Geonetric
Digital with care.

eHealthcare
STRATEGY & TRENDS

How to Build an Engaging, Effective Healthcare Intranet

Advisory Board

OCTOBER 18, 2021

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

Daily Briefing

KnowledgeNet

Search KnowledgeNet

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

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

COVID-19 drove clicks

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

Masks Required in Meetings and [illegible]

August 17, 2021

Effective Monday, Aug. 23, Avera will require masks in meetings and employee events regardless of [illegible] 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.

EMPLOYEE EDUCATION

Required OSHA Training Assigned

Education must be completed by August 31. Read more.

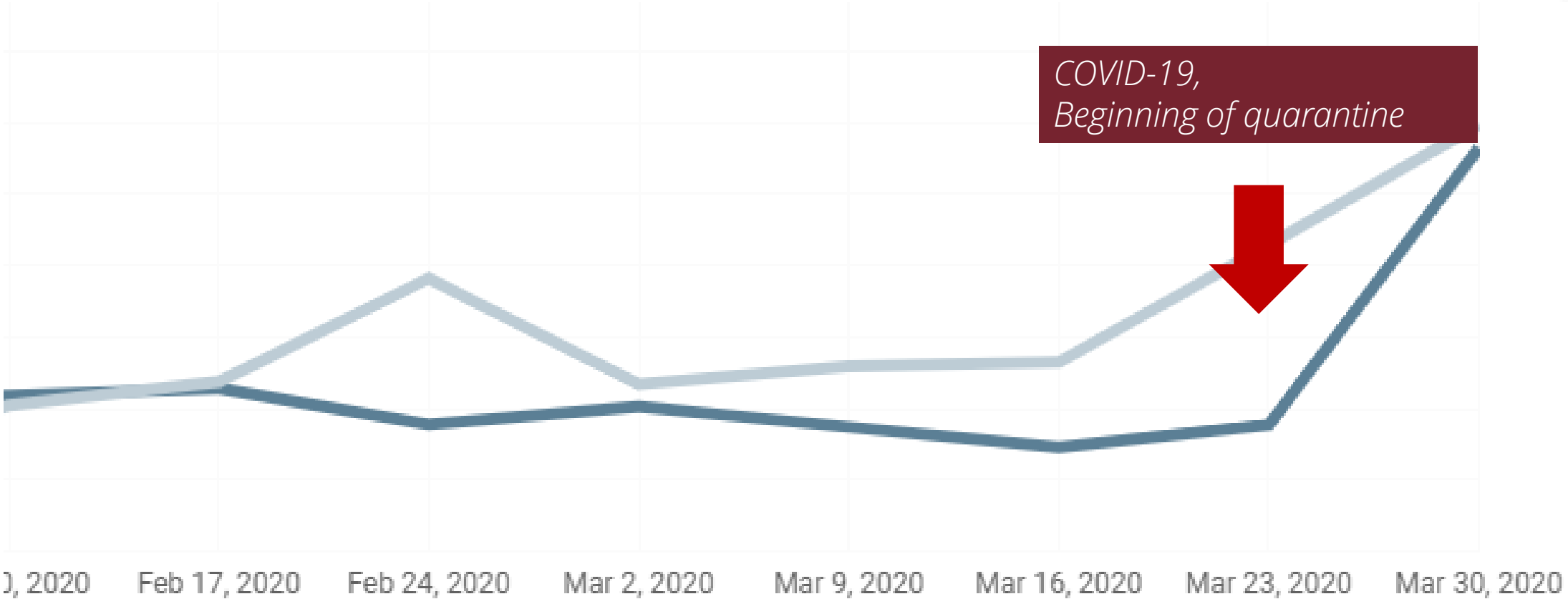
Your COVID-19 info began with…

- 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

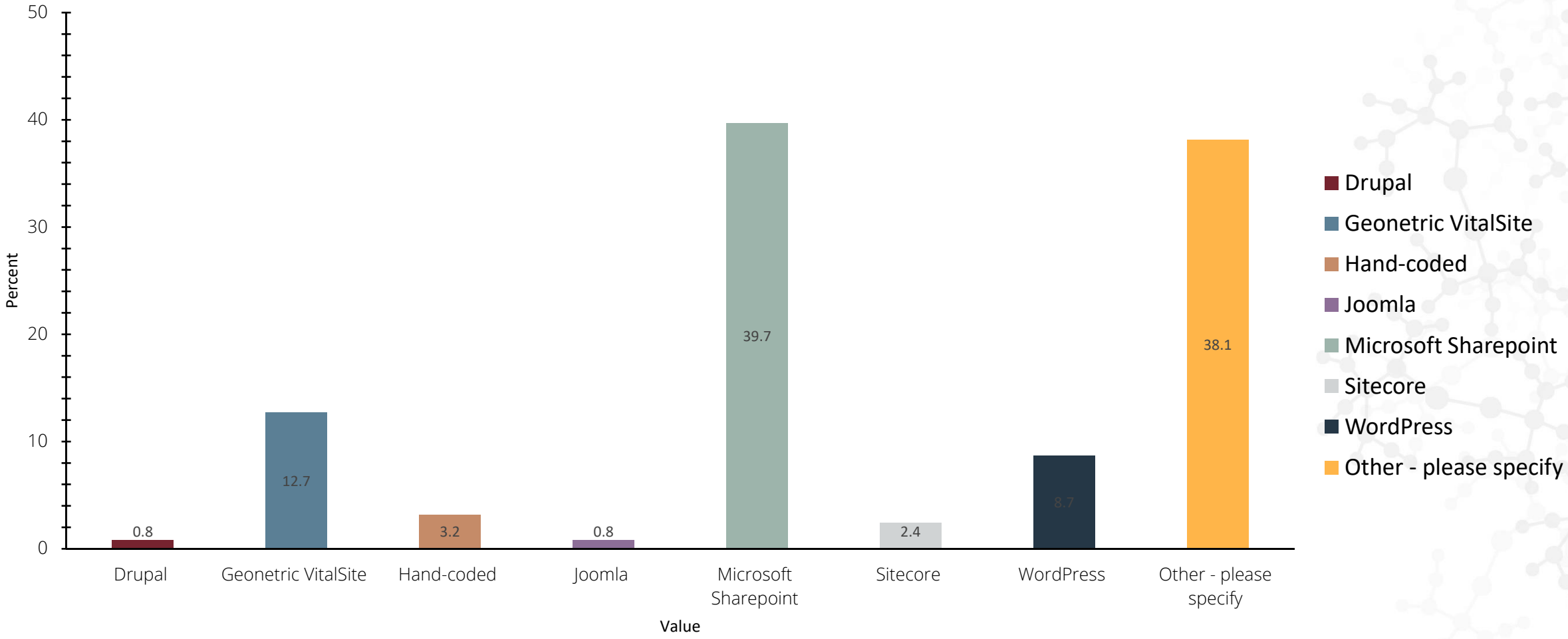
COVID-19 drove an increase in intranet traffic



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 Geonetric & eHealthcare Strategy & Trends Digital Marketing Survey

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)

