
CASE STUDY: MEDICAL ASSISTANTS WEEK



PINERIDGE FAMILY CLINICS

Pineridge Family Clinics wanted to spotlight the critical role Medical Assistants play in patient flow, care coordination, and daily clinic efficiency. For Medical Assistants Week, they partnered with Sweeter Cards to deliver a practical yet meaningful thank-you. By pairing a personalized message with a sweet treat and a QR-driven surprise, Pineridge transformed appreciation into an experience that boosted morale and energized clinic teams.



CHALLENGE

Medical Assistants at Pineridge juggle triage, rooming patients, paperwork, scheduling, and physician support. Leadership wanted a gift that acknowledged this invisible workload while boosting staff morale.



SOLUTION

Sweeter Cards were designed with a “You Keep Us Running Smoothly” theme, and a QR code linking to surprise \$5 coffee vouchers funded by administration. Each MA received their card during morning huddle.



RESULTS

Clinic leaders noted significant energy uplift. MAs shared their cards on social media, increasing community engagement. Patient flow metrics improved, with fewer appointment delays reported during the appreciation week.