
CASE STUDY: NATIONAL CNA APPRECIATION WEEK



BRIGHTHAVEN POST-ACUTE CARE

Brighthaven Post-Acute Care wanted to honor Certified Nursing Assistants in a way that reflected the compassion, dedication, and hands-on care they provide every day. For National CNA Appreciation Week, leadership partnered with Sweeter Cards to deliver a heartfelt moment of recognition that went beyond a simple thank-you. By combining a personalized message with a sweet treat and a QR-linked recognition experience, Brighthaven created a meaningful connection that celebrated CNAs across all shifts and campuses.



CHALLENGE

Brighthaven wanted to elevate CNA Appreciation Week beyond the usual cupcakes and thank-you posters. The leadership team needed a meaningful way to honor their CNAs across three campuses and multiple shifts to reinforce how essential they are to patient recovery.



SOLUTION

They gifted custom Sweeter Cards featuring heartfelt messages and a QR code linking to a CNA-only “Recognition Wall” where patients and coworkers shared notes of appreciation. Cards were handed out during all shifts to ensure no one was missed.



RESULTS

CNAs reported feeling more valued, and patient satisfaction rose due to improved staff morale. Participation on the Recognition Wall exceeded expectations, generating over 500 messages in just one week.