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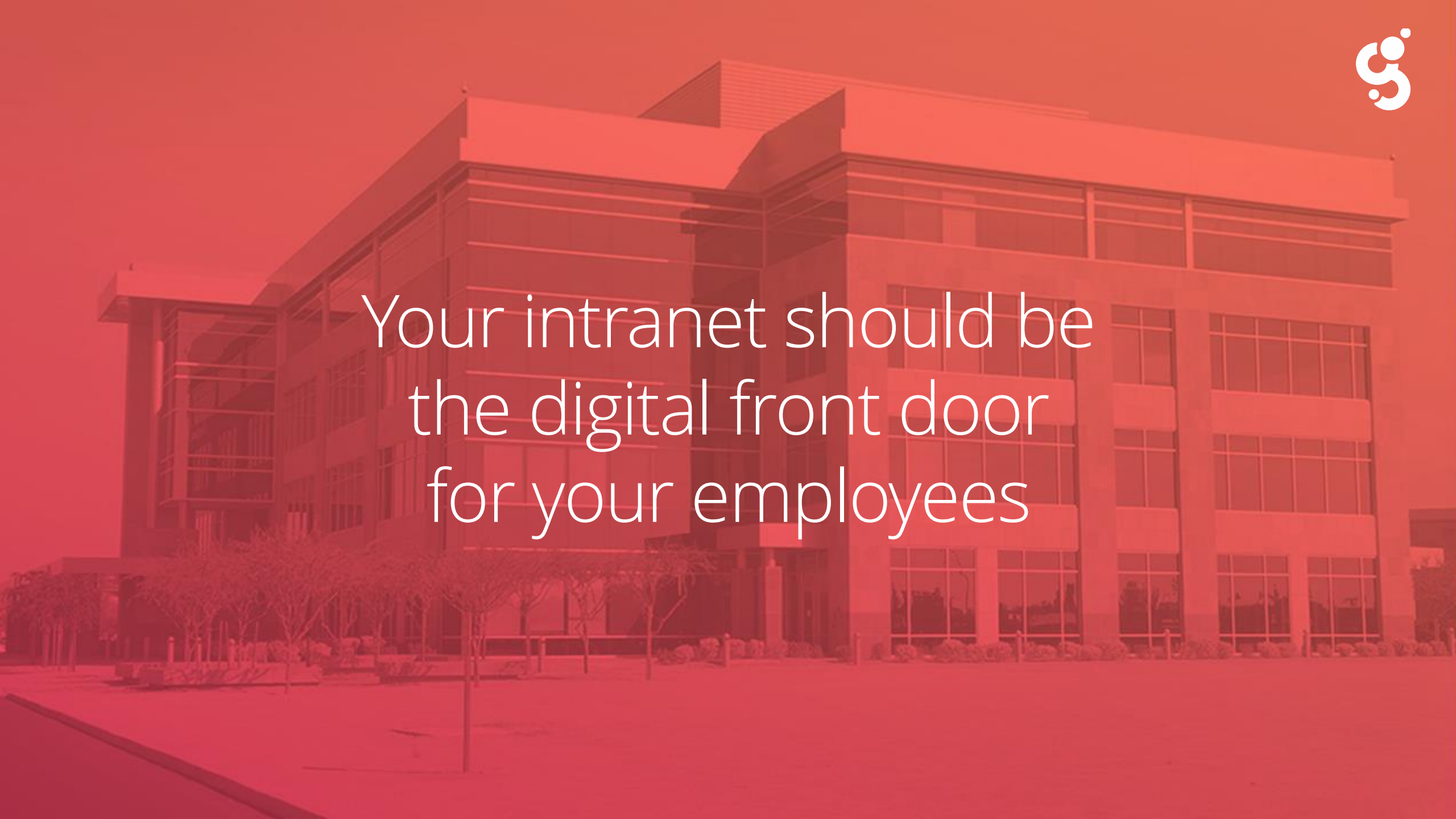
Intranet user expectations are *primarily influenced by external websites and popular apps.*

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

— Nielsen Norman Group

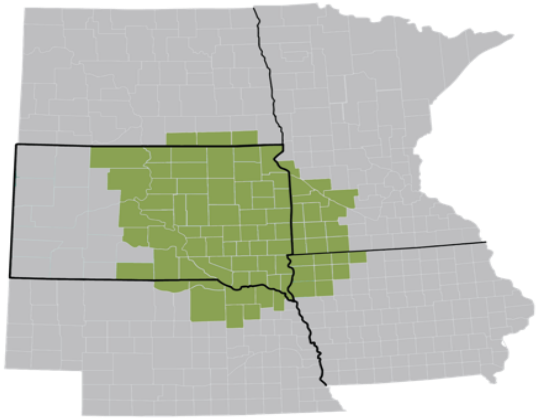
Source: Nielsen Norman Group: Intranet Usability Guidelines, 3rd Edition


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 IN 100 COMMUNITIES

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

FIVE-STATE REGION | 72,000 SQUARE MILES | 86 COUNTIES

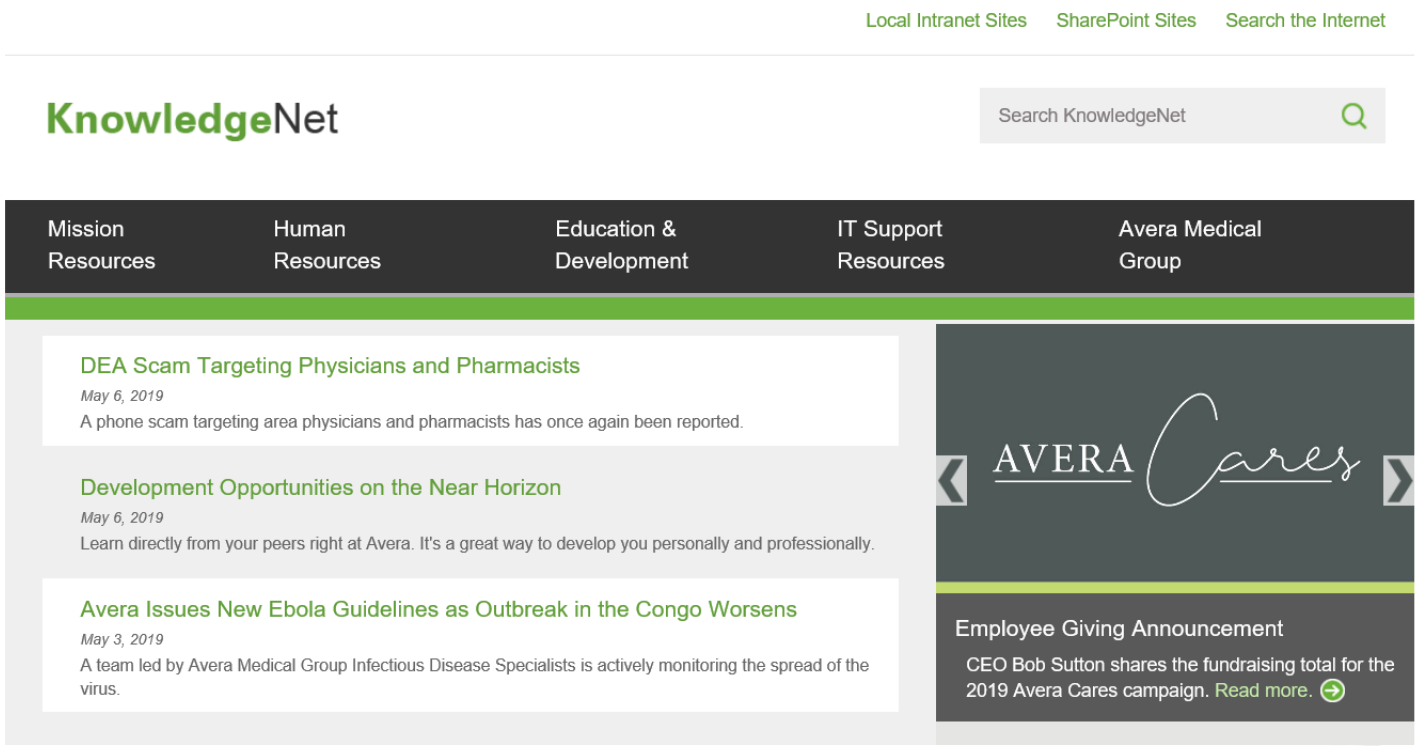
LARGEST FEMALE FOUNDED ORGANIZATION IN THE REGION

