



Healthcare Intranet Best Practices: A Case Study with Henry Mayo Newhall Hospital

GEONETRIC®

Healthcare Intranet Trends



Inter/Intra/Extra-net?

- Define what these things are
 - Internet – the public web. Audiences are external: consumers, patients, prospective patients, the community, job seekers.
 - Intranet – Private website for internal audiences: Employees
 - Extranet – Private website for close affiliates: Non-employed physicians, board of directors, partners.
- Lines get blurry
- In some ways, not so different!
- But the audiences are different as are their needs



Geo-vation

- Using startup techniques to understand markets and needs
- Startups have evolved very quickly tools to learn and model target markets, user needs, product features and opportunities
- Lean startup, Agile, Design Thinking...
- <<Seems like an interesting thing to talk about just a bit, but not married to including this>>

Intranet Ownership Drives Vision and Goals

- Information Technology
 - Reduce “all hands” emails
 - Fix the “network share drive” problem
 - Get a tool out there for individuals and departments to use and share whatever they feel is appropriate
- Marketing/Communications
 - Improve employee communications
 - Improve employee engagement
 - Create a curated virtual presence to help employees get quick and easy access to the resources that they need.

Hospital Intranet 1.0

- Most health systems lack an effective digital tool for communicating with employees today
- Align information with your audiences
 - For web this means moving away from internal structures, but the opposite is often true with intranets
- Messaging at a centralized level plus departments, functions, and sometimes locations
- <<our example for today>>



Intranet Trends

- Authentication
 - Access from home
- Responsive design
 - BYOD
- Personalization
- Portal for internal tools and systems
- Employee-employee engagement
 - Swap board



Today's top drivers for intranet redesign

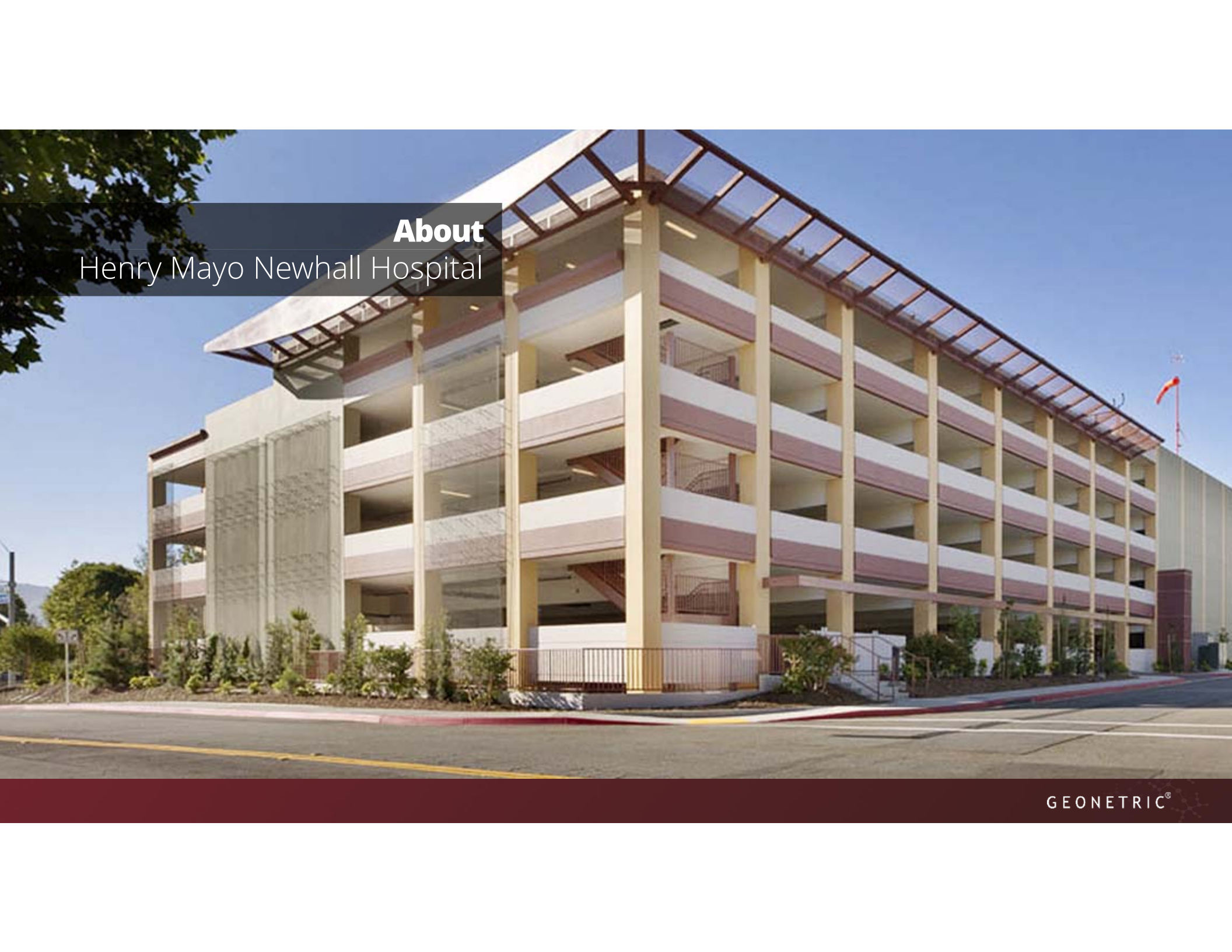
- Mobile/ Responsive
- Rebrands
- Growing organizations
 - Building a consistent corporate culture
 - Challenges of internal communication with a geographically distributed organization



