

How to Build an Engaging, Effective Healthcare Intranet

OCTOBER 18, 2021

The 'Great Resignation' is coming for health care. How can you respond?

Daily Briefing



COVID-19 (Coronavirus) resources » Clinical guidelines & protocols, employee workforce updates and more.

Mission
Resources

Human
Resources

Education &
Development

IT Support
Resources

Avera Medical
Group

Masks Required in Meetings and Employee Events

August 17, 2021

Effective Monday, Aug. 23, Avera will require masks in meetings and employee events regardless of your vaccination status per new CDC guidelines.

OB/GYN Endorses COVID-19 Vaccinations

August 17, 2021

Avera's OB/GYN Service Line joins the CDC, ACOG and the SFMFM in endorsing COVID-19 vaccines for pregnant and breastfeeding women.

A New Look for KnowledgeNet

August 16, 2021

Learn about updates and new features coming to KnowledgeNet beginning Thursday, Aug. 19.

COVID-19 drove clicks

Likely due to your homepage intranets used homepage and content features to drive attention to evolving COVID-19 news.

EMPLOYEE EDUCATION

DUE AUGUST 31

Required OSHA Training Assigned

Education must be completed by August 31. [Read more.](#) ➔

Your COVID-19 info began with...

- Action plan
 - How your hospital or system is addressing the crisis for employees and front-line staff
- Building changes
 - Department changes, building closures, and testing sites
- Census updates
 - Patient volume and capacity; treatment of COVID-19 in the community
- Staffing and/or care changes
 - Pivots in staff coverage; elective care changes



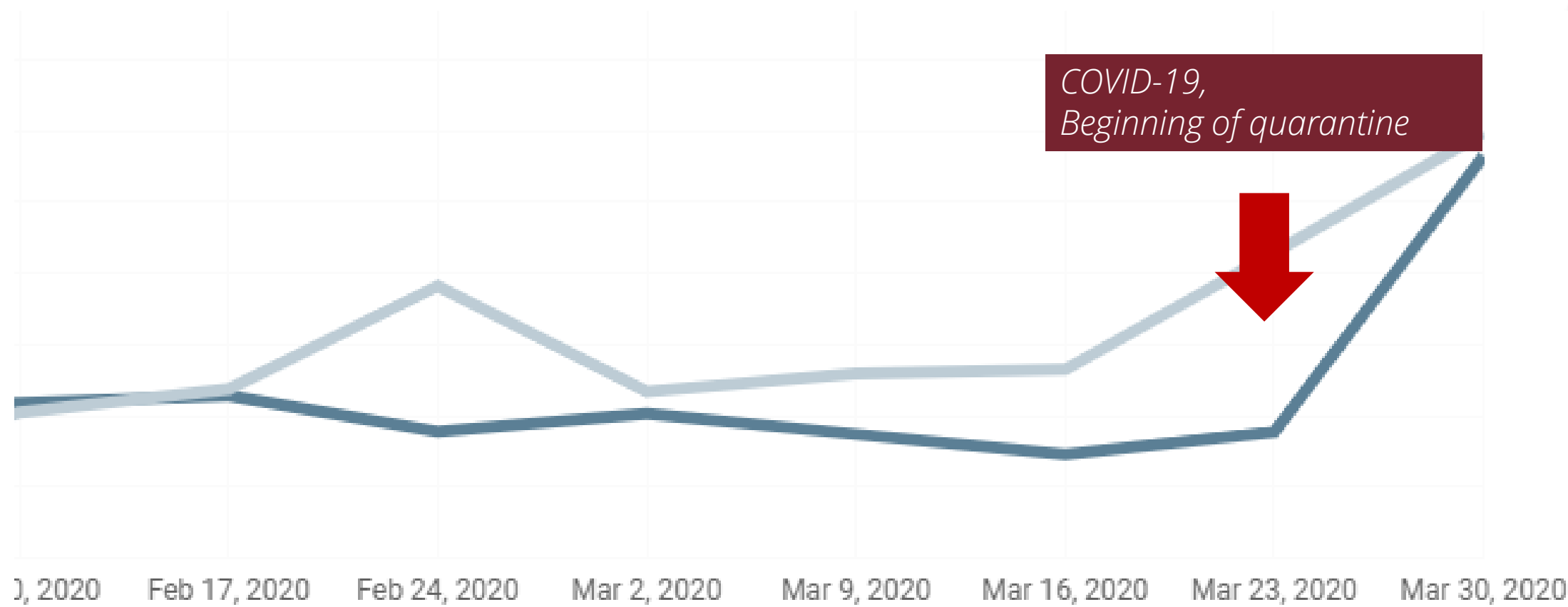


Your COVID-19 info evolved...

- **Benefits**
 - Changes to time off, flexible scheduling, or work-at-home guidelines, if applicable
- **Job expectations**
 - How roles and responsibilities have changed inside your facilities
- **Safety protocols**
 - New sanitization and safety measures, including limitations to visitors and patient intake
- **Public messaging**
 - How your system is addressing the pandemic for your community