19,700 + EMPLOYEES AND PHYSICIANS

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



Governance and Oversite

- 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

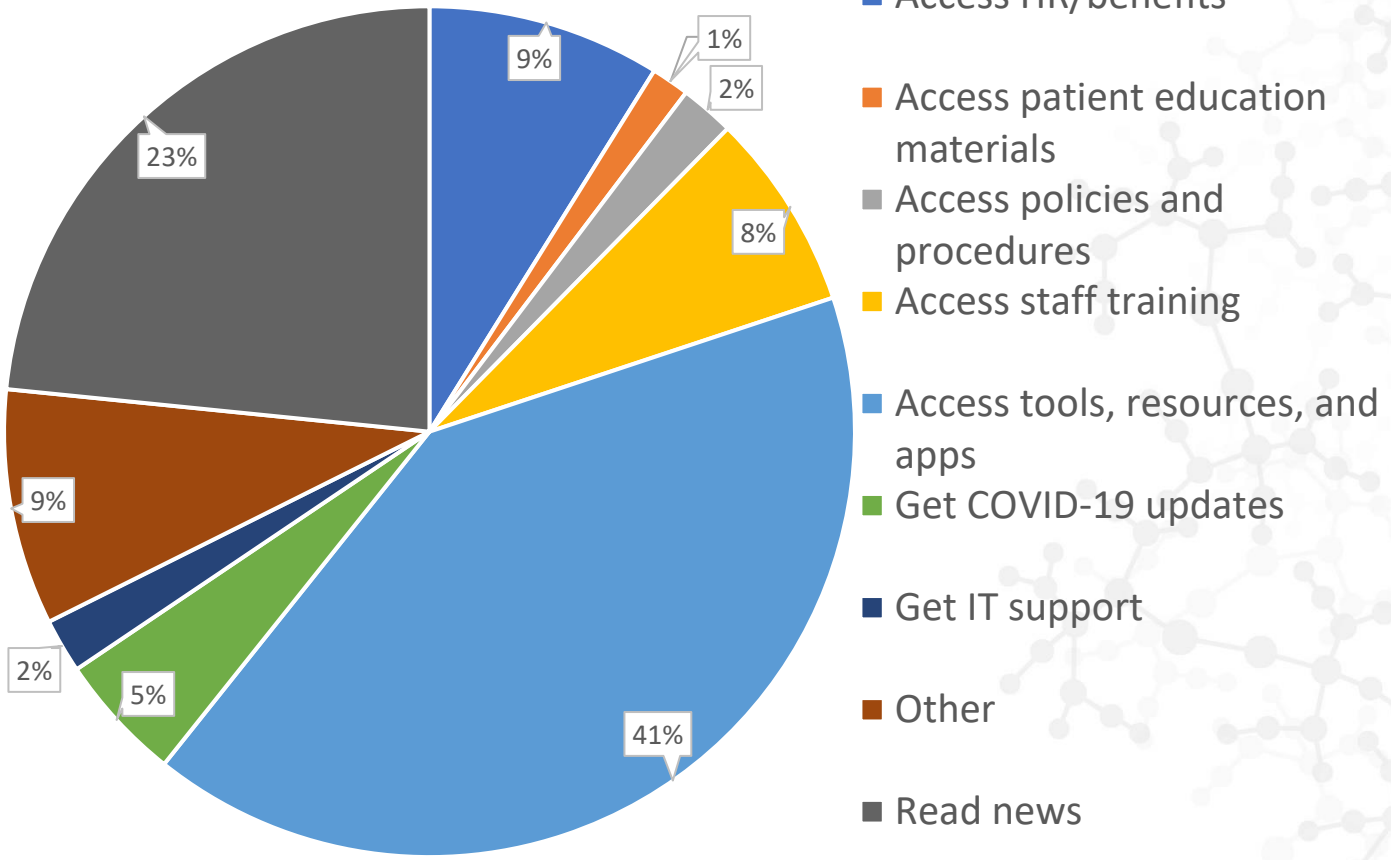
Goals of the Overhauled Intranet

- 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

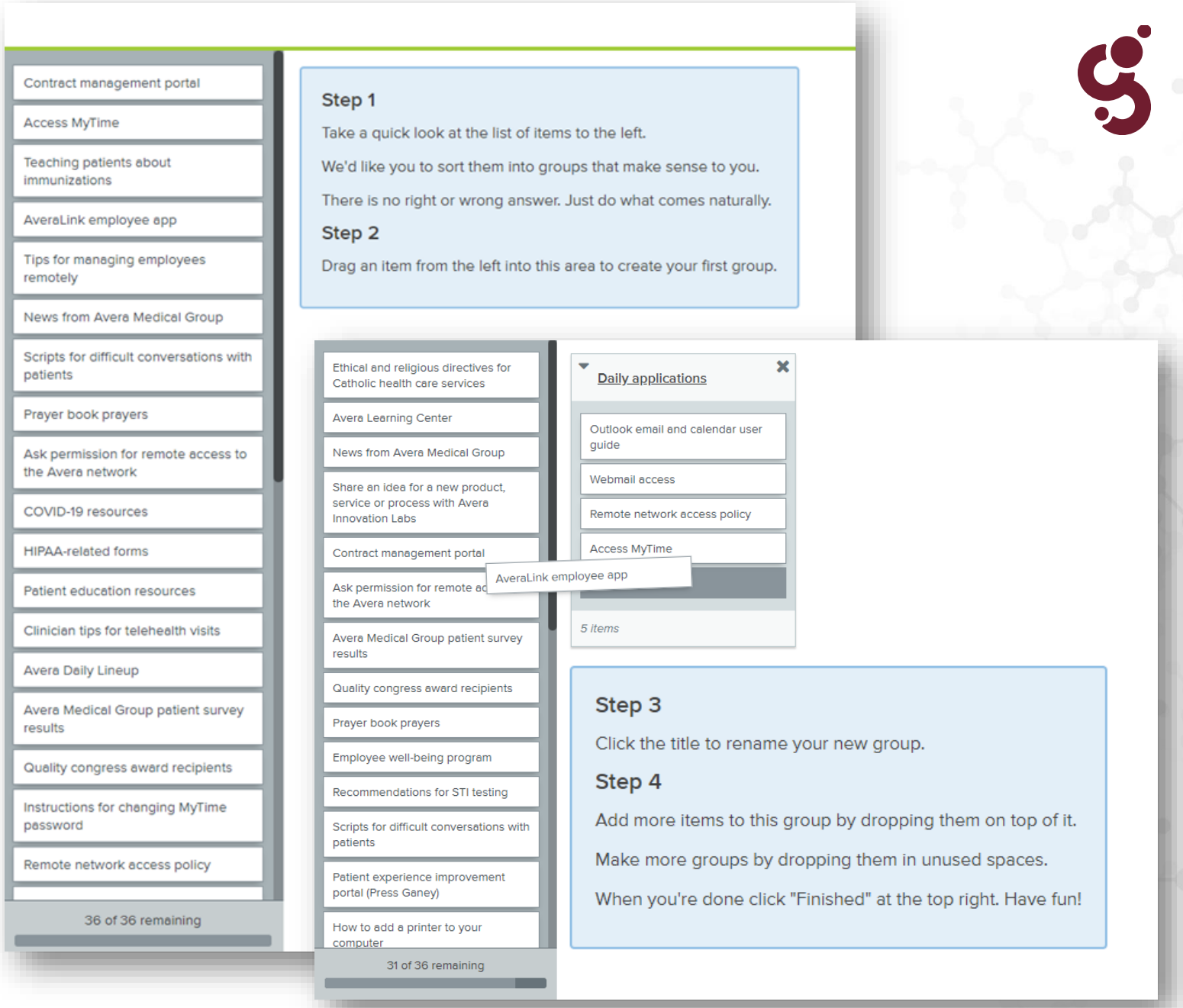
