



# Road to 90% Employee Engagement

Learn how CBHA achieved over 90% monthly employee engagement with MangoApps





**COMPANY:**  
Columbia Basin Health Association

**HEADQUARTERS:**  
Othello, Washington

**EMPLOYEES:**  
460+

**OVERVIEW:**  
Columbia Basin Health Association (CBHA) is one of Washington State’s premier federally qualified health centers and a trusted health partner. CBHA was built on the foundation that its patients and communities have access to world-class healthcare, regardless of their circumstances.

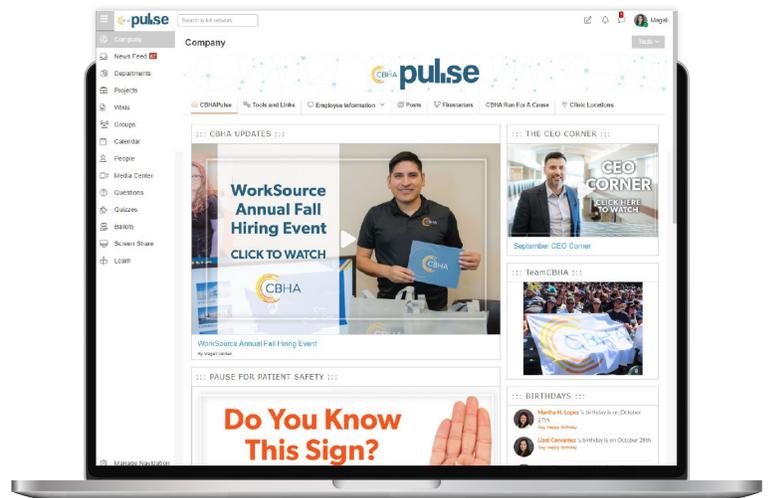
## A Smooth Implementation Process

Columbia Basin Health Associate (CBHA), one of Washington State’s premier federally qualified health centers, wanted to upgrade its intranet platform to a modern solution that could offer improved connectivity and alignment for its workforce. Their previous platform had limitations that made it difficult to properly engage employees. “Our old platform was ‘read-only’ with some links to network files,” says Rebecca Wolfs, Director of Training, Development, and Compliance at CBHA. “It wasn’t customizable and wasn’t very pleasing to the eye.”

CBHA’s focus shifted toward finding and implementing a solution that was better suited for both its frontline clinical staff and non-clinical desk workers. Once the leadership team experienced MangoApps, they recognized the flexibility and customizability it had to offer and decided to make the switch. The implementation process was painless, and CBHA was able to smoothly roll its new environment, named ‘Pulse,’ to its workforce.

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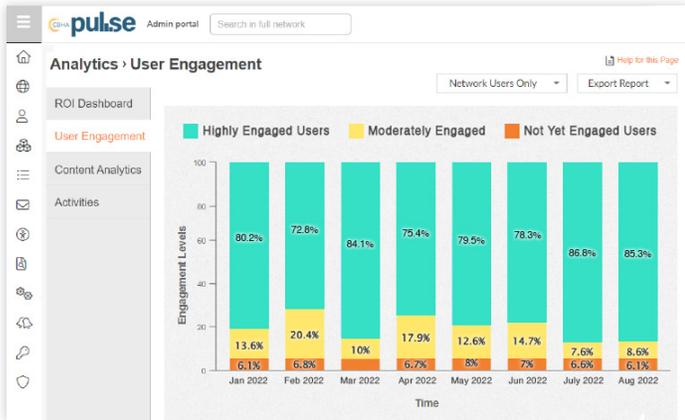
- Rebecca Wolfs,  
Director of Training, Development, and Compliance



## Achieving 90% Employee Adoption

After implementing MangoApps, CBHA’s leadership team set a goal of achieving 75% employee adoption of the platform within two years. This number was left in the dust as employees immediately recognized the benefits MangoApps could provide them. “We included a lot of important links on the MangoApps dashboard, such as marketing requests, IT requests, maintenance requests, etc.,” says Rebecca. “It really streamlined our processes and quickly made MangoApps the go-to space for our employees. With all of the resources we built within the application, getting employee engagement was very easy. We currently have over 90% monthly employee engagement.”