COVID-19 drove an increase in intranet traffic



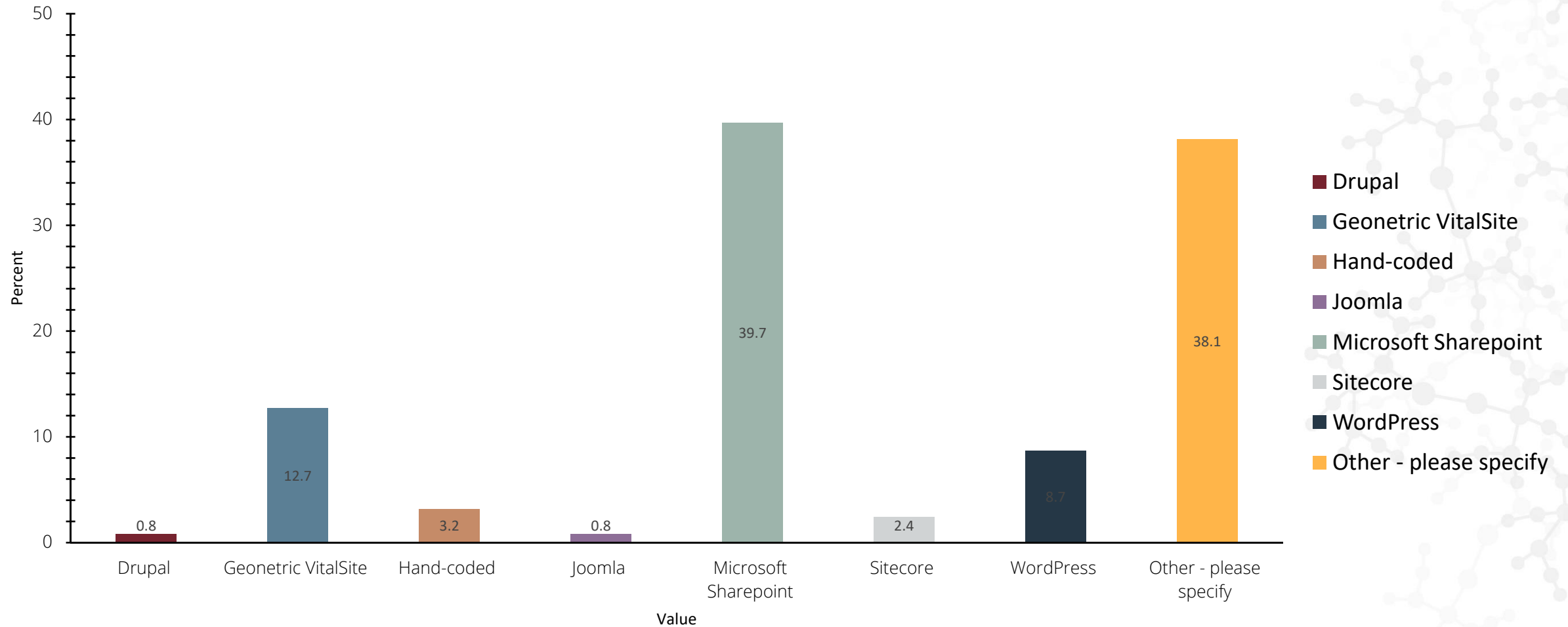


The State of Modern Healthcare Intranets

Results from Geonetric's 2020 Healthcare Digital Marketing Trends Survey



Most popular CMSES for healthcare intranets





78%

survey participants are either neutral or dissatisfied with their intranet platform

2020 Geometric & eHealthcare Strategy & Trends Digital Marketing Survey

Popular intranet features



Search Capabilities
Login Using Network ID/Password (or auto-login)
Policies and Procedures
Ability to Access from Home
Health System News
Employee Directory
Document Management
HR Applications
Ability to Access from Mobile Devices
Department Sites
Organization Chart
Calendar and Events
Cafeteria Menu(s)
File Sharing
Online Forms/Process Digitization
Application Launcher
Employee/Service Appreciation Notices
Team/Committee Communication and Collaboration
Multi-user Concurrent Document Authoring/Editing
Board Extranet
Messaging Capabilities
Social Networking
Personalized Dashboards
Other Extranets
Video Chat
Classified Ads

Laggard	Average	Leader	Overall	L/L Delta
1.11	1.30	1.48	1.28	0.37
0.98	1.14	1.60	1.20	0.62
0.95	1.15	1.42	1.15	0.46
0.58	1.24	1.37	1.03	0.79
0.72	1.09	1.28	1.01	0.56
0.52	1.26	1.16	0.96	0.63
0.72	1.14	0.91	0.92	0.19
0.71	0.88	1.28	0.92	0.56
0.65	1.02	1.07	0.90	0.42
0.67	0.98	0.67	0.79	-
0.40	0.63	0.87	0.61	0.46
0.36	0.57	0.94	0.59	0.58
0.32	0.45	0.97	0.54	0.65
0.32	0.49	0.84	0.52	0.52
0.44	0.41	0.69	0.50	0.25
0.03	0.72	0.68	0.44	0.65
0.10	0.45	0.68	0.38	0.58
0.24	0.63	0.16	0.35	(0.08)
(0.19)	0.03	0.37	0.04	0.56
(0.31)	(0.16)	0.09	(0.15)	0.40
(0.43)	(0.13)	-	(0.20)	0.43
(0.43)	(0.45)	(0.32)	(0.40)	0.10
(0.55)	(0.54)	-	(0.40)	0.55
(0.80)	(0.60)	(0.22)	(0.58)	0.58
(0.82)	(0.64)	(0.48)	(0.66)	0.33
(0.83)	(0.63)	(0.97)	(0.79)	(0.14)

Popular intranet features



	Laggard	Average	Leader	Overall	L/L Delta
Search Capabilities	1.11	1.30	1.48	1.28	0.37
Login Using Network ID/Password (or auto-login)	0.98	1.14	1.60	1.20	0.62
Policies and Procedures	0.95	1.15	1.42	1.15	0.46
Ability to Access from Home	0.58	1.24	1.37	1.03	0.79
Health System News	0.72	1.09	1.28	1.01	0.56
Employee Directory	0.52	1.26	1.16	0.96	0.63
Document Management	0.72	1.14	0.91	0.92	0.19
HR Applications	0.71	0.88	1.28	0.92	0.56
Ability to Access from Mobile Devices	0.65	1.02	1.07	0.90	0.42
Department Sites	0.67	0.98	0.67	0.79	-
Organization Chart	0.40	0.63	0.87	0.61	0.46
Calendar and Events	0.36	0.57	0.94	0.59	0.58
Cafeteria Menu(s)	0.32	0.45	0.97	0.54	0.65
File Sharing	0.32	0.49	0.84	0.52	0.52
Online Forms/Process Digitization	0.44	0.41	0.69	0.50	0.25
Application Launcher	0.03	0.72	0.68	0.44	0.65
Employee/Service Appreciation Notices	0.10	0.45	0.68	0.38	0.58
Team/Committee Communication and Collaboration	0.24	0.63	0.16	0.35	(0.08)
Multi-user Concurrent Document Authoring/Editing	(0.19)	0.03	0.37	0.04	0.56
Board Extranet	(0.31)	(0.16)	0.09	(0.15)	0.40
Messaging Capabilities	(0.43)	(0.13)	-	(0.20)	0.43
Social Networking	(0.43)	(0.45)	(0.32)	(0.40)	0.10
Personalized Dashboards	(0.55)	(0.54)	-	(0.40)	0.55
Other Extranets	(0.80)	(0.60)	(0.22)	(0.58)	0.58
Video Chat	(0.82)	(0.64)	(0.48)	(0.66)	0.33
Classified Ads	(0.83)	(0.63)	(0.97)	(0.79)	(0.14)



Intranet user expectations are *primarily influenced by external websites and popular apps.*

When users are disappointed, it impacts satisfaction and task completion.



— Nielsen Norman Group



Your intranet should be
the digital front door
for your employees



Case Study

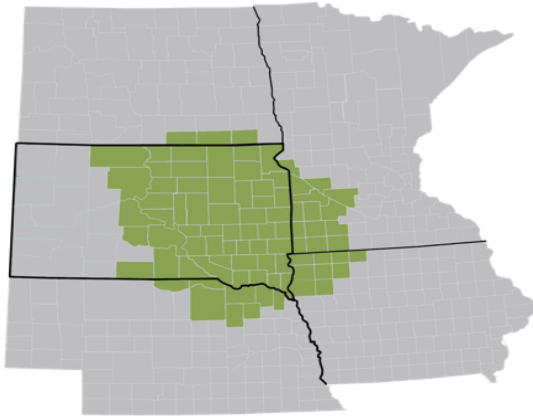


About Avera

Health ministry OF THE
Benedictine Sisters
of Yankton, S.D.

