How Providence streamlined employee communications to improve patient care and safety

How do you reach 120,000 frontline healthcare workers in 1,000+ locations across 7 states? How can you measure communications across your systems to ensure they're getting critical patient care and employee safety information? Providence was trying to address these challenges with Microsoft Outlook, SharePoint, Teams and various regional communications tools. Ensuring consistency across channels was difficult, compiling data on their reach was arduous, and there was no way to determine the impact of their efforts. Leadership knew this was not efficient for a complex healthcare organization—something that became clearer as COVID-19 changed daily operations.

By unifying their COVID-19 communications with SocialChorus and reaching workers on their preferred channels, Providence greatly increased employee engagement to foster company-wide alignment around their pandemic response.

8X
INCREASE IN CAREGIVER ENGAGEMENT

25%
INCREASE IN MANAGER ENGAGEMENT

4X
INCREASE IN EMPLOYEE USERS IN 1 WEEK

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UNIFYING COMMUNICATIONS WITH SOCIALCHORUS

Providence turned to SocialChorus as a way to centralize communications, reach every worker on their preferred communication channel and measure response across their organization—critical for an industry like healthcare where workers must mobilize quickly. The company chose the platform because it integrates seamlessly with Microsoft and other key elements of their tech stack. It also provides easy information access for their frontline caregivers, enabling the company's rapid response to COVID-19.

Consolidating systems to improve outcomes

SocialChorus quickly became the company's central platform for communications, allowing communicators to create one set of content and publish it to every channel and endpoint the organization uses. This ensures key messages are communicated consistently to workers, and saves time versus using multiple tools for regional emails and intranet updates.

"SocialChorus' single-publishing platform allows us to publish out to 120,000 employees across 7 states, run targeted campaigns, get important communications out to people where and how they want to consume it—SharePoint, email, mobile, etc. It was a blessing for us to have this tool in place prior to the pandemic."

OREST HOLUBEC
Chief Communications Officer | Providence

Providence was also able to streamline their communications stack with SocialChorus, reducing costs and complexity. The organization was able to retire 1 of their previous communication tools, with plans to migrate 2 more to SocialChorus later this year.

Using SocialChorus as a central mission control helps Providence ensure consistency of information. Communicators at headquarters and regional hubs create content and target it to the company's many different audiences, including executives, a group of 8,000 core leaders, and the entire 120,000 caregiver organization. This allows the information to come from leaders recognized by employees, yet keeps it aligned with the company's messaging.

Integrating with Microsoft is key

Providence is able to reach their widely dispersed workforce on every digital channel, including Outlook email, the SocialChorus app, SharePoint and Microsoft Teams. Two key platform features make this possible: Microsoft integrations and content amplifiers.

SocialChorus sits on top of the company's existing enterprise stack and integrates seamlessly with every endpoint in the Microsoft productivity suite. Content amplifiers allow the communication team to automatically syndicate information to SharePoint and Teams, ultimately doing away with redundant manual updates.

