"An immediate feel good effect"

The best way to improve staff moral and cohesion? "Improve internal communications", according to The Brooklyn Hospital Center. The Brooklyn-based hospital implemented Netpresenter software to manage internal news centrally, published on almost 1,000 staff PCs (as a screensaver) and several large TV screens, continuously keeping staff members up-to-date. Visitors and patients are kept informed using a dozen TV screens in public areas such as the cafeteria. The same system is used to alert all instantly in the case of an emergency.

"Huge effect on building a sense of community"

"We were looking for a way to further improve staff moral and cohesion. Our CEO suggested we look at Netpresenter as he had seen what this software could do in the past" said Eric Sommer, senior writer & editor at The Brooklyn Hospital Center. "And he was right. Since implementation Netpresenter has had a huge effect on improving employee satisfaction, moral and on building a sense of community."

He continues: "To give you an example: when a team does something noteworthy, the so-called 'small victories', I go by, take a picture, go back to my office and put the news and the picture on Netpresenter. The team knows everyone on staff will know about their achievement. This makes the team feel appreciated. No other tool I know has this immediate 'Boom, make them feel good' effect. And it takes little time to put a message on – whether it is text, a photo or even a video. That makes Netpresenter a very powerful tool."

"The best ROI of all the tools we use"

"We also use a newsletter, an intranet and brochures to communicate with staff members, but – looking at the time it takes to get a message out, compared to the positive effect on staff moral and staff cohesion – Netpresenter definitely has the best ROI of all the tools we use," Sommer explains.

The Brooklyn Hospital Center also uses Netpresenter software to inform visitors and patients using multiple TV screens. "Netpresenter is a great tool for informing the public as well. It is more difficult to get a good understanding of just how big the impact is, but our patients and visitors are always complementing us on Netpresenter," Sommer explains.
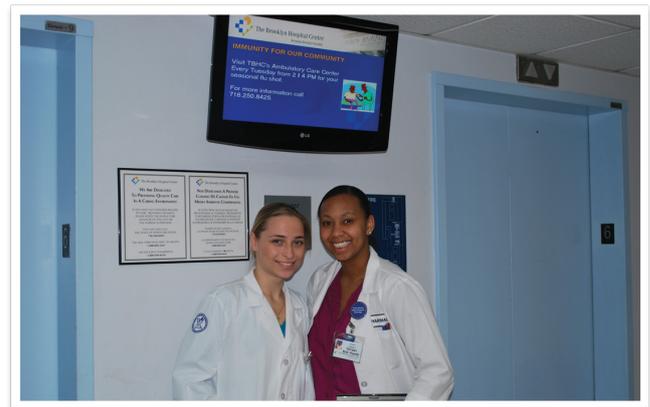
"Tying all different internal media together"

Not all personnel working at The Brooklyn Hospital Center has a computer at home and not all staff uses a computer at the hospital. Therefore some staff members rely on the TV screens for relevant news.

"Netpresenter is used to tie all the different media used for internal communication together. It helps for example to direct people to articles in the print newsletter and on our intranet. Messages on the big screens and on PC screensavers prompt personnel to acces the intranet or read the newsletter by giving them a taste of what they can find there. This helps drive people to our intranet and ensures they read the newsletter," says Sommer.

He continues: "Everyone working in internal communications knows how difficult it is to get people to visit the intranet. Most employees only look on the intranet if they have a specific reason; not on a regular basis. So I give them a reason to visit the intranet more regularly. For example , if we have an event, I take lots of pictures. I then put one picture on Netpresenter and refer staff to the intranet if they want to ➔

see more photos. All staff members have to do is click on a link. Alternatively I congratulate a physician with an article in the local press, and put a copy of this article on the intranet or in the newsletter. I also have a blog on the intranet and prompting people via Netpresenter helps to get more people to read this blog."

"Targeted news for staff, patients and visitors"

At The Brooklyn Hospital Center all screens aimed at the public display the same content, but the screens aimed at staff are more targeted. "Only in the cafeteria the screens display a combination of public and staff news, because it is a mixed-use location," Sommer explains.

All together, the hospital has eight different channels; one public channel and seven staff channels. This includes an overall channel with general news, an administration channel with general, but more non-medical topics, a healthcare channel, an education channel (as The Brooklyn Hospital Center is a teaching hospital), a Human Resources channel (focused on news regarding improving patient satisfaction, quality of service, information on benefits and so on), a channel with compliance news and an IT news channel (includes topics such as electronic medical records).

"We have multiple content publishers for these channels. For example the compliance officer adds messages on compliance and the IT department on IT issues," states Sommer.

"It is easy to see why staff loves Netpresenter"

"Our staff loves the system and often sends in suggestions for news items. I receive about 4 to 5 requests a week for a story on Netpresenter. It is easy to see why Netpresenter is so popular as everyone wants to be recognized for work well done. Netpresenter gives them that chance."

"In the future, we plan to use Netpresenter for emergency notifications as well. Luckily, we have not had any 'stop and hold everything that you are doing'-kind-of-emergencies since we implemented Netpresenter. Which is good news of course. But it is important to be prepared."

The Brooklyn Hospital Center

The Brooklyn Hospital Center started treating patients in 1847. Nowadays it services 1.2 million people in the borough of Brooklyn, New York City. The hospital has 2,900 employees.

www.tbh.org

Sector

Healthcare.

Challenge

Further improve staff moral and staff cohesion. Keep personnel, visitors and patients continuously well-informed.

Solution

- Use 1,000 staff PCs and dozens of large TV screens to keep staff, visitors and patients informed;

- Messages targeted to the recipient;

- Bring to the spotlight when a team does something noteworthy, ensuring teams feel appreciated.

Benefits

- Netpresenter has really had a huge effect on improving employee satisfaction and moral and build a sense of community;

- All different media used for internal communication now enhance each other. Netpresenter helps, for example, drive traffic to the intranet;

- It takes very little time to put a message on;

- Same solution is used to further improve the hospital's emergency communication plan.