AND

Presentation Sisters
of Aberdeen, S.D.



315
LOCATIONS



100
COMMUNITIES

**LARGEST
FEMALE FOUNDED
ORGANIZATION
IN THE REGION**



SERVING A POPULATION OF

1 MILLION

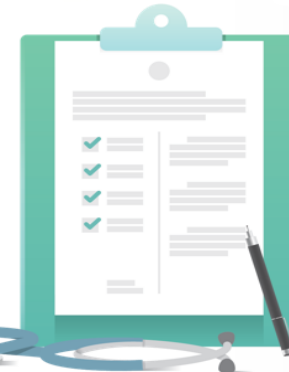


40.3%

OF ALL 2019 WITHIN
SOUTH DAKOTA
DISCHARGES

41.5%

OF ALL 2019 WITHIN
AVERA'S FOOTPRINT
DISCHARGES



**19,700 +
EMPLOYEES
— AND —
PHYSICIANS**

**FIVE-STATE
REGION**

72,000
SQUARE MILES

86
COUNTIES

Avera



KnowledgeNet Overview

- Available at all Avera facilities
- Originally launched December 2014. New version launched August 2021.
- Millions of visits to the site each year
- Home of resources, news and access to many tools and applications

The screenshot shows the KnowledgeNet website interface. At the top right, there are links for "Local Intranet Sites", "SharePoint Sites", and "Search the Internet". Below these is the "KnowledgeNet" logo and a search bar labeled "Search KnowledgeNet". A navigation bar contains five categories: "Mission Resources", "Human Resources", "Education & Development", "IT Support Resources", and "Avera Medical Group". The main content area features three news items on the left and a large banner on the right. The news items are: "DEA Scam Targeting Physicians and Pharmacists" (dated May 6, 2019), "Development Opportunities on the Near Horizon" (dated May 6, 2019), and "Avera Issues New Ebola Guidelines as Outbreak in the Congo Worsens" (dated May 3, 2019). The banner on the right is titled "AVERA Cares" and includes an "Employee Giving Announcement" with a "Read more" link.

Local Intranet Sites SharePoint Sites Search the Internet

KnowledgeNet Search KnowledgeNet

Mission Resources Human Resources Education & Development IT Support Resources Avera Medical Group

DEA Scam Targeting Physicians and Pharmacists
May 6, 2019
A phone scam targeting area physicians and pharmacists has once again been reported.

Development Opportunities on the Near Horizon
May 6, 2019
Learn directly from your peers right at Avera. It's a great way to develop you personally and professionally.

Avera Issues New Ebola Guidelines as Outbreak in the Congo Worsens
May 3, 2019
A team led by Avera Medical Group Infectious Disease Specialists is actively monitoring the spread of the virus.

AVERA Cares

Employee Giving Announcement
CEO Bob Sutton shares the fundraising total for the 2019 Avera Cares campaign. [Read more.](#)



Governance and Oversight

- Core governance team of internal communications-focused staff
 - Standing weekly or bi-weekly meetings
 - Review of requests, resources, data, opportunities, etc.
- Consultation with additional discipline partners
- Senior leadership input
- Guidelines and documented governance



Why the change?

- Feedback and data indicating need for change
 - Employee survey, data trends, ongoing resources requests
- Evolving needs of the organization
 - Site structure didn't support growth and changes
- Supported by leadership
- Maintain commitment to keep site resource and topic focused (not departmental)
- Modernize site for better mobile device experience



Goals



Goals of the Overhauled Intranet

- Enhance user-centered experience by organizing, categorizing, and labeling content in a way that's meaningful and accessible to employees
 - Represent the breadth of tools, resources, and initiatives available on KnowledgeNet
 - Focus on employees' needs over departmental needs
- Create a content strategy to deliver information that:
 - Enhances employees' daily work
 - Empowers employees as brand champions
 - Encourages more engagement

