

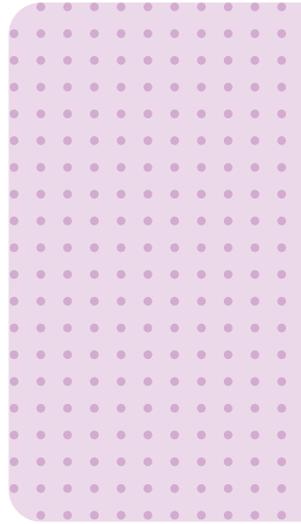
Corporate Communications:

Making Your Healthcare Organization Thrive



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“ Cerkl allows us to make our newsletter a very reliable resource to our associates which contains relevant information that they actually want to hear and learn about. ”

Sarah Wice-Courtney
Director of Communications and Public Relations, St. Elizabeth Healthcare

Your Organization's Unsung Hero: Employee Engagement

With more than a decade of internal communications experience, I know how overwhelming it can be to try to measure the impact of your hard work. You straddle the roles of strategist and tactical implementer, supporting multiple facets of your healthcare organization while providing leadership with insights on the employee experience.

As Cerkl's Business Solutions Architect, I apply a magnifying glass on organizations' comms strategies, delivering innovative best practices for internal communicators across the country.

Cerkl has tripled corporate communications at some of the nation's most prominent healthcare organizations. This paper is a culmination of our learnings.

As a communicator who's previously worked in the healthcare sector, I'm all too familiar with the challenge of not overloading employees with information. You strive to balance compliance-driven communications with content that connects your organization involving your employees' passions to avoid physician burnout.

We genuinely hope this paper helps you become more successful and provides resources that help you to make strategic decisions confidently.



Happy engaging,

Karine Stallings

Karine Stallings

Business Solutions Architect, Cerkl



Launching this Study

As a communicator, you know how valuable sustained engagement is to your organization. But, time and time again, you find yourself relying on historical data or guesswork to fill the data gaps needed to make informed decisions on how to best engage your employees.

Sometimes you don't feel like you have access to the right tools or that you haven't been provided the info you need to show your department's value. So, we decided to lend a hand by providing you with proven and successful content topics, statistics, and audits we created based on the personalized newsletter engagement data we compiled from our health system clients.

We dove into the data to examine our clients' content, categorization, open rate, and click-thru rate to see what interests resonate the best with their varied healthcare audience.

This study was based on:

4.5m

Pieces of content

6

Month delivery period

19K

Number of recipients

Getting your employees to open a message is great, but getting them to take action is even better! That's why our best practice recommendations are based on click-thru rate. So, let's dive in!

Using the Cerkl Insights feature, we're able to see actionable data and create sharable statistics for your team and the higher-ups.

Learn more at cerkl.com/ic-insights

Most popular categories

Name	Audience reach	Percent of audience
Associate News and Engagement	1456	20.44%
Benefits	1374	19.29%
Recognition	1143	16.05%
Policy Updates	1083	15.2%
Target Health/Healthy Community/Wellness	1030	14.48%
In The News	1006	14.33%

Impact of Employee Engagement in Healthcare

According to the Bureau of Labor Statistics' "Fastest Growing Occupations" list, 13 of the 20 fastest-growing occupations for the next decade are in healthcare. Congrats - you've picked a great industry!

Unfortunately, healthcare turnover rates are climbing. If your employees are unhappy, they'll take their talent elsewhere, which is a big expense. We've created a worksheet for you to plug in your healthcare org's info to help you do the math on the cost of turnover.

Pre-Departure Costs	# of Weeks		Hours Per Week		Hourly Pay (\$)	
Departing Employee	_____	x	_____	x	_____	= _____
Employee Coworkers	_____	x	_____	x	_____	= _____
Manager/Supervisor	_____	x	_____	x	_____	= _____
					Total	_____

Vacancy Costs	# of Weeks		Hours Per Week		Hourly Pay (\$)	
Coworkers	_____	x	_____	x	_____	= _____
Manager/Supervisor	_____	x	_____	x	_____	= _____
					Total	_____



