Facts-at-a-glance
Company: HealthSouth
Location: Nationally, across 34 US States
Employees: 28,000+
Services: Rehabilitation hospitals, outpatient rehabilitation, and home health
Industry: Healthcare
Solution: Sitrion ONE employee app

About HealthSouth
HealthSouth is one of the largest US providers of rehabilitation services with over 28,000 employees across 34 states, offering inpatient rehabilitation services in hospitals, home health agencies, and hospices. HealthSouth has been experiencing rapid growth as they add more hospitals and employees to their network.

Challenge
Being able to communicate with every employee is critical to HealthSouth, not only for the benefit of their staff but also for the health and safety of their patients. With the diverse work environments of their nurses, clinicians, practitioners, doctors, and administrative staff, HealthSouth’s internal communication challenges included:

- Struggling to reach their deskless employees
- Connecting all of their employees to the broader company
- Measuring the reach and effectiveness of their communications
- Cutting through the noise
- Catering to an increasingly mobile-savvy workforce

SUCCESS STORY
HealthSouth Employee App
The HealthSouth employee app connects and engages every employee with relevant communications so they can better serve patients.
HEALTHSOUTH.

The goal of the Hive employee app is to be an easily-accessible communications channel, reaching and engaging every employee with important corporate information and news, as well as creating a sense of community throughout the organization.

Solution
HealthSouth needed an easy way to connect their staff with relevant corporate and hospital-specific communications and information. An employee mobile app quickly emerged as a progressive choice for their corporate communications to reach their non-desk workforce.

Once HealthSouth settled on a mobile app solution, the internal communications team researched solutions and ultimately chose Sitrion ONE as their employee app solution. To determined the most important communications and employee self-service functions to include in the app, they conducted extensive research through surveys, focus groups, and key employee personas.

Benefits
With the initial launch of their Hive Employee App, HealthSouth saw immediate benefits.

1. They were effectively able to reach and engage all healthcare practitioners at all hospital locations through their smartphones.
2. They delivered company-wide communications as well as location-specific content by giving HR Directors the ability to post hospital-specific content, keeping employees up-to-date and informed.
3. Their non-desk employees now felt more connected to the organization and had easier access to information they needed for their jobs.
4. Most importantly, they improved patient care overall. Their employees are more informed and productive, and spend less time on time-consuming admin tasks and more time on caring for patients.

“The Sitrion ONE app allows employees to get the information they need that matters the most to their work. The Hive app is proving to be an effective channel for reaching and engaging our healthcare clinicians and practitioners.”

“Sitrion has proven over and over that they are a partner, I see them as much more than a vendor. We honestly feel that they are invested in our success and work with us on our use cases, making sure we were going in the right direction. We felt that they have been a partner through this.”

Alyssa Hagan, HealthSouth, Communications Manager
HealthSouth Employee App Key Components

Newsfeed
One of the most important features of their new employee app is the aggregated news stream that includes corporate global and localized messages, a channel selector, and social features including the ability to like and comment on posts.

Resource Library
The Hive Resource Library contains easily-accessible corporate and employee-related websites and useful documents, such as HealthSouth.com; Employee job referral website; Investor website; and Terms of Use.

My Benefits
The My Benefits section is integrated with PeopleSoft, giving employees secure and quick access to their personal benefit elections and paid time off (PTO) balance. Quick access to this information without connecting to the HealthSouth network motivates employees to download and use the app on a regular basis. Additionally, it cuts down on HR support inquiries.

HealthSouth won the 2017 CEB Internal Communication Award
HealthSouth’s Hive employee mobile app, powered by Sitrion ONE, won the prestigious CEB 2017 Internal Communications award in the Innovations in Digital, Social, and Mobile Communications category. The CEB awards are one of the most prestigious global award competitions recognizing the work of communicators who have achieved real, measurable business outcomes within their organizations.

Sitrion provides award-winning productivity solutions for the digital workplace, making work better for employees every day. Our mobile solutions unify communications, processes, and information from standard business eco-systems like Microsoft, SAP, Oracle, and Salesforce. Today, more than 6 million people benefit from our solutions.

www.sitrion.com