

Employee Engagement The Mobile Application

Problem

Communication between leadership and employees improves knowledge, impacts employee engagement and fosters trust. At Kern Medical Center (KMC) Meridian conducted an Employee & Physician Engagement Survey and discovered that existing modes of communication were inadequate, fragmented, inconsistent and not conveniently accessible to busy healthcare professionals. Surveyed employees identified a *mobile application* as the **#1 new mode of communication**.

Meridian collaborated with County Counsel and a third party vendor to develop a customized mobile application that met all HIPAA and County regulations and met the communication needs of the Hospital employees.

Engagement Survey Results

71% of respondents stated communication between leadership and employees was poor and not readily accessible.

Less than **50%** of the respondents trusted the information they received.

Why a Mobile App

Communication

The mobile application enables timely communication and increased transparency between leadership, employees and physicians.

- Ask the CEO a Question
- Weekly CEO Video Updates
- Broadcast Alerts
- Hospital Authority Updates

Performance

The mobile application enables all employees to receive information related to hospital performance and see the results of leadership changes.

- Monthly Performance Statistics
- Monthly Financial Results
- Facility Improvement Timelines

Marketing

The mobile app provides a mode for all employees and physicians to be aware of the impact, role and presence of the hospital in the community.

- Hospital in the Media
- Social Media Presence
- Community Event Participation



The mobile application provides an avenue for leadership to recognize those employees and physicians that exceed expectations and to acknowledge individuals for a job well done.

- Employee Recognition Winners
- Physician Recognition Winners
- Organizational Awards & Recognition

The mobile application provides an engaging, on-demand method for accessing organizational information, viewing event photos, and staying up to speed at the convenience of the view.

- Photos of Employees and Leadership
- Access to Email and HR Information
- Organizational Newsletters & Notices

Results

Recognition

Engagement

Meridian implemented a mobile application to enhance communication and improve transparency among the leadership team and Hospital employees. Employees are accessing the application internationally and staying abreast of what is happening within the organization. Meridian is *collaborating* with employees and gaining their *trust* by providing more information in a timely manner. The improvement in employee engagement, is in part, *sustained* through leveraging mobile technology, which is becoming a preferred mode of communication.

Leadership keeps us connected no matter where they are as they champion our cause. Tell them thanks and keep it coming. I have never felt more informed than I do right now and the energy is wonderful!

KMC Employee