With a distributed workforce that is both behind a desk and on the front lines, it's important to reach workers on the digital channel that's most convenient for them. On-the-go employees like doctors and nurses can get important news through the SocialChorus mobile app, while the company's SharePoint gives both frontline and wired healthcare workers a central information hub they know is always up to date.
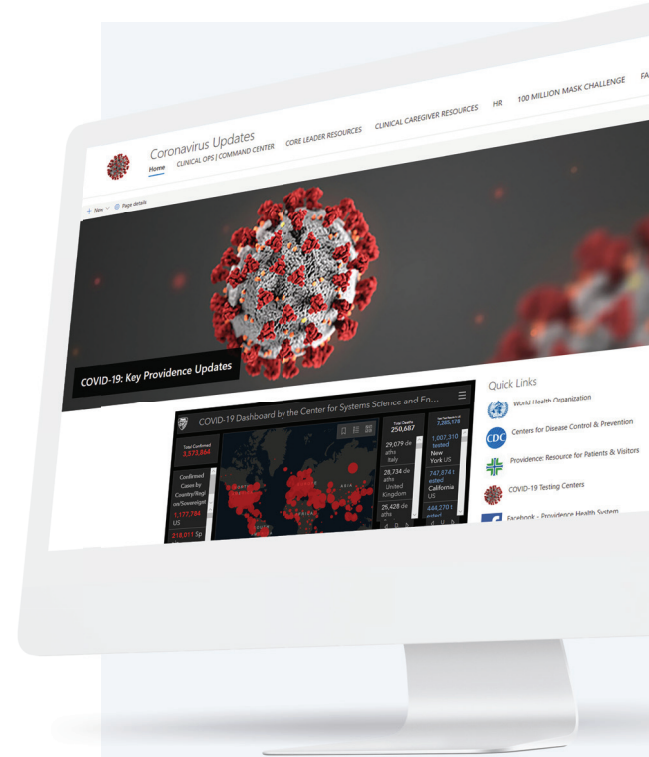
**435,000 SHAREPOINT HITS IN 6 WEEKS AROUND COVID-19**

"The integration that SocialChorus has with the Microsoft tool stack is pretty remarkable. We have definitely seen the synergy between the two with the ability to amplify or push content to SharePoint online or Teams. And SocialChorus allows us to refresh content across all systems in real time. It saves us time and allows us to do our jobs much more efficiently...which, during times of extreme change, is really, really critical."

PRESTON SMITH
Director of Communications | Providence

Making a measurable impact on engagement

Prior to using SocialChorus, it was difficult and time-consuming for Providence to gather data on the efficacy of their communications. The organization's communications team had to pull data from 5 different tools and compile it manually to create reports and gain insights.

With Analyze from SocialChorus, the company was able to unify analytics for COVID-19 messaging into a single dashboard, so they can view employee response to their messaging across all the segments of their worker population. Business leaders can instantly pull reports to determine the operational impact of their communications.
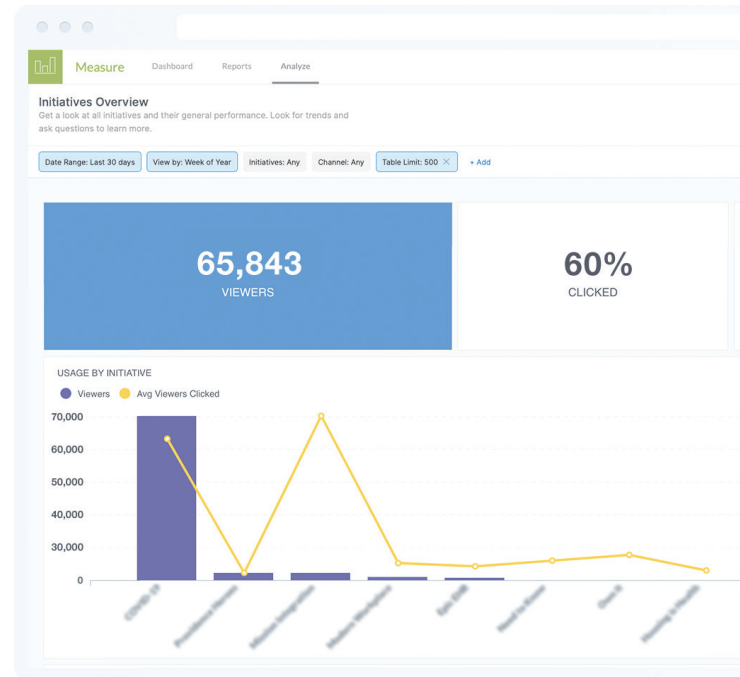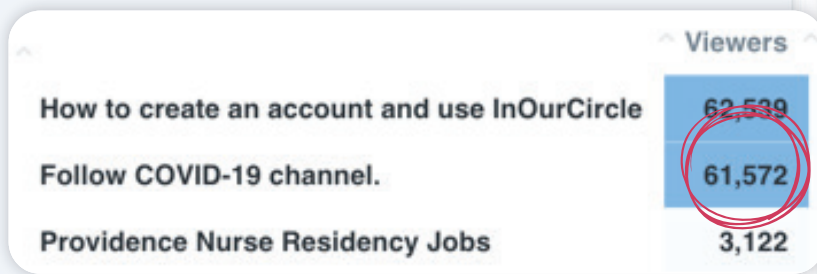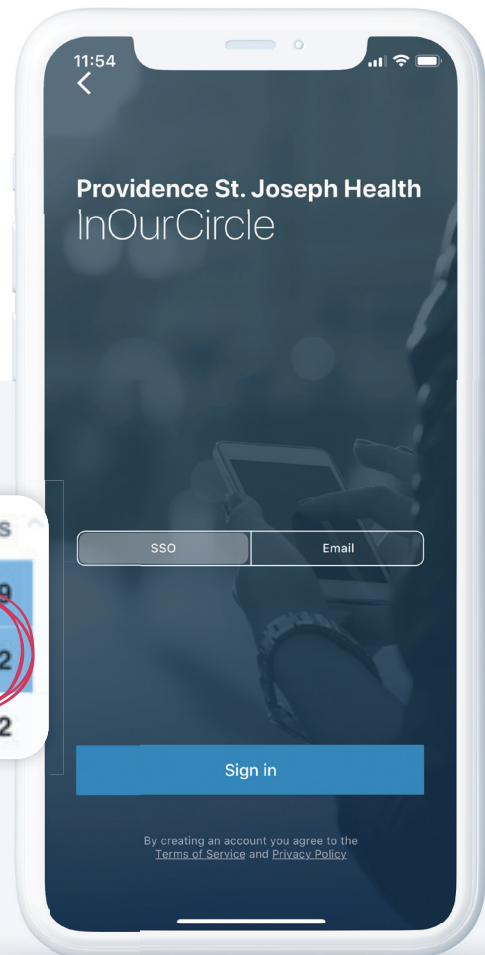