Employee Surveys

- 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

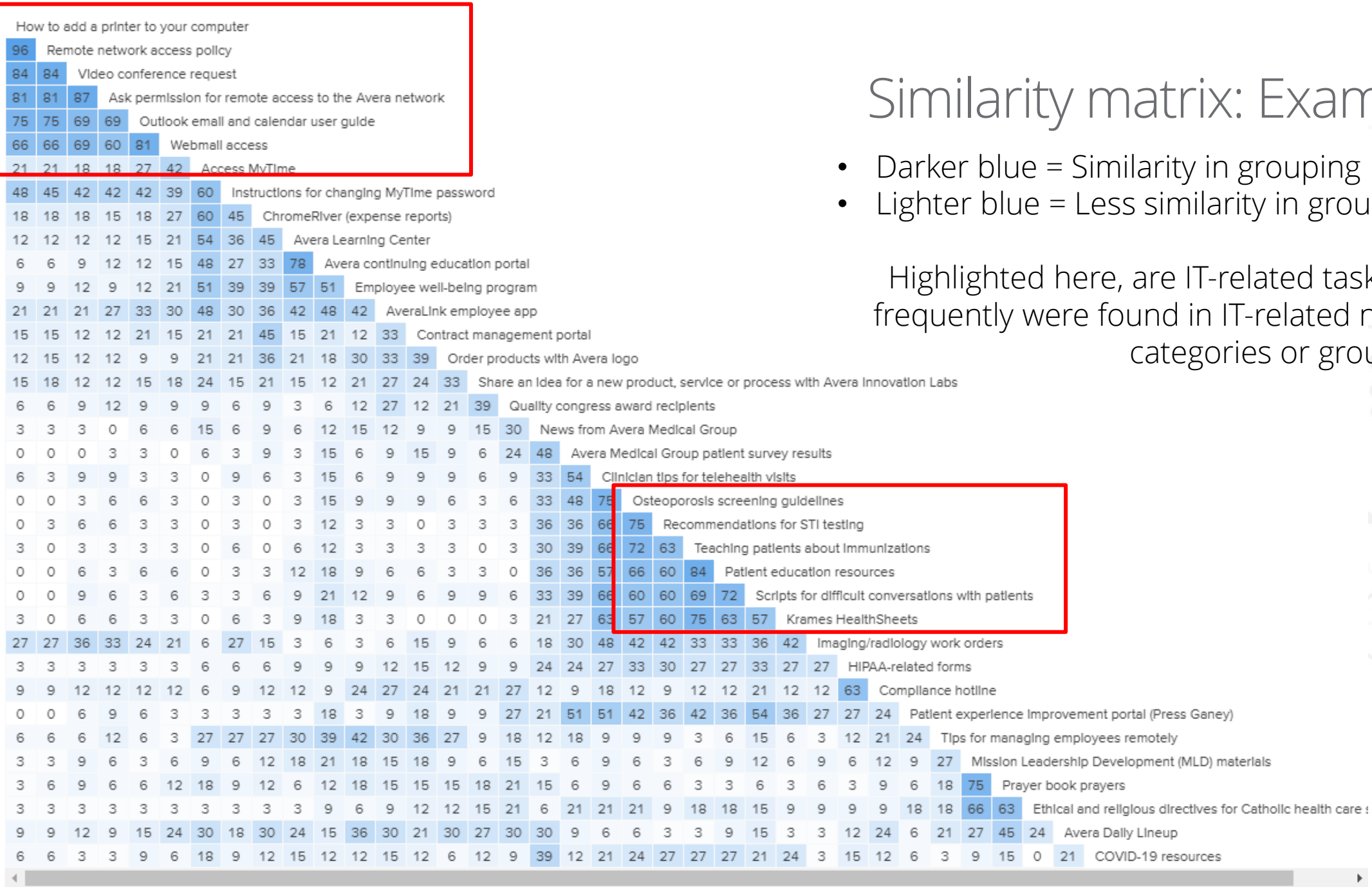
- 33 participants across various areas – nursing, technical, support, physicians
- Insight into where content should live in the structure
- Interactive experience online
  - Sent invite via email