Healthcare Intranet Trends

Henry Mayo Newhall Hospital



A photograph of a modern, multi-story hospital building with a prominent glass and steel structure. The building features a series of vertical columns and horizontal bands, with a large glass canopy over the entrance. The sky is clear and blue. In the foreground, there is a paved area with a yellow curb and some landscaping.

About
Henry Mayo Newhall Hospital

Henry Mayo Newhall Hospital

- Henry Mayo is a 238-bed, not-for-profit community hospital and trauma center.
- Henry Mayo's outstanding affiliated medical staff is comprised of physicians whose expertise ranges across more than 71 specialties and subspecialties.
- The hospital has embarked on a major long term planning project which includes the construction of a new inpatient Patient Tower that will add up to 142 new beds.

What initiated change

- Ownership move from IT to Marketing
- Current intranet wasn't providing value
 - Difficult navigation
 - Cluttered with links
 - Outdated content and images
 - Platform
 - Need to go responsive



Goals of project

- Make HenryNET more of a Communications hub
- Improve overall user experience
- Find easy-to-use CMS so we could keep content up to date
- Robust functionality
- Ensure marketing team could manage and remove burden from I.T. team
- Reduce the dreaded “All Team” emails
- Reduce usage of the “Share drive”



Researching new partner and platforms

- Worked with IT steering committee
- Developed RFI
- Reached out to 7 vendors
- Lots of discussion of the right platform looked like
- Score sheets
- On site



User feedback

- No analytics on the current site
- Sent intranet feedback survey to all employees
- Asked questions like:
 - "Why do you visit HenryNET?" and
 - "What you like/dislike about HenryNET"
- Received 306 responses
- Provided guidance through out the project in terms of functionality prioritization, etc.



Redesign process

- Planning: Get priority stakeholders involved early
- Content strategy: Content inventories, site structure
- Design: Good time to update brand/logo
- Develop: VitalSite CMS
- Launch: 20 weeks from start to finish!



Before

Henry Mayo Newhall Hospital
Welcome to HenryNet

HOME POLICE'S HENRY MAYO WAY PHYSICIANS NURSE'S

Current Page: Home
Updated: 5/22/17.

