

We've grown a lot over the past few years. At the end of 2020, we started with six facilities. Within six months, we added six more facilities. We added a couple more that year, and then the following year added eight more facilities. We currently have 26 facilities, and it's been smooth to add them to the DailyPay program. I simply let DailyPay know that we're taking a new facility on, provide some information, and the facility goes live when we're ready. It's as simple as that.

Our local HR employees at our facilities have all been trained by DailyPay and are able to manage any day-to-day questions that might come up. Things don't need to be escalated to me very often, and when they do I've had great interactions with the support team. And the longer we've had DailyPay, the more employees have realized they can call DailyPay's customer support line themselves. It's really removed the work from the local facilities.

How has DailyPay affected your business?

The turnover rate for our employees who use DailyPay is lower than for those who don't. Especially because we have high enrollment rates with DailyPay, we've been able to save a lot of money that would otherwise have been spent replacing employees.

When those savings are calculated out using even a conservative average cost to replace an employee, we're saving up to around **$2.6 million dollars a year.**

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