Similarity matrix: Example

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

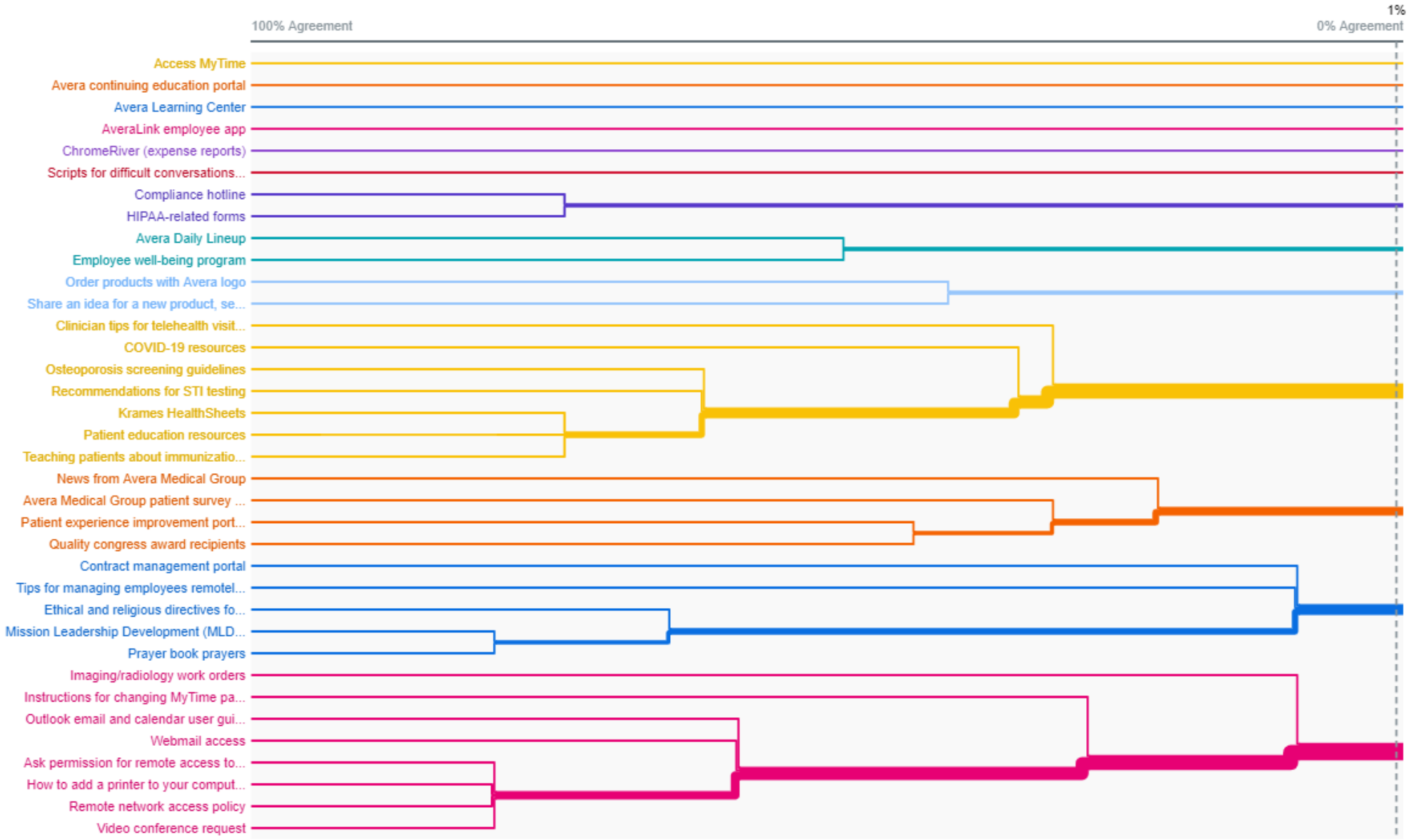
Highlighted here, are IT-related tasks that frequently were found in IT-related named categories or groupings



Dendogram: All participants

Actual agreement method

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



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

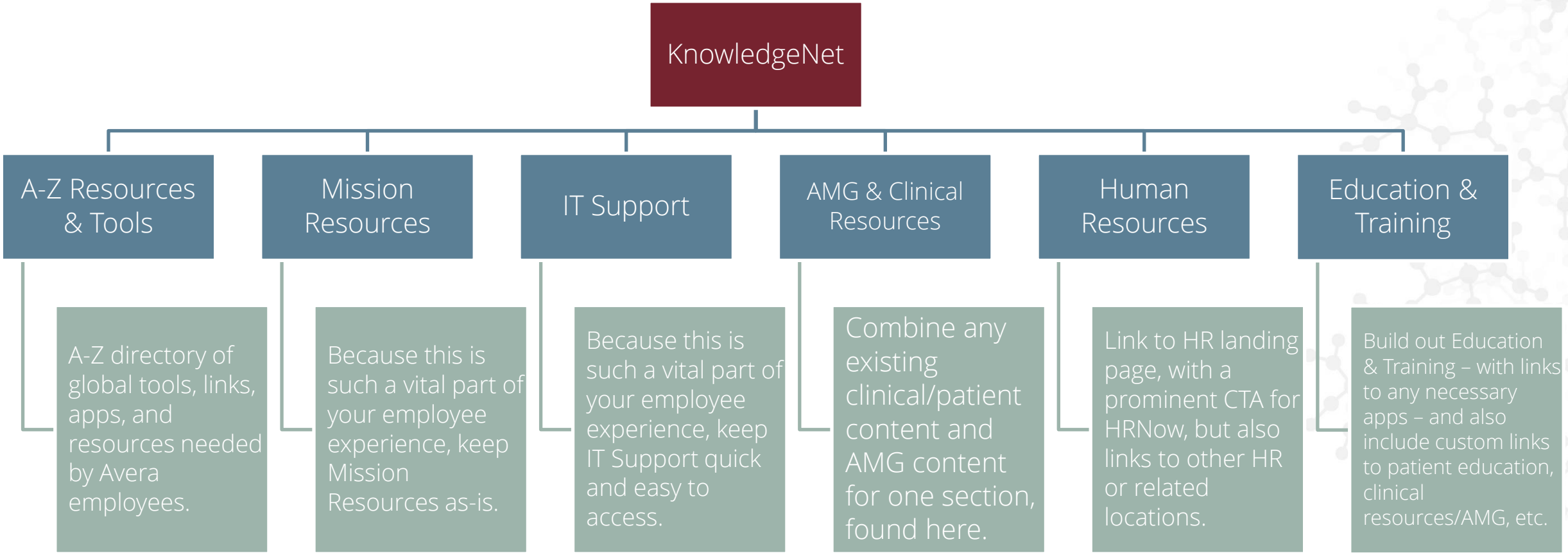
- Traffic analytics using our Intranet tracking software, ANGELFISH
  - Users reaching major service areas such as IT, HR and Education but sometimes exiting to search for specific tools or assumed-related items
- Focus on site search data
  - High volume of site searches for specific tools that didn't 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