Henry Mayo Newhall Hospital
Address: 23845 McBean Parkway, Valencia, CA 91355
Phone Number: (661) 200-2000 | Website: henrymayo.com

Important Contacts

Confidentiality Report
Compliance Issues 24/7:
1.888.625.0342
CLICK HERE TO LEARN MORE

Safety Hotline: Ext. 35555
Phone Directory - By Department
Phone Directory - Sodexo
Physician Directory - By Specialty
Physician Directory - By Name

Service Requests
Biomed
Engineering
Decision Support
Information Services

Calendars
Medical Staff
CME Calendar

Quick Links
Amion-Online Scheduling
Anywhere RN
HealthStream
HenryDocs
Café - Lunch 5/22/17
Café - Dinner 5/22/17
Employee Self-Service
Event Scheduling
Everbridge
Patient Portal
Project Time Tracker
RL6
TrackCore
Safety Data Sheets (SDS)

Resource Pages
ACS Updates 5/19/17
Drug Shortages 5/11/17
Ergonomics
Event Scheduling Help
HenryLife (Wellness)
HIPAA Privacy & Security
iCare FAST (Kronos)
iConnect Help
Policy Management
The Joint Commission

Departments
Bio-Med
Business Office
Cardiology
Clinical Informatics
Disaster Resource Center
Education
Financial Services
Foundation
HIM - Medical Records

3E Online

May is Stroke Awareness Month
May is Stroke Awareness

After



Highlights

- Calendar & Events



Welcome to HenryNE



Department

Home / Calendar & Events

Calendar



CATEGORIES

Community Ev
Employee Edu

E

Management of Assaultive Behavior (MAB) Initial

Registration Open

DEC 8 FRI
Dec 8, 2017
Friday
8:00 AM - 4:30 PM

Henry Mayo Center
Valencia, CA

DESCRIPTION SCHEDULE & LOCATION RELATED EVENTS

Enable Google Analytics for tracking and maintenance, to understand how your intranet is performing.

ONLY for HMNMH Staff working in the ED, BHU, NICU, WU or Security.

This program is designed to provide the healthcare provider working in high risk areas with the information and skills necessary to manage the potentially violent client. Participants will learn techniques for handling situations. Mandatory for units designated at high risk (Emergency Department, BHU, NICU, WU or Security).

Employees who arrive at the class after 8:15 AM will not be granted access and will need to reschedule.

Registration:

HMNMH employees [register through HealthStream](#)

or call (661) 200-1160.

Registration deadline is one week prior to each class date.

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Highlights

- Calendar & Events
- News modules is being used for system-wide updates



Welcome to Henry



Departm

Home / News

Lates

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Browse by Y

Page 1

Celebrate E
10/8/2017

New Podca:
10/4/2017

Published on November 21, 2017

Henry Mayo Nurse Featured In Working Nurse Magazine

Henry Mayo's Dustin Ashenfelter, RN, BSN, MICN, Director of Emergency & Trauma Services was recently featured in Working Nurse magazine!

The number of men entering the field of nursing is greater than ever before. According to the Board of Registered Nursing, one in every five 2016 new graduate nurses in California was a man. For the annual *Men in Nursing* special report, Working Nurse interviewed 27 male nurses from throughout Southern California - including Dustin!

"*Working Nurse* magazine contacted me asking if they could profile one of our male nurse for a feature story they were putting together on Men in Nursing. I was pleased to connect them to Dustin," said Jenn Castaldo, CNO.



