



StaffConnect

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As the largest health organisation in Wales, Betsi Cadwaladr University Health Board (BCUHB) delivers a full range of primary, community, mental health, and acute hospital services via three main hospitals, along with a network of 38 different community hospitals, health centres, clinics, offices, mental health units, and community team bases.

The publically funded organisation also coordinates the work of 109 GP practices and NHS services provided by dentists, opticians, and pharmacists in North Wales. In total, BCUHB's workforce of approximately 17,000 employees provides healthcare to more than 760,000 people across all six counties in North Wales.

To serve the organisation's purpose of improving health and delivering excellent care for all, the Health Board and its members are charged with devising a strategy that's responsive for the health needs of the local population.

To that end, BCUHB has a three-part vision: improving health with a focus on society's most vulnerable; developing an integrated health service that provides excellent care delivered in partnership with the public and other third-sector organisations; and developing the staff to equip all employees, regardless of their location or role, with the right skills in a research-rich learning culture.





The organisation's vital mission in serving the healthcare needs of patients in Wales—plus the communication, training, and development needs of staff working across BCUHB's entire network of hospital and health organisations—surfaced two key priorities.

Information and company updates were historically shared via an emailed newsletter intended for all staff, which many could not receive, since email is not always accessible to deskless employees.

The first was to be able to easily communicate the Health Board's mission to all employees across its various locations in real-time. They additionally wanted a way to share other information including success stories, care standards, and employee recognition among their diverse workforce of thousands of dispersed employees working in multiple communities.

Hospitals and other healthcare groups rely on not just workers onsite, but also on those out in the field, including nurses, kitchen and maintenance staff, engineers, occupational therapists, and others in clinical roles. Many of the staff in BCUHB's distributed network had no access to a desktop or laptop computer. The organisation's second priority was to find a solution that could consolidate internal communication into one digital platform, replacing email, which had been their primary channel for internal communication for frontline NHS workers in North Wales.



Values

The organisation values the key principle of reducing health inequities, striving to make good healthcare available to all, regardless of wealth.



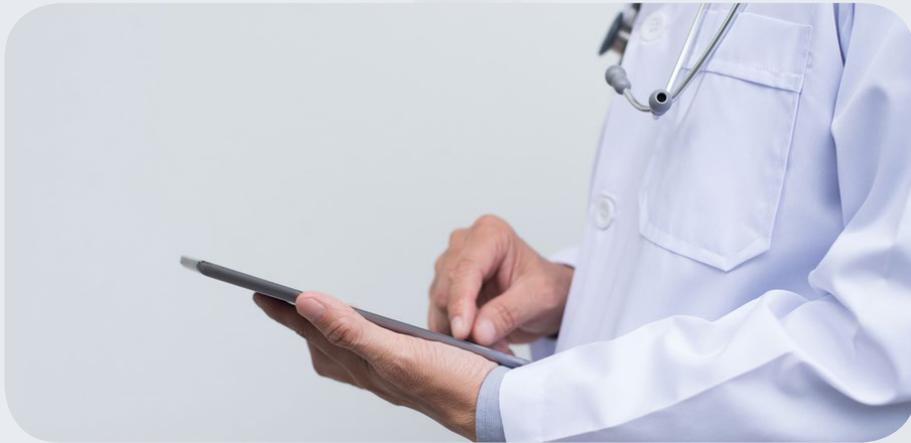
Corporate Goals

Internally, BCUHB also strives to achieve a number of corporate goals, such as leveraging its partner network to design and deliver more care closer to home, and improving safety and outcomes.



Priorities

The Health Board prioritizes listening to and learning from the experiences of individuals, which requires an effective way to communicate internally with all workers, regardless of their location or role.



This point was driven home after the Health Board's communications team conducted research in 2017 that revealed staff with limited access to email, or even a computer, found it difficult to access essential news and information from BCUHB. The internal survey solicited feedback from 1,400 employees about how they preferred to receive communications at work.

While the responses collected digitally indicated that email was the preferred method, the feedback received through face-to-face meetings revealed that many staff lacked access to the organisation's digital resources. Furthermore, many employees, such as nurses, had little opportunity to monitor emails, as patient care is their top priority.

It was also critical that the communication be two-way—not just from management to staff, but from staff to their managers and enable peers to share valuable feedback, perspectives and viewpoints.

a solution capable of reaching its entire workforce that was not dependent on staff having access to a computer or company network during their normal working day to be able to access it.

To meet these requirements, the solution had to be mobile and offer access to communications both from home and through a personal device. Such a platform would avoid stagnant, newsletter-type information in favor of real-time, meaningful communications that would be easy for every employee to access, implement and use regardless of their role or location.

The survey also identified a positive response to the option of having a mobile platform that would enable BCUHB to reach and connect with their large number of deskless employees. Since BCUHB is constantly looking for ways to improve the essential services it provides and leverage new technology in the workplace, the organisation sought



With a need to ensure open two-way communication between hospital management and staff, BCUHB sought the most effective way to share information across the organisation and among work groups that was also security compliant in terms of strict GDPR requirements for data protection and healthcare industry regulations.