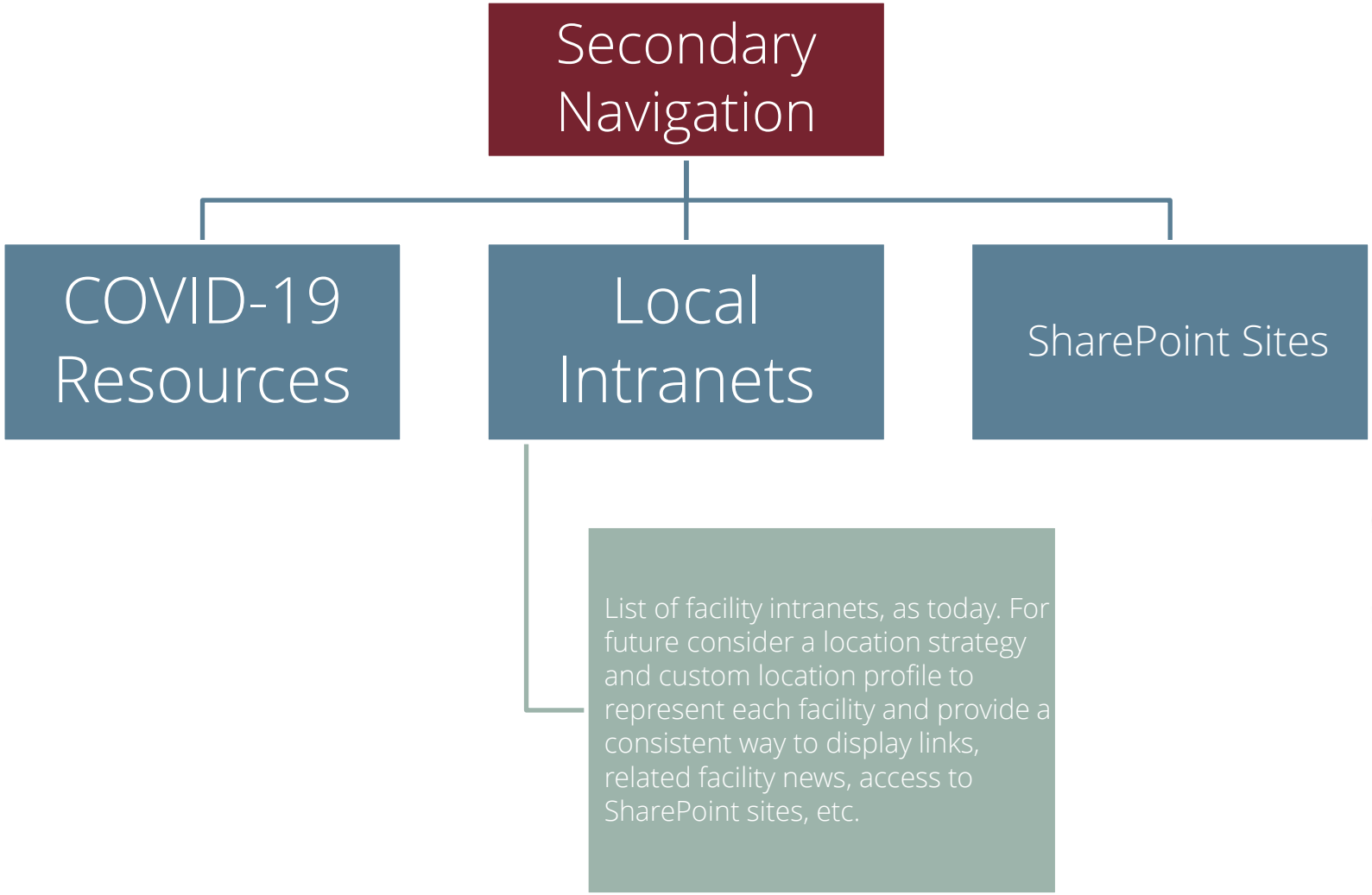
1. Users visit KnowledgeNet frequently and use it to find a variety of resources, native and off-site
2. Most users found value in tools and apps, news, topical resources areas (HR/benefits, educational materials, IT needs, etc.)
3. Users would like to see improvement with site search, navigation, links 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

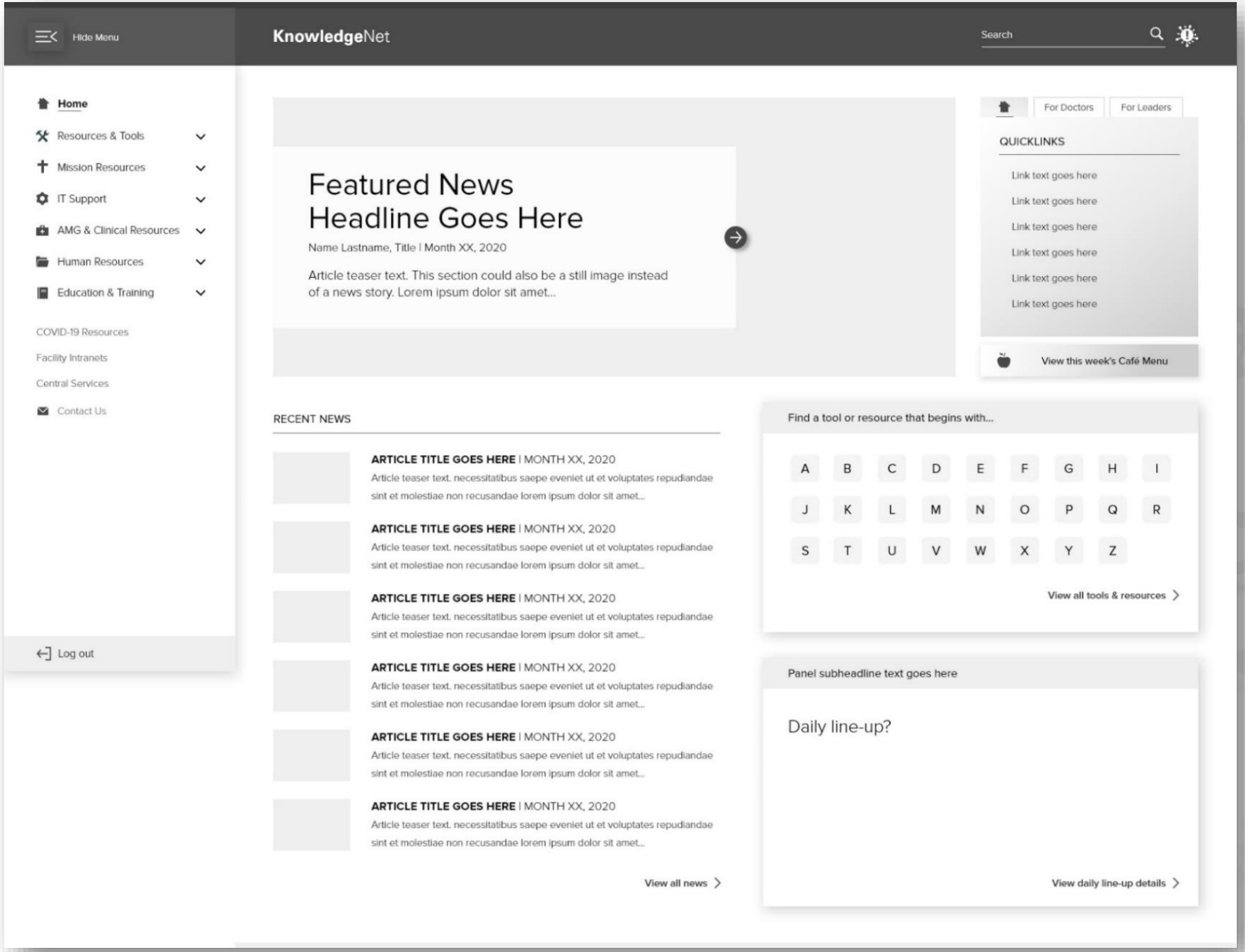
Avera KnowledgeNet Redesign: Proposed Navigation v3 (not final)



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...
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
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...
View all news
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

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

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.