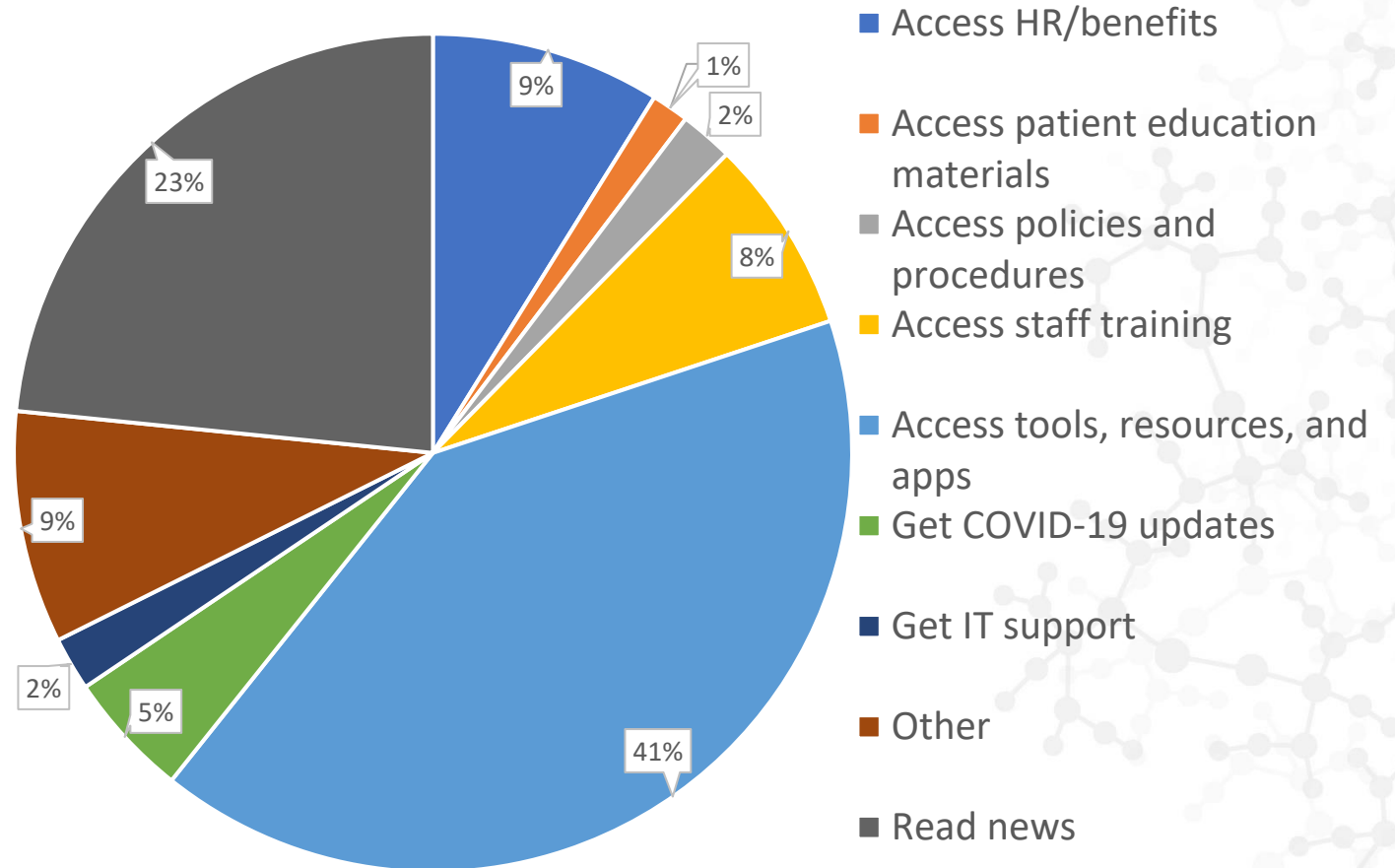


Research



Employee Surveys

- Feedback from recent enterprise-wide internal communications survey
- Intranet-specific enterprise-wide survey
 - 970 participants
 - Pop-up on KnowledgeNet site for 2-3 weeks
- Key Stakeholder Intranet-specific survey



Card Sorting Exercise

- 33 participants across various areas – nursing, technical, support, physicians
- Insight into where content should live in the structure
- Interactive experience online
 - Sent invite via email

The screenshot shows a web-based card sorting exercise interface. On the left is a vertical list of 33 items to be sorted. On the right, there are instructions for the steps and a preview of a group named 'Daily applications'.

Contract management portal
Access MyTime
Teaching patients about immunizations
AveraLink employee app
Tips for managing employees remotely
News from Avera Medical Group
Scripts for difficult conversations with patients
Prayer book prayers
Ask permission for remote access to the Avera network
COVID-19 resources
HIPAA-related forms
Patient education resources
Clinician tips for telehealth visits
Avera Daily Lineup
Avera Medical Group patient survey results
Quality congress award recipients
Instructions for changing MyTime password
Remote network access policy

Step 1
Take a quick look at the list of items to the left.
We'd like you to sort them into groups that make sense to you.
There is no right or wrong answer. Just do what comes naturally.

Step 2
Drag an item from the left into this area to create your first group.

Daily applications (5 items)
Outlook email and calendar user guide
Webmail access
Remote network access policy
Access MyTime
AveraLink employee app

Step 3
Click the title to rename your new group.

Step 4
Add more items to this group by dropping them on top of it.
Make more groups by dropping them in unused spaces.
When you're done click "Finished" at the top right. Have fun!

36 of 36 remaining

31 of 36 remaining



Similarity matrix: Example

- Darker blue = Similarity in grouping
- Lighter blue = Less similarity in grouping

Highlighted here, are IT-related tasks that frequently were found in IT-related named categories or groupings

Similarity matrix: Exam

- Darker blue = Similarity in grouping
- Lighter blue = Less similarity in group

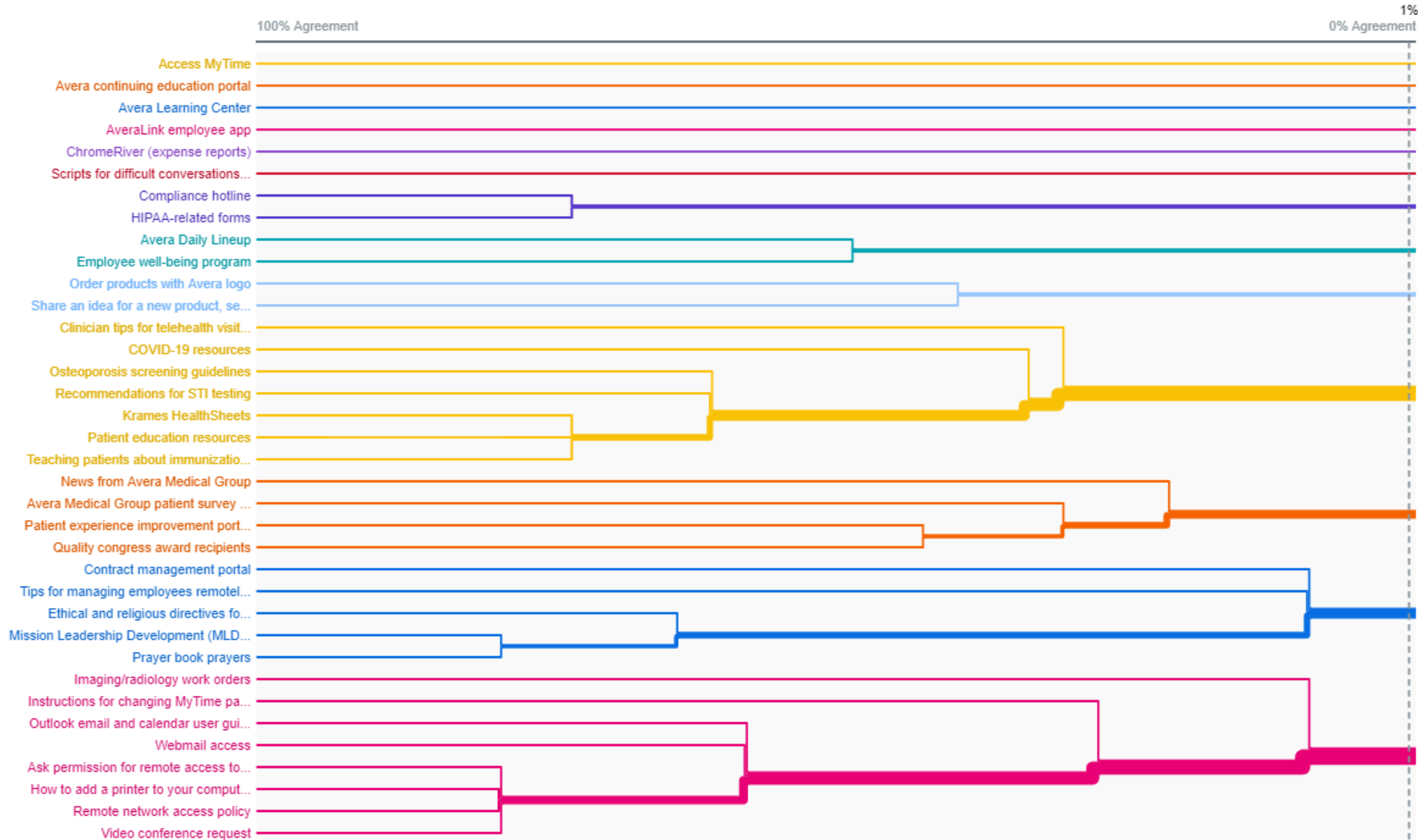
Highlighted here, are IT-related tasks frequently found in IT-related categories or groups