Orientation and Training Costs

	# of Weeks	Hours Per Week	Hourly Pay	=	
New Employee	_____ X	_____ X	_____	=	_____
Coworkers	_____ X	_____ X	_____	=	_____
Manager/Supervisor	_____ X	_____ X	_____	=	_____
				Total	_____

Administrative and Hiring Tasks

	Hours Per Employee	Hourly Pay (\$)	=		
Separation Processing	_____ X	_____	=	_____	
Changes in Scheduling	_____ X	_____	=	_____	
New Job Advertisements	_____ X	_____	=	_____	
Resume Screening	_____ X	_____	=	_____	
Reference Checking	_____ X	_____	=	_____	
Interviewing Candidates	_____ X	_____	=	_____	
Onboarding Processing	_____ X	_____	=	_____	
				Total	_____

+ Additional Hiring Costs

	Cost (\$)
Job Advertisements	_____
Recruiter, Search, Temp Agency	_____
Background Checks, Drug Tests, Assessments	_____
Orientation or Training Fees/Services	_____
Total	_____

Annual Turnover Cost

Final Combined Total _____

X

of Departing Employees _____

= _____

Understanding Your Employees

In healthcare, there are many different types and specializations of employees with varied interests. To help beef up your upcoming content calendars, we compiled the top 10 topics that employees of our healthcare clients have found most engaging.

Top 10 Employee Topics by Interest

Topic	Click-Through Rate	Open Rate*
Government Financing	7.3%	92.7%
Employee Relations	6.8%	111.9%
Ophthalmology	6.2%	68%
Recruitment and Staffing	5.7%	85.6%
Health & Exercise	5.4%	103.3%
Practicing Self Care	5.2%	105.5%
Counseling	5%	91.8%
Stress Management	5%	92%
Grief Counseling	5%	92.1%
Organizational Activities	4.9%	109.6%

* Open Rates are calculated using each time a person opens a message.

Discover more about your audience by segmenting based on interests, shifts, or other commonalities. For instance, if you separate the healthcare audience by gender, you'll discover the following topic preferences:

Least Favorite Female Topics

Topic	Percent of Audience	Interest Level
Men's Health	3.34%	1.59%
Infection Control	7.23%	0.34%
Operations	7.72%	0.78%

Least Favorite Male Topics

Topic	Percent of Audience	Interest Level
Women's Health	1.26%	2.23%
Infection Control	4.12%	0.33%
Nursing & Patient Care Services	4.32%	4.32%

Using A.I., Cerkl delivers personalized news based on their ever-changing interests and preferences.

[Learn more at cerkl.com/email-personalization](https://cerkl.com/email-personalization)

Jennifer Park
j.park@xhealthcare.com

Subscriber since: June 2017

Segments

Gender - Female Generation - Millennial Location - Cincinnati
 Role - Nurse Practitioner Start Date - 2017 Q2

Top interests

Women's Health Union Announcements
 Employee Health Initiative Benefits
 Policy Updates

Caring for Your Culture

Having Pam from legal spam your inbox with policy updates can be frustrating. As internal communicators, other departments may see you as the funnel for their organizational news.

Utilizing a comms platform that frees you up to appoint admins in multiple teams is a great way to create buy-in for internal communications across your organization. Having corporate communications advocates in each department establishes a more collaborative culture and decreases your content creation time.



