

County hospital improves communication with Netpresenter

Franklin County Medical Center (FCMC) is a county hospital in Idaho with 215 employees; a small hospital, but of significant regional importance. Fall 2006, the hospital started working with Netpresenter on all computers.

“Looking back, it was well worth the investment”

“At the time some people considered it an unnecessary novelty. Looking back however, it was well worth the investment. It really did improve our communication”, says Trish Checketts, Development Director at FCMC, who managed the project.



“Effective internal communication is a constant challenge in any hospital. The majority of the staff, physicians, nurses and other clinical staff, works in shifts, twenty-four hours a day, seven days a week. It is hard to reach this audience quickly, efficiently, and easily. We mainly used e-mail and paper memo’s, but were never sure these were actually read. We chose to work with Netpresenter because it helps to improve internal communication. Before Netpresenter we only had a small magazine employees received with their paychecks. This was nice, but completely inadequate if it came to communicating vital information on our organization.”

“Since we use Netpresenter I know for sure that people read our messages”

“Nobody likes changes, especially not if these mean you have to remove your family pictures from your screensaver. So we had some initial resistance from employees who missed their personal screensaver. Once they got used to the Netpresenter screensaver, and very importantly, also saw the benefits of it, employees became more receptive,” says Checketts.

“Since we use Netpresenter, I know for sure that people read our messages. Simply because they complain about the information, or tell us that a particular piece of information is outdated. But also because the internal communication really has improved. Employees feel and are better informed. Furthermore, we see an increased participation in our wellness program, which is announced at Netpresenter, as well as other events and system wide news. More and more department managers ask us to put information on Netpresenter. And we are currently succeeding quite well in keeping everything up to date. So I am convinced that it was well worth the investment and the start-up problems we ran into.”



Overall, the hospital is pleased with Netpresenter. “Implementation of the new software at the hospital took little time and effort. We first tested it on three computers before introducing it on our network environment. That all worked very well.

The only thing I, as a computer illiterate, struggled with was working with the software. It took some time before I felt confident using it. Thanks to a great customer service team at Netpresenter.”

“Well informed employees, are the best ambassadors we can have”

Another reason why a constant good and clear communication is of vital importance to FCMC, is that the hospital is government owned. This means that in fact the county, the people who live in the area, decide in which direction the hospital is heading. “We desperately need a new hospital building, but that’s not completely our call. The community plays an important role, as they eventually vote for it. There is a short direct line between the voters and the hospital; a new building means higher taxes. So it is very important that the employees are kept well informed about the plans, and the pros and cons of a new building. They talk about it at home, at family parties and other events. Well informed employees are the best ambassadors we can have. And Netpresenter keeps them well informed.”

Franklin County Medical Center

www.fcmc.org

Sector

Healthcare

Challenge

Communicate internal news fast, targeted and efficiently to all employees.

Solution

Interactive screensaver technology by Netpresenter was implemented on all computers in the hospital.

Benefits

Employees are better informed. Because they feel more involved, they are better ambassadors for the organization.



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