How to add a printer to your computer																																				
96	Remote network access policy																																			
84	84	Video conference request																																		
81	81	87	Ask permission for remote access to the Avera network																																	
75	75	69	69	Outlook email and calendar user guide																																
66	66	69	60	81	Webmail access																															
21	21	18	18	27	42	Access MyTime																														
48	45	42	42	42	39	60	Instructions for changing MyTime password																													
18	18	18	15	18	27	60	45	ChromeRiver (expense reports)																												
12	12	12	12	15	21	54	36	45	Avera Learning Center																											
6	6	9	12	12	15	48	27	33	78	Avera continuing education portal																										
9	9	12	9	12	21	51	39	39	57	51	Employee well-being program																									
21	21	21	27	33	30	48	30	36	42	48	42	AveraLink employee app																								
15	15	12	12	21	15	21	21	45	15	21	12	33	Contract management portal																							
12	15	12	12	9	9	21	21	36	21	18	30	33	39	Order products with Avera logo																						
15	18	12	12	15	18	24	15	21	15	12	21	27	24	33	Share an Idea for a new product, service or process with Avera Innovation Labs																					
6	6	9	12	9	9	9	6	9	3	6	12	27	12	21	39	Quality congress award recipients																				
3	3	3	0	6	6	15	6	9	6	12	15	12	9	9	15	30	News from Avera Medical Group																			
0	0	0	3	3	0	6	3	9	3	15	6	9	15	9	6	24	48	Avera Medical Group patient survey results																		
6	3	9	9	3	3	0	9	6	3	15	6	9	9	9	6	9	33	54	Clinician tips for telehealth visits																	
0	0	3	6	6	3	0	3	0	3	15	9	9	9	6	3	6	33	48	75	Osteoporosis screening guidelines																
0	3	6	6	3	3	0	3	0	3	12	3	3	0	3	3	3	36	36	66	75	Recommendations for STI testing															
3	0	3	3	3	3	0	6	0	6	12	3	3	3	3	0	3	30	39	66	72	63	Teaching patients about Immunizations														
0	0	6	3	6	6	0	3	3	12	18	9	6	6	3	3	0	36	36	57	66	60	84	Patient education resources													
0	0	9	6	3	6	3	3	6	9	21	12	9	6	9	9	6	33	39	66	60	60	69	72	Scripts for difficult conversations with patients												
3	0	6	6	3	3	0	6	3	9	18	3	3	0	0	0	3	21	27	63	57	60	75	63	57	Krames HealthSheets											
27	27	36	33	24	21	6	27	15	3	6	3	6	15	9	6	6	18	30	48	42	42	33	33	36	42	Imaging/radiology work orders										
3	3	3	3	3	3	6	6	6	9	9	9	12	15	12	9	9	24	24	27	33	30	27	27	33	27	27	HIPAA-related forms									
9	9	12	12	12	12	6	9	12	12	9	24	27	24	21	21	27	12	9	18	12	9	12	12	21	12	12	63	Compliance hotline								
0	0	6	9	6	3	3	3	3	3	18	3	9	18	9	9	27	21	51	51	42	36	42	36	54	36	27	27	24	Patient experience Improvement portal (Press Ganey)							
6	6	6	12	6	3	27	27	27	30	39	42	30	36	27	9	18	12	18	9	9	9	3	6	15	6	3	12	21	24	Tips for managing employees remotely						
3	3	9	6	3	6	9	6	12	18	21	18	15	18	9	6	15	3	6	9	6	3	6	9	12	6	9	6	12	9	27	Mission Leadership Development (MLD) materials					
3	6	9	6	6	12	18	9	12	6	12	18	15	15	15	18	21	15	6	9	6	6	3	3	6	3	6	3	9	6	18	75	Prayer book prayers				
3	3	3	3	3	3	3	3	3	3	9	6	9	12	12	15	21	6	21	21	21	9	18	18	15	9	9	9	18	18	66	63	Ethical and religious directives for Catholic health care				
9	9	12	9	15	24	30	18	30	24	15	36	30	21	30	27	30	30	9	6	6	3	3	9	15	3	3	12	24	6	21	27	45	24	Avera Daily Lineup		
6	6	3	3	9	6	18	9	12	15	12	12	15	12	6	12	9	39	12	21	24	27	27	27	21	24	3	15	12	6	3	9	15	0	21	COVID-19 resources	

Actual agreement method

The actual agreement method works best with 30 or more participants and will depict only absolutely factual relationships.

Dendrogram: All participants



This diagram uses color to show us the similar groupings among participants

Yellow = Clinical/patient education, resources

Orange = patient satisfaction, quality

Blue = Mission, who we are, mission resources

Pink = IT, IT resources, Tech help



Data and Analytics Review

- Traffic analytics using our Intranet tracking software, ANGELFISH
 - Users reaching major service areas such as IT, HR and Education but sometimes exiting to search for specific tools or assumed-related items
- Focus on site search data
 - High volume of site searches for specific tools that didn't have an obvious home on the site or were deep in the site
- Heat-mapping
 - See interaction/engagement trends on home page and other key pages