UNIFIED ANALYTICS WITH
SOCIALCHORUS ANALYZE

"The combination of SocialChorus with Office 365 allows our comms team and functional leaders to publish, target and streamline delivery of content and information to all caregivers—across our Microsoft endpoints. Plus, the analytics give us the ability to show how communications are driving our strategic initiatives, including our digital transformation."

B.J. MOORE
Executive Vice President and CIO | Providence

Responding rapidly in a crisis

Providence was just getting ready for a company-wide rollout of SocialChorus in early 2020 when COVID-19 hit. The organization quickly pivoted their communications campaign to focus on giving caregivers up-to-the-minute information on the outbreak and care protocols.

Providence released daily news from leadership at headquarters, and sent out updates from regional leaders three times a week. By tagging these communications as part of their COVID-19 initiative, they were able to track response and ensure caregivers were getting key crisis information.

	Viewers
How to create an account and use InOurCircle	62,539
Follow COVID-19 channel.	61,572
Providence Nurse Residency Jobs	3,122

PROVIDENCE HAD A DRAMATIC SPIKE IN CONTENT VIEWS DURING COVID-19

11:54

Providence St. Joseph Health
InOurCircle

SSO   Email

Sign in

By creating an account you agree to the
Terms of Service and Privacy Policy

Critical operations call for a mobilized workforce

By unifying their COVID-19 communications into a centralized mission control, Providence has enhanced the organizational agility needed to care for more patients, improve employee safety and save lives. Business leaders and communicators are gaining more time to focus on their strategies, and more visibility into whether those strategies are working. This has helped the company be more nimble in response to the COVID-19 pandemic, and the lessons learned will be brought to all day-to-day healthcare operations going forward.

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Learn how SocialChorus can help your company respond rapidly during a crisis and day-to-day. Contact us for a free demo.

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