To view the full article, [click here!](#)

alencia, CA

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Education



Highlights

- Calendar & Events
- News modules is being used for system-wide updates
- Department listings





Departments

News

Human Resources

Calendar & Events

Education & Training

Home / Departments

Departments

Search by Department

SEARCH

DEPARTMENTS (A-Z)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Cafeteria/Grill Orders 1464

Case Management 1130

Chaplin 1125/2961

Clinical Informatics 2020

Community Benefit 1300

Community Education 2300

Compliance (Confidential Line) 888-625-0342

Compliance and Risk Management 1432

Recent News

Code Triage - Next Status Update Meeting at 17:00
December 5, 2017

2018 FSA Open Enrollment Until Dec. 15
November 30, 2017

Santa Is Back In Town
November 30, 2017

New Podcast Features Urologic Oncologist Jaspreet Parihar, MD
November 27, 2017

Nurses Donate Lunch To CHP & Sheriff Office
November 22, 2017

[View More](#)

Upcoming Events

DEC 6 WED Basic Life Support
1:00 PM - 5:00 PM

DEC 8 FRI Management of Assaultive Behavior (MAB) Initial
8:00 AM - 4:30 PM

JAN Basic Life Support

Highlights

- Calendar & Events
- News modules is being used for system-wide updates
- Department listings
- Accessibility of information



Departments

[Human Resources 1570](#) >

[HR Information and Forms](#)

[Employee Health](#)

[Benefits](#)

[Contact Us](#)

[HenryLife - Employee Wellness Program](#)

[Confidentially Line](#)

Human Resources

Welcome to the Human Resources Department. We're here to help you connect with important employee and wellness information so you can put your best foot forward serving patients, visitors and staff at Henry Mayo Newhall Hospital.

Employee Benefits

Find everything you need to know about employee benefits at Henry Mayo Newhall Hospital. From health insurance to retirement savings to personal time, everything you need is easily accessible in one place.

[View our 2017-2018 Benefits \(PDF\)](#)

If you have questions about benefits, please contact Human Resources for more information.

Quick Links

[Internal Transfer or Promotion Request](#)

[Time Keeping Correction Sheet \(PDF\)](#)

Contact Us

Ext. 1570

Fax: 661.200.1579

Monday - Friday

7:30 a.m. - 5 p.m.

We're located on the third floor of the Henry Mayo Center.



Nursing

Quick Links

- Anywhere RN
- Nursing Dashboards (Diveport)
- HealthStream
- iConnect Help
- StatStrip Glucometer
- TrackCore Tissue Tracking

Departments

- Emergency Department
- Medical Surgical / Telemetry 1-3/EDIP
- Medical Surgical 4/5
- Intensive Care Unit (ICU)

Nursing

Welcome to the HenryNET home page for Nurses. If there is something you would like to see on this page, please let us know.

iSecure Syringe

11/13/17

Due to the drug shortages, Pharmacy has been receiving different forms of morphine and hydromorphone in stock. One of these products is the iSecure syringe.

To learn more, please [download the tip sheet](#) and watch this short video on how to use and expel the air bubble.



LAUNCH VIDEO

REFERENCE LINKS +

TV CHANNEL LINEUP +

NURSING LEADERSHIP ORG CHART +

CNO Comment Box



Jenn Castaldo, VP/CNO

SUBMIT YOUR COMMENT

Questions or comments will be sent from your email address to Kasey Lee, Jenn's assistant. At this time, comments are not anonymous.

Related Pages

Highlights

- Calendar & Events
- News modules is being used for system-wide updates
- Department listings
- Accessibility of information
- Ask the CEO





[Ask the CEO](#)

Ask the CEO

Do you have a question or a suggestion for improvement for Roger? Or is there just something you want to call to his attention? Click the link below to submit your question or comment.



[Click here to submit your question!](#)



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November 30, 2017

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November 22, 2017

[View More](#)

Highlights

- Calendar & Events
- News modules is being used for system-wide updates
- Department listings
- Accessibility of information
- Ask the CEO
- Added Google Analytics will help us understand how the intranet is performing.



Results

- 21,102 sessions since launch (~1 month)
- 77% return visitors
- Avg Session Duration 4:38
- Top site sections
 - Departments
 - Site search
 - Human Resources



Tips

- Plan for content migration
- Bring as many people into the process as possible