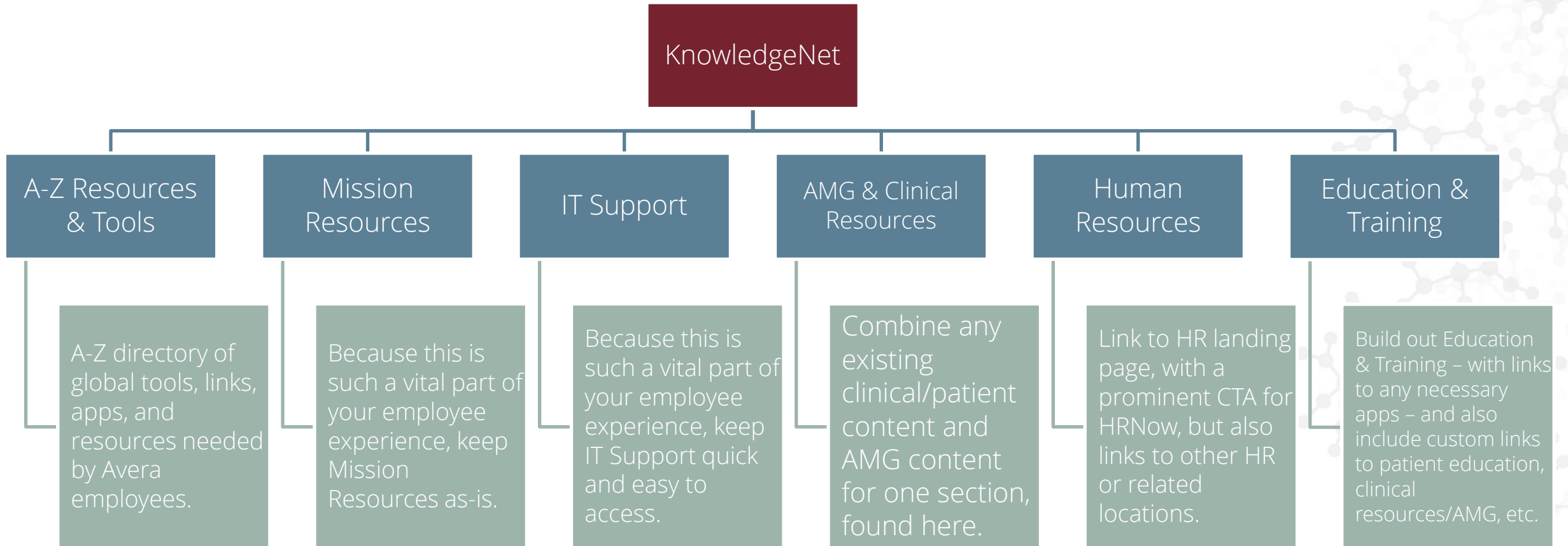
Conclusions from Surveys, Data and Card Sorting

1. Users visit KnowledgeNet frequently and use it to find a variety of resources, native and off-site
2. Most users found value in tools and apps, news, topical resources areas (HR/benefits, educational materials, IT needs, etc.)
3. Users would like to see improvement with site search, navigation, links to tools, and mobile site access
4. Users think about resources in a topical, related fashion, not by department ownership
5. Different users expect to access tools in different ways

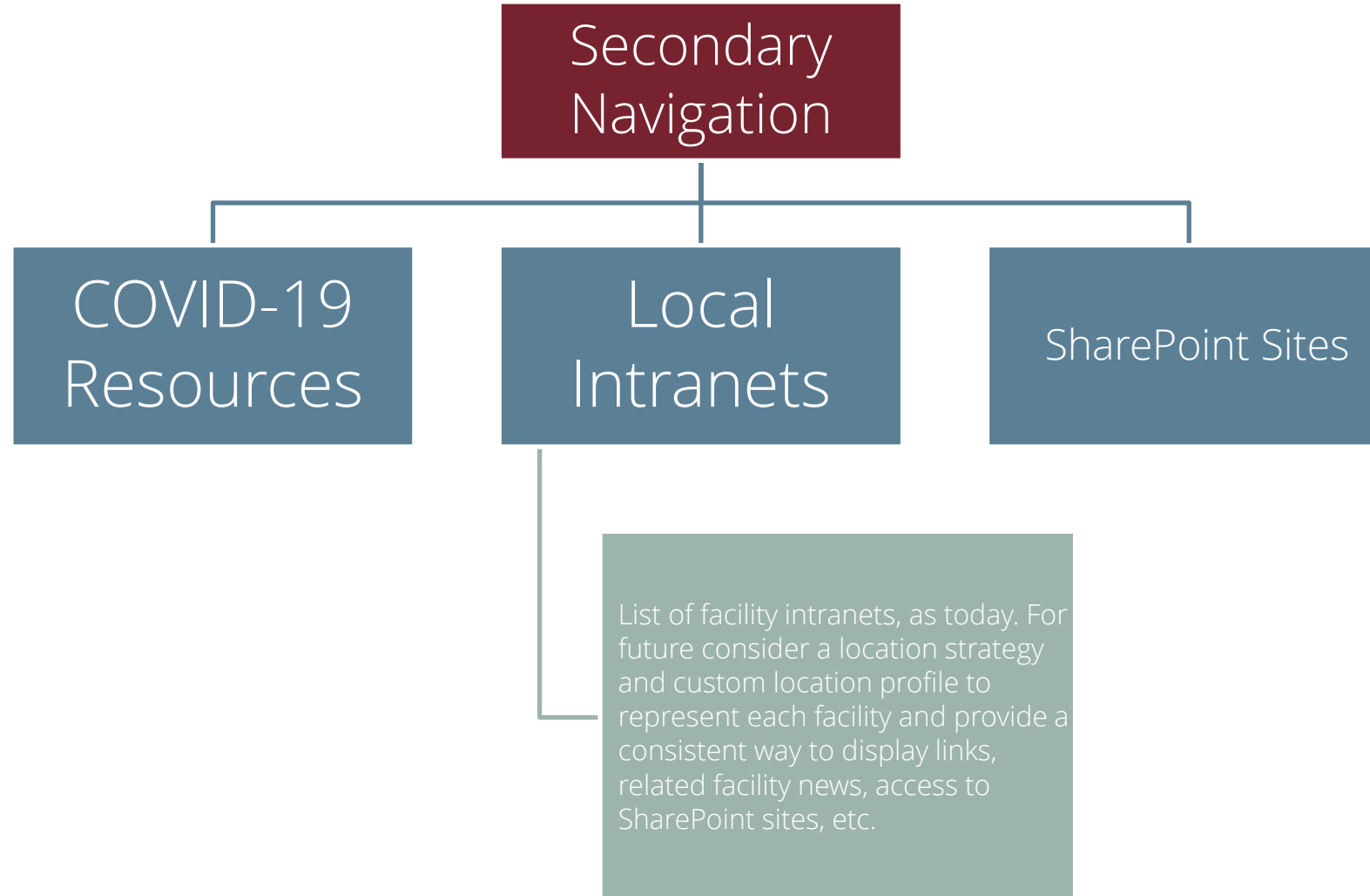


Navigation

Avera KnowledgeNet Redesign: Proposed Navigation v3 (not final)



Avera KnowledgeNet Redesign: Secondary Navigation v3 (Not final)



Wireframe

☰

Hide Menu

KnowledgeNet

Search

🔍

🏠 Home

🔧 Resources & Tools

✝ Mission Resources

⚙ IT Support

📁 AMG & Clinical Resources

📁 Human Resources

📁 Education & Training

COVID-19 Resources

Facility Intranets

Central Services

✉ Contact Us

🔙 Log out

Featured News

Headline Goes Here

Name Lastname, Title | Month XX, 2020

Article teaser text. This section could also be a still image instead of a news story. Lorem ipsum dolor sit amet...

