



# A Paycard Case Study



## Company profile for Maxim Healthcare Services, Inc.

- Medical staffing company with 400 locations nationwide
- Over 34,000 employees paid weekly
- Medical staffing industry has considerable turnover
- Workforce is very transient
- Many employees were 'unbankable' or 'underbanked'

For more than 20 years, Maxim Healthcare Services has been a provider of homecare, staffing, and wellness services across the nation. Their commitment to quality is the heart of their business, and the quality of service that they deliver is the foundation of their ongoing success.

“Global Cash Card’s relentless communication and world class support to all parties were keys to our successful implementation of a paycard program.”

Bob Pearce,  
Director of Payroll

## Situation

Before implementing a paycard program, Maxim Healthcare faced several major issues. These included the cost of handling and shipping paper paychecks, delivery delays due to bad weather or Fed Ex problems, lost or misplaced checks by employees, and low employee participation in direct deposit. On top of this, there was a reluctance on the part of the company to support paperless payroll options due to a previously unsuccessful pilot program they tested with one of their banking partners. Implementation, support, reporting and customer service from the bank was, at best, marginal and the program was canceled after only 4 months.

## Implementation

The Global Cash Card implementation team sat down with the Director of Payroll for Maxim Healthcare to craft an entirely custom designed program that started by launching a pilot program with several offices in Ohio. The implementation by Global Cash Card was conducted completely on-site and was 100% hands-on, including visits with the Director of Payroll as well as to additional offices for training as they expanded the pilot program to Massachusetts. Global helped organize and plan regional rollouts over a four month period, including shipping of marketing materials and customizing training webinars.

## Results

Maxim Healthcare strongly encouraged employees to choose either the Global Cash Card or direct deposit. During the first year, 3,000 employees chose the Global card and over 7,000 enrolled in direct deposit. In addition, Fed Ex costs and mailing costs dropped by over \$400,000. The field offices that went 100% paperless had such a positive experience that they became the biggest allies with Maxim leadership in promoting the program to other locations.

## Summary

Maxim Healthcare was initially concerned about having to mandate paycards. Due to the effectiveness of Global Cash Card’s implementation program, they did not mandate paperless payroll in any state and currently have a 75% participation rate in direct deposit. As the program rolls out to all locations, Global Cash Card remains a great partner with Maxim Healthcare, promptly assisting with any issues that arise. They continue to help plan and implement maintenance training for field offices. The employees of Maxim Healthcare are enjoying all the features that the Global Cash Card program has to offer, and overall participation is continuing to increase.

## Bob Pearce - Director of Payroll

“Maxim was looking for a paycard product that would be easy to explain to our users; provide mobile banking options and be inexpensive to users and the company. In addition, we knew we would need assistance and support for a nationwide rollout. For those of us involved with payroll, Global Cash Card was the clear choice.

Working with Lisa Poncsak and her field support team, we began planning a pilot program with several of our offices in Ohio. From the beginning it was clear that Global's approach would be very different from our earlier experience. Lisa and her team were 100 % hands-on, providing training materials such as posters for our offices and brochures and FAQ literature for distribution to our employees. They even coordinated shipping of all materials to our offices.

We were completely impressed and after two months we expanded our pilot to include offices in Massachusetts and Rhode Island.

Our successful experience continued and we decided to expand the Global cards nationwide. In addition, we decided to combine our Go Green campaign with our Global plan. Lisa and her dedicated team never missed a beat. Global's relentless communications, customer service and great attitude were vital to our success. Thanks to their expertise, we established pay cards in our 4 regions across the country in a little over 4 months.

From the perspective of the payroll department, the Global Card is very easy to use. Enrolling new employees is easy and all their data is processed in real time. Loading a pay card for a weekly payment is as simple as direct deposit and loading a card for instant pay is very easy and secure. My team loves using Global.

Our Global Card users enjoy the many features of the card and we have experienced less than 5 card cancellations.

As Maxim continues to grow, we know we can count on Global to support our needs and continue to provide the support and expertise we have come to expect.”