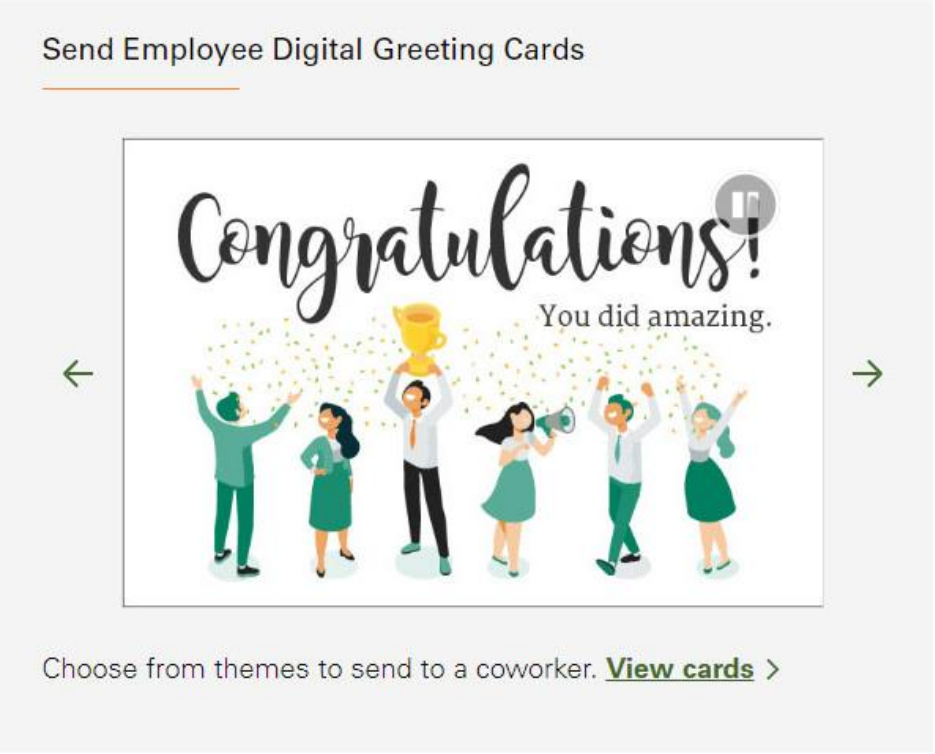
Avera Named Top Hospital for Cancer Care in South Dakota
August 20, 2021
Avera McKennan Hospital and University Health Center has been listed as the No. 1 hospital for cancer care in the state of South Dakota,

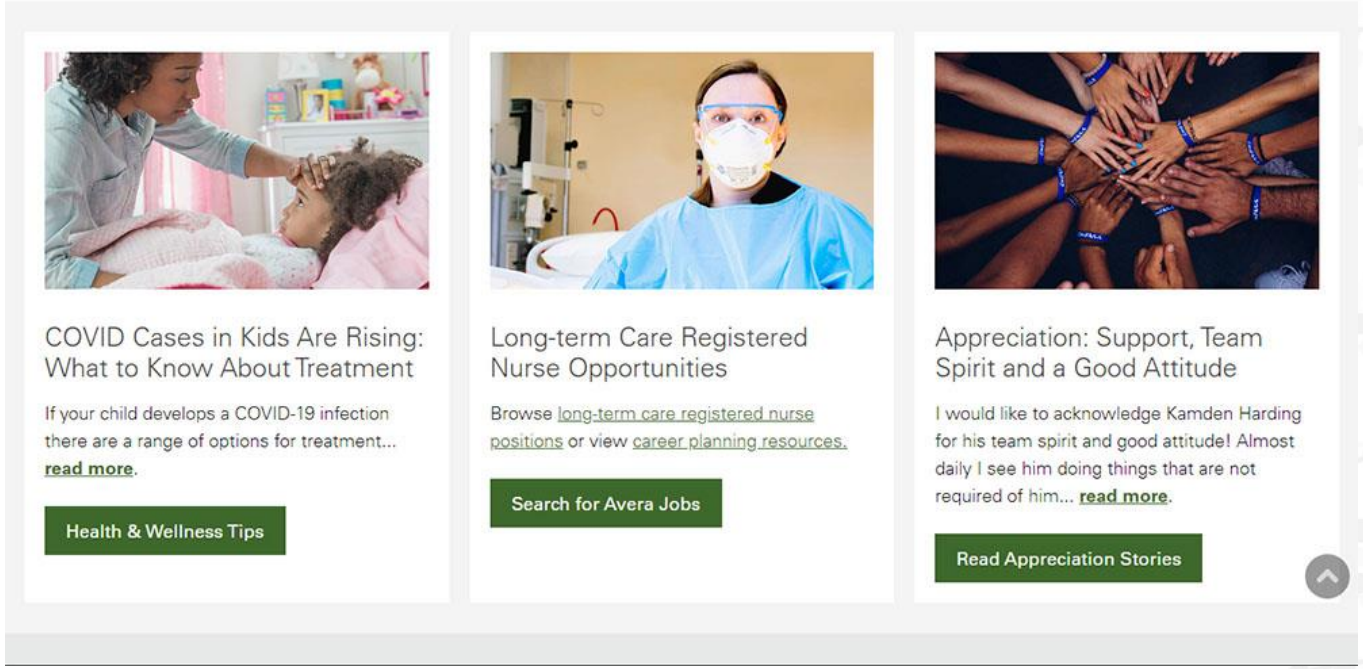
Find a tool or resource that begins with...