RECENT NEWS

ARTICLE TITLE GOES HERE | MONTH XX, 2020

Article teaser text. necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae lorem ipsum dolor sit amet...

ARTICLE TITLE GOES HERE | MONTH XX, 2020

Article teaser text. necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae lorem ipsum dolor sit amet...

ARTICLE TITLE GOES HERE | MONTH XX, 2020

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ARTICLE TITLE GOES HERE | MONTH XX, 2020

Article teaser text. necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae lorem ipsum dolor sit amet...

View all news

🏠

For Doctors

For Leaders

QUICKLINKS

Link text goes here

Link text goes here

Link text goes here

Link text goes here

Link text goes here

Link text goes here

🍏

View this week's Café Menu

Find a tool or resource that begins with...

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

View all tools & resources

Panel subheadline text goes here

Daily line-up?

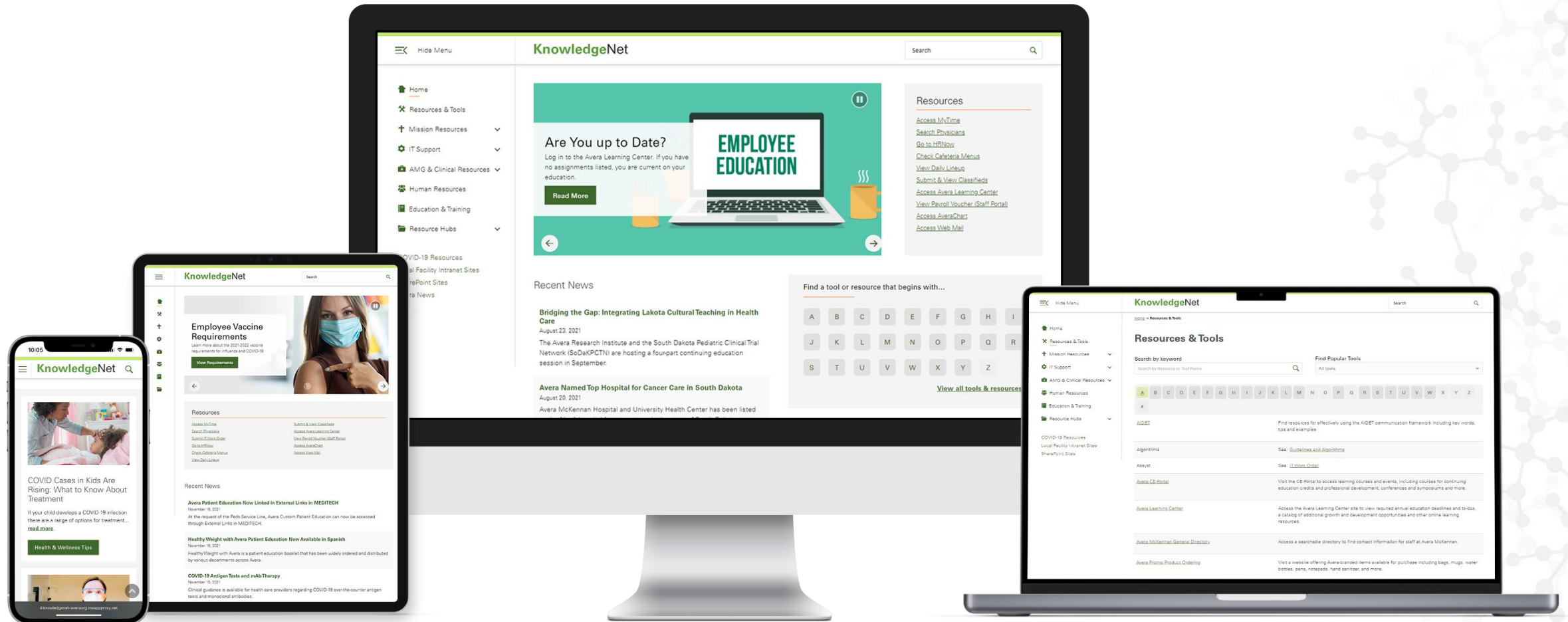
View daily line-up details

geometric.com



New KnowledgeNet

App-like design





≡ Hide Menu

KnowledgeNet

Search



- Home
- Resources & Tools
- Mission Resources
- IT Support
- AMG & Clinical Resources
- Human Resources
- Education & Training
- Resource Hubs

COVID-19 Resources
Local Facility Intranet Sites
SharePoint Sites
Avera News

Are You up to Date?

Log in to the Avera Learning Center. If you have no assignments listed, you are current on your education.

[Read More](#)

EMPLOYEE EDUCATION

Resources

- [Access MyTime](#)
- [Search Physicians](#)
- [Go to HRNow](#)
- [Check Cafeteria Menus](#)
- [View Daily Lineup](#)
- [Submit & View Classifieds](#)
- [Access Avera Learning Center](#)
- [View Payroll Voucher \(Staff Portal\)](#)
- [Access AveraChart](#)
- [Access Web Mail](#)

Recent News

Bridging the Gap: Integrating Lakota Cultural Teaching in Health Care

August 23, 2021

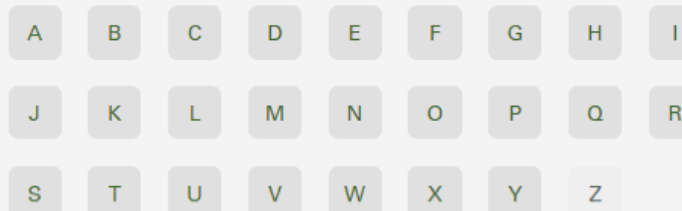
The Avera Research Institute and the South Dakota Pediatric Clinical Trial Network (SoDaKPCTN) are hosting a four-part continuing education session in September.

Avera Named Top Hospital for Cancer Care in South Dakota

August 20, 2021

Avera McKennan Hospital and University Health Center has been listed as the No. 1 hospital for cancer care in the state of South Dakota,

Find a tool or resource that begins with...



[View all tools & resources >](#)



Engagement-Focused Home Page Elements

Send Employee Digital Greeting Cards



Choose from themes to send to a coworker. [View cards >](#)



COVID Cases in Kids Are Rising: What to Know About Treatment

If your child develops a COVID-19 infection there are a range of options for treatment... [read more.](#)

Health & Wellness Tips



Long-term Care Registered Nurse Opportunities

Browse [long-term care registered nurse positions](#) or view [career planning resources.](#)

Search for Avera Jobs



Appreciation: Support, Team Spirit and a Good Attitude

I would like to acknowledge Kamden Harding for his team spirit and good attitude! Almost daily I see him doing things that are not required of him... [read more.](#)

Read Appreciation Stories

- Home
- [Resources & Tools](#)
- Mission Resources
- IT Support
- AMG & Clinical Resources
- Human Resources
- Education & Training
- Resource Hubs

COVID-19 Resources
Local Facility Intranet Sites
SharePoint Sites

Resources & Tools

Search by keyword

Search by Resource or Tool Name



Find Popular Tools

All tools

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

#

[AIDET](#)

Find resources for effectively using the AIDET communication framework including key words, tips and examples.

