



Boosting intranet messages and increasing employee engagement at Piedmont

Piedmont, empowering Georgians by leading change in health care, was searching for an effective method to reach clinical staff throughout all their clinical locations. With Netpresenter, they didn't only find a way to reach their clinical staff better; they also found a way to generate high-level awareness for existing intranet messages, increase employee engagement, and drive performance goals. Today, Piedmont leverages Netpresenter screensavers to reach 17,000 people on a weekly basis, spread across no less than 10 hospitals and hundreds of physician offices. In the coming months, Piedmont plans to expand Netpresenter further and eventually to all 19 acute-care hospitals to reach over 31,000 employees.

Kelli Newman, Director of Internal Communications at Piedmont, explains how Netpresenter helps Piedmont reach clinical staff where they are: "Our clinical staff don't sit behind desks; many don't have a dedicated computer or laptop. Trying to reach them where they are – at the bedside – has always been one of our challenges. Netpresenter has allowed us to reach them with screensavers on PCs in stations that are centrally located throughout the areas

of our hospitals, as well as screens in break rooms. This way, our clinical staff are getting the messages that we are promoting on our intranet or via e-mail, in real-time."

HIGH-LEVEL AWARENESS FOR INTRANET MESSAGES

Kelli's team leverages Netpresenter to boost Piedmont's intranet and e-mail messages. "In many cases, we've got a few seconds to capture our clinical staff's attention, as they are always on the go. The more we can make that transaction meaningful and easy, the better," says Kelli. "So, we rely heavily upon visual communication and interesting writing. Headlines that just get your attention. We want to make delivering content and information second nature. Netpresenter helps us do all of that by meeting people where they are and getting the initial awareness of a message."

Piedmont uses Netpresenter to generate high-level awareness for their messages, explains Kelli: "We combine it with an e-mail or an intranet message, as the content we tend to share is more nuanced than we can express in a couple of sentences. But e-mail doesn't reach our clinical staff at the bedside, where they're caring for patients. So, if I'm trying to get high-level

awareness, Netpresenter is the place where I want people to get that awareness. Firstly, because I know it's going to drive them from Netpresenter to our intranet, which is why we always include links that steer people directly to our intranet. Additionally, it helps people get the information faster because it makes them aware of a message or an

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email they otherwise wouldn't have been searching for immediately."

PROMOTING PIEDMONT'S AMAZING CAMPAIGNS

Netpresenter also helps Piedmont promote campaigns that directly align to the various performance goals that the company is after each year. Kelli endorses that with a great example: "In the US, one of the challenges many healthcare systems had, was educating staff and patients about the

safety and efficacy of COVID-19 vaccinations. We used Netpresenter to help educate Piedmont staff on vaccine safety and encouraged them to receive a vaccine by promoting informational and inspirational campaigns that highlighted Piedmont's physician experts and employees. Our 'Road to Vaccination' campaign featured inspiring stories from employees who shared different reasons for why getting vaccinated was important to them. Promoting these campaigns through Netpresenter helped Piedmont educate employees and enabled us to achieve a significant vaccination goal for the safety of our patients."

INCREASING EMPLOYEE ENGAGEMENT THROUGH RECOGNITION STORIES

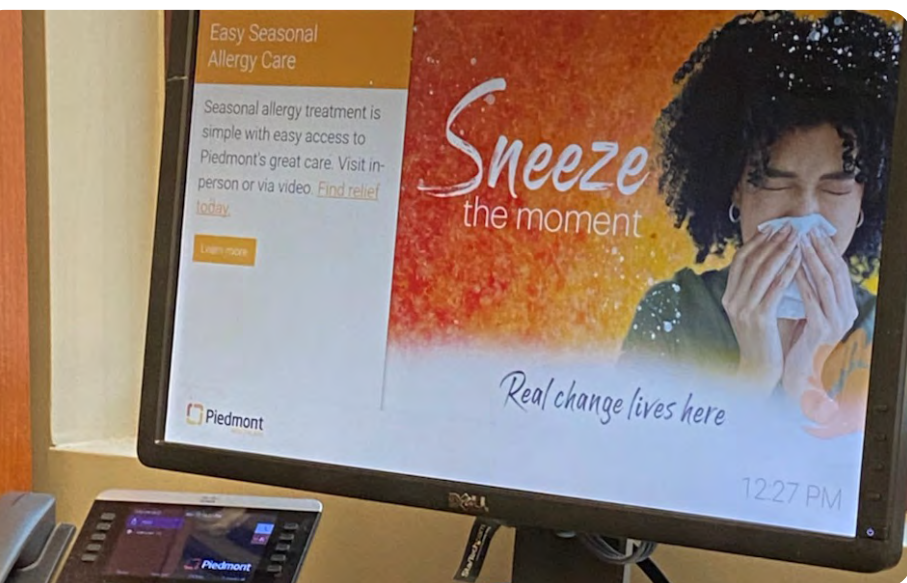
Above anything else, though, Piedmont sees Netpresenter as an employee engagement tool. The content they share to increase employee engagement gets people connected to what their business is, but also

explains and emphasizes why they're doing the work they do. Kelli: "We find that one of the best ways to engage our staff is to share recognition stories where we're able to highlight the good work that our employees are doing, campaigns that are connected to benefits and events that keep employees excited about coming to work every day. We really want to take care of our employees, so we always emphasize employee benefits campaigns."

Piedmont has a very impressive and elaborate employee recognition program to recognize and celebrate Piedmont staff for all the inspiring work they do. Some of the stories are genuinely incredible. The story of, for example, an employee who took it upon herself to adopt a patient so the patient could have a procedure that he otherwise would not have been able to have.

"One of the best ways to engage our staff is to share recognition stories via Netpresenter"

Kelli: "We share employees' stories weekly. We have a system-wide employee recognition program for which employees can be nominated for making a positive difference. Various winners will be selected for various awards. These are always stories that we want to promote through Netpresenter. People will then be redirected to the complete story on the intranet, where they can comment and engage with the content. They will endorse the person who's won and congratulate them. It absolutely affects our employees positively; they always engage with these stories. We love that. It's a really nice way of not only recognizing our employees, but also allowing others to celebrate winners."



About Piedmont

Piedmont Healthcare has been a recognized leader in delivering expert care for more than a century. Founded in 1905, Piedmont is a private, not-for-profit organization with almost 31,000 employees caring for 3.4 million patients across 1,400 locations and serving communities that comprise 80 percent of Georgia's population.

www.piedmont.org

CHALLENGE

Piedmont was searching for an effective method to reach clinical staff throughout all their clinical locations, to generate high-level awareness for existing intranet messages, and drive performance goals.

SOLUTION

Piedmont leverages Netpresenter screensavers on PCs in stations that are centrally located through the areas of hospitals, as well as screens in break rooms, so staff are getting messages in real-time.

BENEFITS

Netpresenter helps Piedmont to boost intranet and e-mail messages and employee engagement. Piedmont now reaches clinical staff where they are.