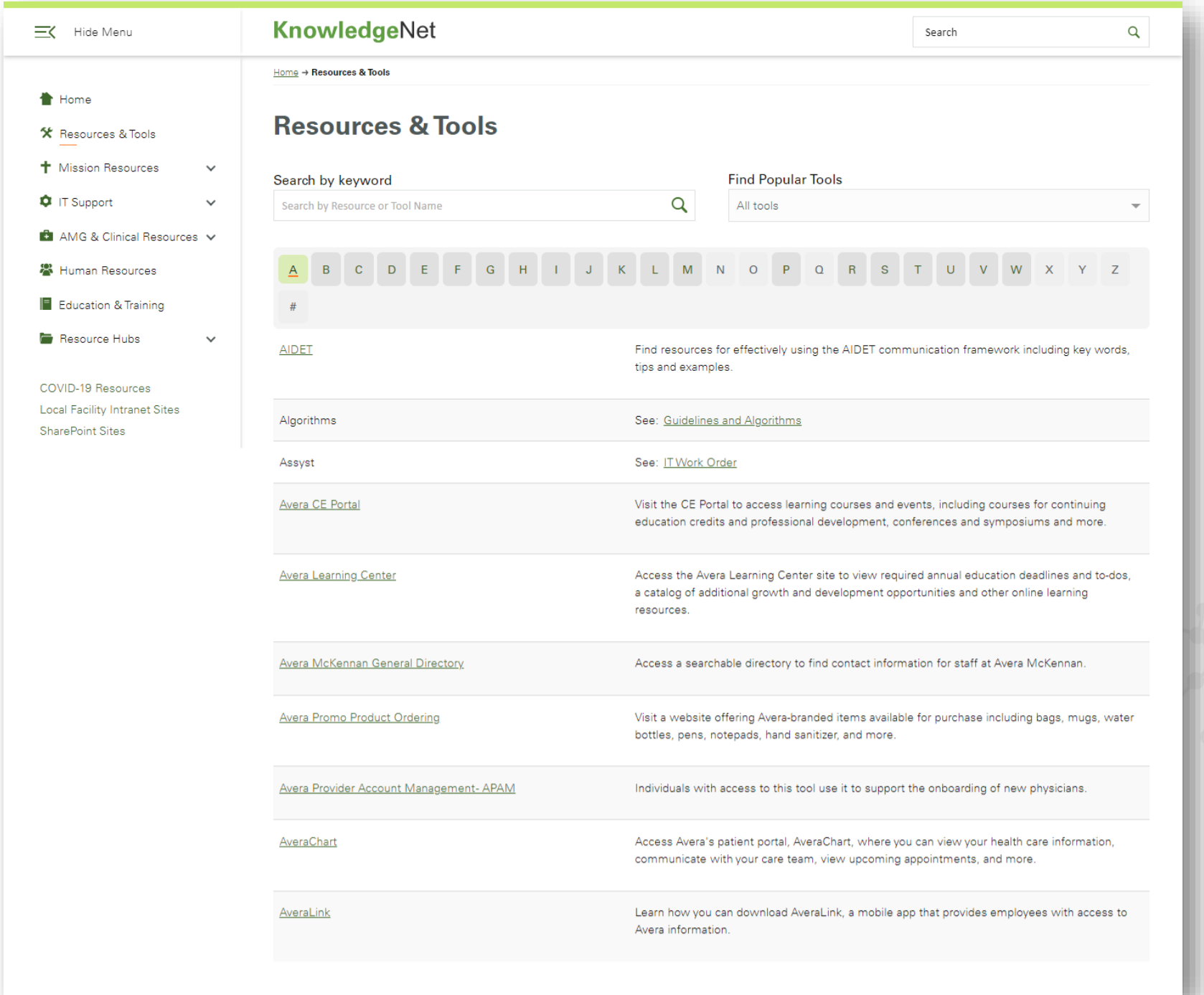
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

View all tools & resources >

Engagement-Focused Home Page Elements







geonetric.com

Area Landing Pages

KnowledgeNet

Search

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

Search

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

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

+77%

Increase in employee card interaction. +69% card sends

+10%

Increase in news story views

+5.4%

Increase in overall site page views

Questions?

Sign up for a Free

Intranet UX Assessment

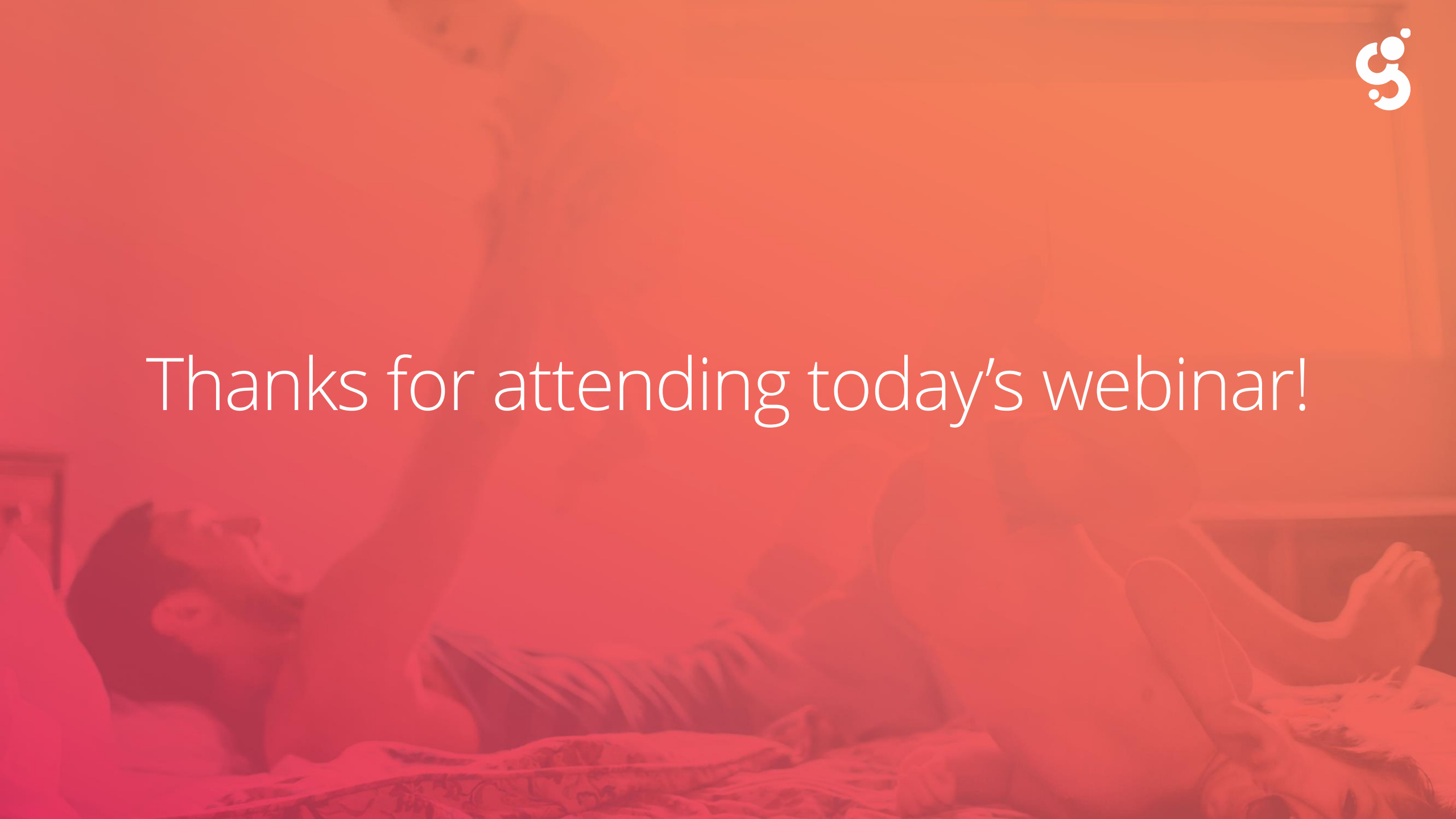
www.geonetric.com/intranet-ux

White paper

Selecting a Healthcare Intranet Platform

A Guide for Marketing & I.T.

geonetric.com/selecting


Thanks for attending today’s webinar!