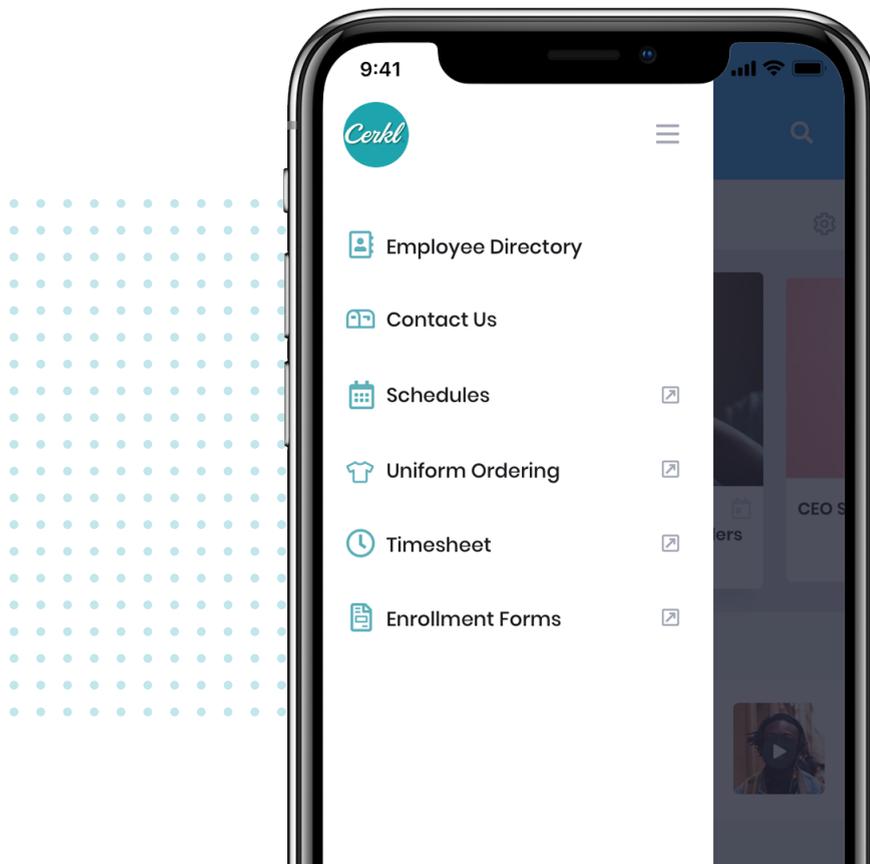
Corp Comms Champion

- ✓ Advocate for change
- ✓ Innovator
- ✓ Cheerleader
- ✓ Believer in your department's vision
- ✓ Supporter, not implementor

Engaging Your Mobile Employees

It can be challenging to enhance your culture when your employees don't operate under one roof. Different regional or global locations mean different time, delivery, or even language preferences. It's a pain to duplicate your efforts.

Another way to engage your workforce is by meeting them where they already spend their time - on their phones. Using an app creates an HR/IC portal that puts all of your organization's essential resources at your associate's fingertips. Whether they're on-the-go or away from their desk, an app globally connects your employees.



Best Times for Your Hospital Newsletter



The healthcare industry doesn't operate during the standard 9-5 schedule, and your communications shouldn't either. Your second and third shift employees can perceive poorly timed messages as another annoying notification and tune out your messaging. The best time to send your corporate communications is at a time that works best for your employees. We've compiled the top three strategic times to send your healthcare communications based on the data of our clients

Friday at 2 p.m.

Our customers saw a **26.50% click-thru rate** at the end of the week. Sending your communications at this time allows for the weekend and night shift staff to engage when it works for them.



Monday at 11 a.m.

Lunchtime is a fantastic opportunity to send your corporate communications. Healthcare employees increased their opens and clicked messages from 11-1 p.m. It's a pretty popular time to relax and catch up on their organization's news. This period showed an astounding **click-thru rate of 33%**.



Wednesday at 4 p.m.

You've heard it before, and we'll say it again - middle of the week sending is successful. The surprise is the later hour. Our customers saw an **18.90% click-thru rate**, which showed that employees were more likely to engage during the hump day shift change.

Our customer success team will help you continuously learn about your audience and get the most out of personalized communications.

Learn more at cerkl.com/success





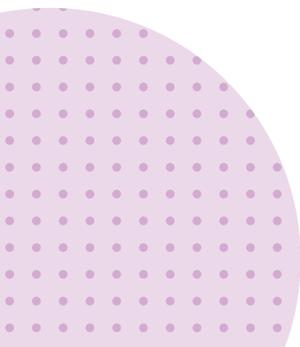
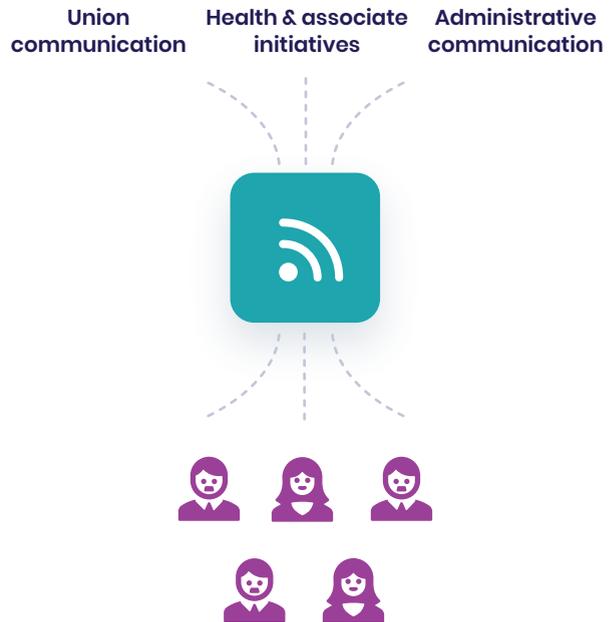
Utilize Your Platforms

