



How Adding an Anonymous Hotline Eliminates
Fear of Retaliation

Background

Garden Plaza of Florissant is a committed provider of long-term health care through their independent and assisted senior living community located in Florissant, Missouri. Committed to creating a delightfully homey environment for residents, GPF serves thousands of residents and family members within their community.

“I’ve worked with the team during implementation and the onboarding process has been great! From the time Ethico received a complete scope of work statement GPF was up and running.”

Apryl Strother, [Corporate Compliance Privacy Officer](#)

The Challenge

Implementing an anonymous hotline was an important initiative for Garden Plaza. Their existing process to address grievances was not designed to protect a reporter’s identity but was only used to report and resolve minor issues at a facility level. The community needed a way for employees, residents, and family members to report more serious violations while remaining anonymous to eliminate any fear of retaliation.

The Solution

Ethico implemented a 24/7/365 live-answer anonymous hotline. Experienced, caring operators use an adaptive interview process giving callers confidence their issues are being heard and taken seriously while gathering actionable information for Garden Plaza’s risk mitigation. We also provided awareness materials including emails, letters, and posters for Garden Plaza to use to promote the new hotline.

The Results

One of the most notable benefits of the new hotline is that individuals calling to report feel their anonymous concern has been taken seriously, that it will be reviewed, and that a solution is found. Garden Plaza of the Florissant has visibility and insight into potential areas of risk and can now take a proactive approach without being accused of withholding or being unaware of various issues.



Ethico allows you to do the following:

- Segment issues by department or integrate and centralize across every campus.
- Empower issue intake channels by having reports taken from any device flow into a single platform.
- Immediate enhanced notification to departments, campus, or other authorities for severe issues.
- Convey a proactive commitment to positive culture to students, parents, alumni, and the public.
- Professional awareness campaigns and dedicated issue management programs help you focus attention and participation on key issues like sexual harassment or mental health.
- Retain a secure record of proper follow-up on reports as evidence of custodial integrity.
- CrisisLine Planning and Response services available to prepare for and manage large-scale potential disruptions of campus life and institutional reputation.

About Us:

Ethico is on a mission to make the world a better workplace by giving leaders who care actionable insight, tools, and services to mitigate risks, engage employees, and build strong cultures.

We believe people matter most of all, and the workplace must be a place where employees thrive, are protected, and make a difference in the community regardless of their background. As conscious members of our local and global community, we improve the social, economic and environmental well-being of people through service to all our stakeholders by improving the justice of workplace environments and reducing pollution to the environment.

We proudly foster a socially aware culture inclusive of all perspectives where each member cares about what is going on in the world to impact coworkers, clients, and the worldwide community, through servanthood in four dimensions. By attracting and building up people who genuinely care about each other, we incorporate each unique employee's ideas and contributions to do our best for our clients and every stakeholder. We foster empowered communication, candid feedback, and our professional strengths to build socially responsible partnerships to improve the lives, environment, and communities of all we serve. Ethico believes that when caring change makers work together toward a noble goal, we can transform the future of the entire planet into a more just, compassionate, and transparent place for every person.