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After exploring several options, BCUHB's search led them to StaffConnect's mobile employee engagement solution. The StaffConnect platform not only helped them share the Health Board's mission, vision, and goals with every worker throughout their entire network, but also easily enabled delivery of other key news and updates that all staff needed to know.

In January 2019, the solution began its rollout to community workers and district hospitals in a phased approach across BCUHB's distributed locations.



The core communications team spent time in each location to launch the platform and get instant feedback from as many employees as possible. Approximately 2,500 community-based employees were added in each of the Health Board's three area divisions, before reaching out to more than 4,500 employees at each of the hospital's three main hospital sites.



GIG
CYMRU
NHS
WALES

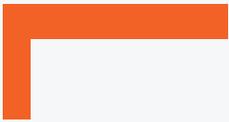
Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board



“We are extremely pleased with how well the implementation of StaffConnect’s platform is going and have received very positive feedback from employees. We know our people but StaffConnect’s Customer Success program provides an outside perspective on best practices for content and communication, which has been really helpful and valuable to us. We’re also encouraging staff to offer their input on how to do things better and how they see the platform working for them. I am highly enthusiastic about this two-way communications approach that will have a positive impact on NHS staff and workforce culture.”

Aaron Haley, Communications Officer.





Aaron Haley, Communications Officer at BCUHB, explained that ***“StaffConnect ticked all of the boxes”*** on the organisation’s ambition to develop an app that could securely house messages currently being shared on their email and intranet, while allowing for social sharing via mobile of team and local information, wider organizational news, training videos and an event calendar.

“While email works for our desk-based staff, there’s a big contingency of our workforce who just can’t find the time to get on to a computer as part of their working day,” said Haley.

“We wanted the new internal communications tool to be completely voluntary, and we wanted to demonstrate our commitment to improving internal communications with a platform that meets the needs of all our employees, regardless of their role or location.”

Staff had previously expressed difficulties in finding a way of sharing information and notices with different groups of staff in an equal way. With StaffConnect, hospitals and wards now have a platform that enables this critical exchange of information around care standards, as well as service notices, regardless of where people work. BCUHB is also using the StaffConnect platform to encourage employee recognition and staff achievement while communicating milestones, sharing human-interest stories, collaborating on best practices, and distributing training documents.





“With StaffConnect we now have a platform to upload and share videos, enabling us to offer important on-the-go training to those deskless staff that don’t have access to a computer in their daily roles”.



Wendy Thistlewood-Price, Deputy Sister, Emergency Department



“As an Engagement ambassador, I use StaffConnect to advertise events, updates and action plans. We recently received silver accreditation which we are very proud of, so it is great that we were able to promote that via the app too. My favourite feature is notifications, which enables employees to find out about events going on around the trust”.



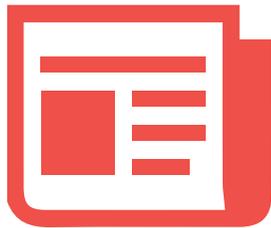
Amy Hall, Advanced Nurse Practitioner, Paediatric Ward



StaffConnect's mobile app platform has already become instrumental in helping to build a strong level of engagement with BCUHB's hospital teams and throughout their extensive network. *"The platform allows for holistic sharing both locally and across our organisations to encourage people to learn, attend events, and support our important causes and initiatives,"* explained Haley. *"It's a sophisticated mobile platform that keeps us connected, informed, and inspired about our shared mission-based work."*

User adoption is rapidly growing, with more than 3,700 of BCUHB's staff members registering to access the platform over the first four weeks, and now surpassing 4,000 registered users (or 24 percent of their total workforce). StaffConnect's Customer Success program has played a vital role helping BCUHB develop community and a content strategy for building out the platform by bringing in domain expertise. *"It was a very easy implementation and has been straightforward and easy to use, with no issues,"* said Haley. *"We have received very positive feedback from employees. We're also encouraging staff to offer their input on how to do things better and how they see the platform working for them. I am highly enthusiastic about this two-way communications approach that will have a positive impact on NHS staff and workforce culture."*

Key features



News

Enabling all employees to have on-the-go access to all the latest company news and updates.



Communities

Encourages user generated content by enabling employees to share updates, images and videos with the option to comment and like posts.



Diary

Promote online and offline company events with the ability to link to relevant event information and registration pages.



Nominate

Recognise an individual or team, that has gone the extra mile and exceeded expectations within their role at BCUHB.

Transform the way you reach, communicate and engage with your employees and volunteers

StaffConnect App

The StaffConnect app has a range of features designed to build an emotional connection with your people. Where each and every person feels part of something greater than themselves, are proud to be part of it and actively connect, engage and promote the positive qualities of the organisation.



Communities



News



Videos



Survey



Directory



Feeds



Tickertape



Library



Events



Suggestions



Chat



Quiz

Management Console

The management console is a powerful, browser-based portal for sophisticated user, content and notification management. It also provides analytics to deliver insights into how the app is performing against engagement goals.



Users



Content



Notifications



Moderation



Analytics

AppSuccess Programme

Our unique AppSuccess programme is designed by internal communication professionals to ensure the quick and ongoing success of implementing StaffConnect. It provides customers with guidance on best-practice content strategy, training for the admin console and a library of resources to support a successful launch and ongoing use.



Planning



Configuration



Training



Testing



Launch



Ongoing Success



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