



**How a medical storage manufacturer saw employees review 18+ peers in 10 minutes with nearly 100% participation**

# Overview

In alignment with its core values and principles, MASS™ Medical Storage prides itself on a close-knit and inclusive company culture. To quote CEO Dave Guezuraga, “Our people are our company.” Yet, maintaining a healthy and thriving company culture means attracting and retaining the right team members. In a field as technically nuanced as medical storage manufacturing, this can be particularly challenging.

After careful discussion, the MASS™ Medical leadership team realized its

existing methods for employee feedback weren't providing complete, actionable insights based on peer assessments. To address this limitation, MASS™ Medical selected the Macorva employee engagement platform. Thanks to straightforward onboarding and a simple, user-friendly survey process, nearly all employees completed the engagement survey and provided unlimited 360-degree reviews of both peers and managers, leading to valuable insights for both management and front-line employees.

## About MASS™ Medical Storage

HQ: Lexena, Kansas, USA

MASS™ Medical Storage is widely considered a standard bearer in the manufacture of medical storage equipment, having partnered with corporate OEMs such as Olympus, Cook Medical, and Par Excellence Systems. Since 1995, the Kansas-based company has specialized in producing reliable and efficient cabinets and carts for acute areas of the hospital, including the operating room, GI, and cath lab. All MASS™ Medical Storage products are designed and machined in the United States. As part of the company's commitment to quality craftsmanship, all storage solutions adhere to strict quality control standards and come with a seven-year warranty.



**10 min**

Average time for each employee to give feedback on 18+ peers



**Nearly 100% participation**

Thanks to user-friendly, mobile surveys and personalized onboarding



**2 immediate promotions**

Based on peer feedback affirming management's assessments

# Challenges

Not only is MASS™ Medical in the business of creating solutions to help hospitals treat patients more efficiently, but it places a high premium on attracting and keeping the right employees to do so, both in terms of technical expertise and cultural fit.

Though the company's leadership team deeply values the feedback of its employees, it found that its previous solution for gathering employee feedback was time-consuming, one-sided, and always tied to compensation. It just wasn't providing the actionable insights into the reality "on the ground" that the company needed to make important personnel decisions.

Says Dave Guezuraga, CEO, "My goal with doing unlimited 360-degree feedback as part of our survey was to figure out who are the top performers not just from my perspective as a manager, but from their

peers. Because the people who understand what's really going on are the people actually involved in the process. Everything looks great from where I'm at. But to understand what's going on in production, sales, engineering, you have to have the input of peers who experience it every day." As Guezuraga recalls, the company's past employee feedback solution was too one-sided. Aside from being unwieldy for some of the company's less technically savvy team members, which impacted response rate and quality, there was a negative perception of the survey among both front-line employees and management.

"What we were trying to do was get a holistic view of the employee which you can't really get in management. In management, you only see what employees want you to see. It was really about us understanding what we can do better as a company."

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**Dave Guezuraga, CEO**  
MASS™ Medical Storage

# Solution

The unlimited 360-degree review format is often an entirely new concept for companies and their employees. To make sure the MASS™ Medical team had a successful first survey rollout, Macorva CTO Nathan Childress worked directly with the MASS™ Medical executive team. “Our employees bought into it early on,” says Bryan Simoncic, COO. “There was a nice introduction by the CTO and I think that really initiated a positive experience for everybody.”

This introduction laid the groundwork for Macorva software’s simple and straightforward setup process, another key part to the successful rollout. “It was very easy to set up the system, says Linda Dodson, Controller. “I pulled all the information through our payroll system right into Macorva. When the survey was rolled out, I was able to review 35 employees with thoughtful responses within 15 minutes.”

“Setup of Macorva software was really quite easy,” adds Guezuraga. “They were able to walk us through the process. All we really did was provide the employee information. We weren’t burdened by trying to come up with questions, keywords, and tags. I was really glad we didn’t have to put the surveys together—everything was done for us.”

The last important piece was onboarding employees and helping them easily complete their reviews. The MASS™ Medical team has a lot of diversity in terms of computer literacy skills. “The main challenge I was afraid we were going to encounter but didn’t was how hard the software would be to use. Everyone got a link sent to their phone, clicked it, and answered a few questions. The response rate was phenomenal and the technology barrier wasn’t an issue. People were able to give feedback on 10-25 other people in about 10 minutes.”

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**Linda Dodson, Controller**  
MASS™ Medical Storage

# Results

After deploying their first Macorva-powered surveys, the MASS™ Medical leadership team was impressed with what they got back. First and foremost, they saw an almost 100% participation rate. They estimate that it took each employee about 10 minutes, and on average employees rated 18.7 of their fellow team members.

This high response rate and high volume of responses created a rich pool of data. “When you have lots of information about employees and individuals, you can use that information to develop and retain employees,” says Bryan Simoncic, COO. “We have a perception as managers and we want to make sure it’s realistic. The results of the survey can help us close gaps and improve our company which is really about culture and people.”

Indeed, the leadership team at MASS™ Medical was able to make specific personnel decisions more confidently—and objectively—based on Macorva peer review data. Says Guezuraga, “I had been

considering my VP of Operations for a promotion, but wasn’t sure if it was personal bias. He was the highest rated person in the 360-degree survey based on a huge number of reviews, which gave me what I needed to promote him—it was his team that told me he was deserving of this promotion.” Elsewhere, the Macorva survey results provided front-line employees constructive feedback about their own performance and interpersonal skills, helping them to address certain blindspots and improve their day-to-day interactions.

Given the impressive adoption of the unlimited 360-degree review process, as well as the actionable insights that resulted, MASS™ Medical Storage plans to continue using Macorva for its quarterly surveys. “The team is excited to participate in the 360-degree survey again,” says Guezuraga. “Our business is all about continuous improvement. With this survey, that’s what we’re able to do: figure out what we’re doing right. More importantly, figure out what can be improved and improve upon those things.”

## About Macorva, Inc.

[Visit the Macorva website. →](#)

Macorva is an innovative human resources tool that visualizes employee dynamics to improve employee engagement, helping organizations retain top talent, improve workplace culture, and grow their business. The Macorva survey platform is built around unlimited 360° feedback, and is designed to identify specific scenarios that limit engagement before they negatively impact company goals. Companies of all sizes and verticals can leverage Macorva to gather more meaningful and actionable data from its employees, data that empowers all employees and helps leadership manage proactively.



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