Sometimes, it can feel as if there are just too many tools or points of contact in your organization to keep everything straight. Trust us. Your employees feel the same way. Take advantage of all of your channels and make it easier for employees to engage with your content wherever they are and on whatever device they choose.

Your RSS feeds can come in handy with streamlining your union coordination, associate health initiatives, and administrative communication. No longer do you need to duplicate your efforts or lose things in the clutter.



We've created a platform audit to help you stay on track and up to date with your cross-channel approach.



Comms Platform Audit

1 What channels and platforms do you use daily? And, how many times a day?

2 How do your employees like to receive your news and updates?*

3 What info do they wish they'd received but didn't?*

4 What are your current touchpoints with your employees? (ie., intranets, emails, messaging platforms, social, printed materials)

5 What are the strengths of your communications and information flow?

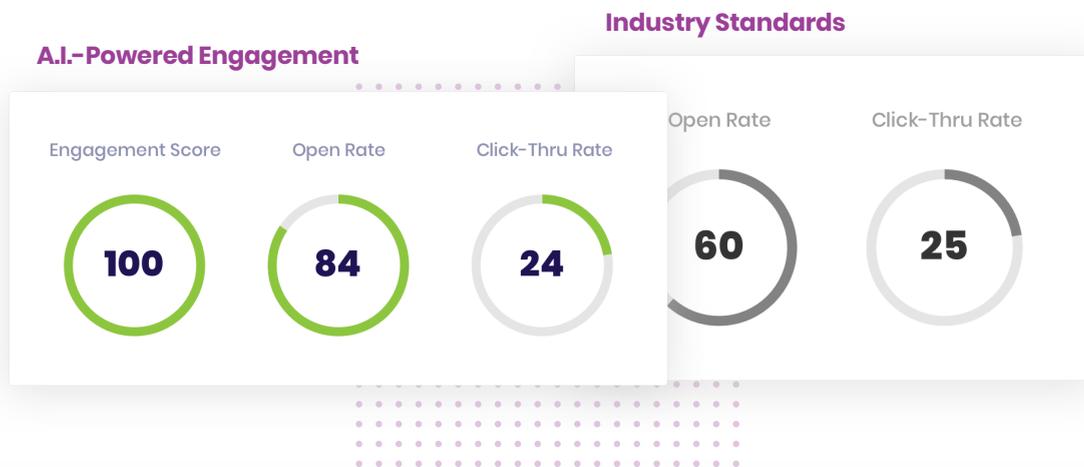
*Make sure to secure permissions from HR and unions before interviewing employees.

Our Results

In an environment with ever-increasing competition for healthcare workers, the recent drop in workplace satisfaction at hospitals has led to increased burnout for physicians and other healthcare professionals.

For these reasons, if you're responsible for corporate communications, you've got an unbelievably important role in your organization.

We've worked with healthcare organizations from across the country to help minimize redundancies and increase cross-departmental collaboration, and the results speak for themselves.



In two years, St. Elizabeth Healthcare has saved over \$700,000 in employee productivity cost savings using Cerkl.

[Learn more at cerkl.com/blog/st-e](https://cerkl.com/blog/st-e)





Everything you need

- ✓ Personalized Email Newsletter and Intranet
- ✓ Utilize existing segments
- ✓ Mobile Ready/Friendly channels
- ✓ Cross-team collaboration
- ✓ Bank-level security
- ✓ Easy integrations
- ✓ Curate from your comms
- ✓ Sharable Analytics Reports

Learn more at cerkl.com/ic