
CASE STUDY: HEALTHCARE HR WEEK



HARMONY CARE NETWORK

Harmony Care Network sought a thoughtful way to recognize their healthcare HR professionals, the team responsible for supporting staff, managing change, and keeping operations running smoothly behind the scenes. During Healthcare HR Week, they partnered with Sweeter Cards to create a moment of appreciation that felt personal and restorative. Branded cards paired a sweet treat with digital well-being resources, reinforcing leadership's gratitude while supporting the HR team's own wellness.



CHALLENGE

The HR team at Harmony Care Network felt unseen, operating behind the scenes and absorbing endless staffing challenges. Leadership wanted to show gratitude in a way that felt personal, not obligatory.



SOLUTION

Customized Sweeter Cards were created with playful HR-themed messaging and a QR code to an internal "Well-Being Mini Hub" filled with mindfulness audio clips and short gratitude messages from leadership.



RESULTS

HR team members shared that the gesture made them feel recognized for the first time in years. Internal engagement increased, and team leaders noticed more collaboration and lower burnout indicators throughout the month.