Algorithms

See: [Guidelines and Algorithms](#)

Assyst

See: [IT Work Order](#)

[Avera CE Portal](#)

Visit the CE Portal to access learning courses and events, including courses for continuing education credits and professional development, conferences and symposiums and more.

[Avera Learning Center](#)

Access the Avera Learning Center site to view required annual education deadlines and to-dos, a catalog of additional growth and development opportunities and other online learning resources.

[Avera McKennan General Directory](#)

Access a searchable directory to find contact information for staff at Avera McKennan.

[Avera Promo Product Ordering](#)

Visit a website offering Avera-branded items available for purchase including bags, mugs, water bottles, pens, notepads, hand sanitizer, and more.

[Avera Provider Account Management- APAM](#)

Individuals with access to this tool use it to support the onboarding of new physicians.

[AveraChart](#)

Access Avera's patient portal, AveraChart, where you can view your health care information, communicate with your care team, view upcoming appointments, and more.

[AveraLink](#)

Learn how you can download AveraLink, a mobile app that provides employees with access to Avera information.



Area Landing Pages



KnowledgeNet



[Home](#) → [Education & Training](#)

Education & Training

Avera offers a wide-range of development and continuing education opportunities for staff, leaders and physicians. Education opportunities exist in many forms, including virtual learning, in-person classes, conferences and symposiums.

Access the [Avera Learning Center](#), [Avera CE Portal](#) or information on [continuing medical education \(CME\) for providers](#).

Access HRNow

Find information on personal and professional development opportunities. Login using your Avera network username and password.

[Go to HRNow](#)

Avera CE Portal

Access learning courses and events focused on CNE and CME credit opportunities focused on professional development.

[Avera CE Portal](#)

Avera Learning Center

Access the Avera Learning Center site to view required education deadlines and tasks, and additional development opportunities and learning resources.

[Avera Learning Center](#)

Patient Education

Find Avera standardized health education handouts and resources and access a request form for new patient education review.

[Patient Education](#)

KnowledgeNet



[Home](#) → [Resource Hubs](#) → [Employee Wellness Resources](#)

Employee Wellness Resources

At Avera, we care about our employees – mind, body and spirit. Your health and wellbeing are a top priority for Avera, so that you can find greater satisfaction in your role, and connect more closely to Avera's mission to make a positive impact.

View key resources just below and keep scrolling to read about accessing chaplaincy services, finding spiritual care and the stress first aid peer support program. You can also read about the [Be Healthy initiative](#) which encourages all of our employees to take steps toward a healthier life.

In this Section:

> Employee Wellness Resources

- Employee Assistance Program (EAP)
- LiveNOW Employee Well-being Program
- LIGHT Provider Wellness Program
- Balance Health Blog Articles
- Be Healthy Initiative



Employee Assistance Program

Confidential counseling sessions with a licensed mental health professional, at no cost to employees, spouses and eligible dependents. Call: [605-322-4069](#) or [800-527-9394](#).

[View EAP information](#)

LiveNOW

LiveNOW Program

Avera's employee well-being program, to support your physical, mental, spiritual, emotional and even financial health. Find out how to access the LiveNOW portal and more.

[Access LiveNOW tools](#)

LIGHT- Physician & Provider Wellness

Access support and tools to help providers reduce stress, optimize workflow, improve work-life balance and prevent burnout. Find contact information and more.

[View LIGHT resources](#)



Rollout & promotion





Road show

Audiences

- Roadshow: leadership groups & key stakeholders
- Users with administrative access
- Stakeholders with ownership in specific tools/platforms
- Colleagues who may field questions on new site – HR & IT
- Leaders
- All employees – KnowledgeNet, employee forums, daily huddle tool, emails

Timeframe

- Stakeholders: periodic touch points throughout project
- Other audiences: 1 month before launch

The screenshot displays the KnowledgeNet website interface. At the top, the 'KnowledgeNet' logo is on the left, and a search bar is on the right. Below the logo, a breadcrumb trail reads 'Home → News → A New Look for KnowledgeNet'. The main headline is 'A New Look for KnowledgeNet', dated 'Published on August 16, 2021'. The article text states: 'Avera's KnowledgeNet site will have a fresh new look starting Thursday, Aug. 19. Online platforms are continually evolving to meet the needs of their users, and KnowledgeNet is no exception.' It continues: 'One of the key additions on the new site is a searchable A-Z resource and tool list to help you quickly find what you need. You will also notice a new modern look and more dynamic content.' A sub-headline reads: 'Here's a sneak peek screenshot of the home page design:'. Below this is a smaller version of the KnowledgeNet homepage. This preview shows a left-hand navigation menu with items like 'Home', 'Resources & Tools', 'Mission Resources', 'IT Support', 'AUG & Clinical Resources', 'Human Resources', 'Education & Training', and 'Resource Hubs'. The main content area features a 'COVID-19 Vaccine' section with a photo of two healthcare workers and a call to 'Explore resources'. A right-hand sidebar lists various resources such as 'Access MyTime', 'Search Physicians', 'Go to LIT/ILM', 'Check Calendar/Media', 'View Daily Logins', 'Submit & View Care/Info', 'Access Avera Learning Center', 'View Specialty Services', 'View Special', 'Access Avera Chat', and 'Access Video Mail'. To the right of the main article, there is a separate section titled 'COVID Cases in Kids Are Rising: What to Know About Treatment' with a photo of a doctor examining a child. Below this is a green button labeled 'Health & Wellness Tips'.



Results

Results

- Feedback from employees and leadership has been positive
- Positive data and usage trends showing growth and increased engagement in key areas
- Renewed interest in site – requests for additions, overhauling content, etc.
- Dramatic increase in traffic to previous existing topical resources now in the Hubs area





Results

+173%

Increase in Resource & Tools traffic vs previous non-dynamic version of page

+10%

Increase in news story views

+77%

Increase in employee card interaction. +69% card sends

+5.4%

Increase in overall site page views



Questions?





Sign up for a Free Intranet UX Assessment

www.geonetric.com/intranet-ux

White paper

Selecting a Healthcare Intranet Platform *A Guide for Marketing & I.T.*

geonetric.com/selecting





Thanks for attending today's webinar!