“Our staff needed to see our executive team using it,” adds Magali Valdez, Marketing Manager at CBHA. “Once they saw leadership regularly contributing to ‘Pulse,’ it acted as a catalyst to get them to start using it as well, and that’s how we were able to reach 90% adoption.”



“Before MangoApps, we were sending out a monthly newsletter via email, that was kind of a recap of everything. As soon as we got ‘Pulse,’ people were able to see things right away and didn’t have to wait until the end of the month to see what was going on,” continues Magali. “It’s been great for social interactions within our company as well. Depending on the type of post we send out, we’re getting comments and reactions from people.”

“The ability for staff to add GIFs to Posts can get pretty hilarious,” adds Rebecca. “If we have Cinco de Mayo and the company’s paying for tacos, all of a sudden you’ve got all these little GIFs of Homer Simpson going, “Mm, tacos.” And it’s funny and very creative. Some of the staff can get in on finding just the right GIF for the occasion. So that’s made it fun for them as well. Overall, MangoApps helps us send out content that is purposeful and relevant, and assists our staff in getting to the resources they need.”

## Transforming Communication & Engagement

With frontline clinical staff making up over two-thirds of their workforce, CBHA needed a way to effectively increase communication across team members, whether they were on the floor tending to patients or at a desk. With MangoApps, CBHA employees were able to quickly achieve that goal. “Once our people became familiar with the platform, they started to notice things like ‘Oh, my team has its own page and we can communicate on here as well,’ and they began to realize just how much information is actually on MangoApps,” said Magali.

Not only have employees been able to clearly communicate with each other in specific groups and teams, but leadership is also able to effectively distribute information to its employees by using Posts. “We use posts a lot,” says Magali. “We’re constantly posting important company information and news. Whether it’s new hires that are coming onboard, upcoming events or even promoting a flu shot, we have at least one post a day.”



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- Rebecca Wolfs,  
Director of Training, Development,  
and Compliance



## Improving Alignment Across Teams

When switching to a new platform, one of CBHA's priorities was finding a way to improve organizational alignment and make leadership more visible to employees. With MangoApps, they have been able to achieve this in numerous ways. "Our CEO uses MangoApps to provide monthly video updates on all the various projects that leadership is working on, organizational and team successes, and new services that will soon be available to patients," says Rebecca. "That's helped connect our employees to leadership and the goals of the organization, which in turn allows our staff to be a better advocate for CBHA outside of work."

Another way that CBHA was able to leverage MangoApps to improve alignment across its employees was by conducting quarterly engagement surveys. "When we first started doing these surveys, we were seeing a lot of responses about not knowing what the leadership or executive team does, and what our goals are," says Rebecca. "MangoApps has really turned that around, because it's now front and center on our homepage." "Another feature that our staff enjoy is the ability to give Kudos to fellow colleagues and to send birthday cards to each other," continues Rebecca. "We also post job promotions within the company, work anniversaries, and birthdays in 'Pulse.'"

## Staying Prepared During COVID-19

When the pandemic hit, CBHA leadership needed to be agile in the face of uncertainty and increasingly tenuous work conditions. This meant being able to effectively communicate critical information to its workforce and gauge employee sentiment during stressful times. CBHA was able to leverage MangoApps to create a central hub for compliance training, COVID-19 response, organizational policies, and more. "We use MangoApps to focus on patient safety and compliance training. We use a widget

to display things like injury prevention videos, best practices for PPE, state COVID-19 rates, and vaccine availability," says Rebecca. "It was an integral tool for providing videos and updates during the pandemic. We had videos from our providers talking about how to stay safe, the importance of PPE, and the benefits of getting vaccinated. We had videos with our CEO and a provider showing how to screen patients at the door for COVID."

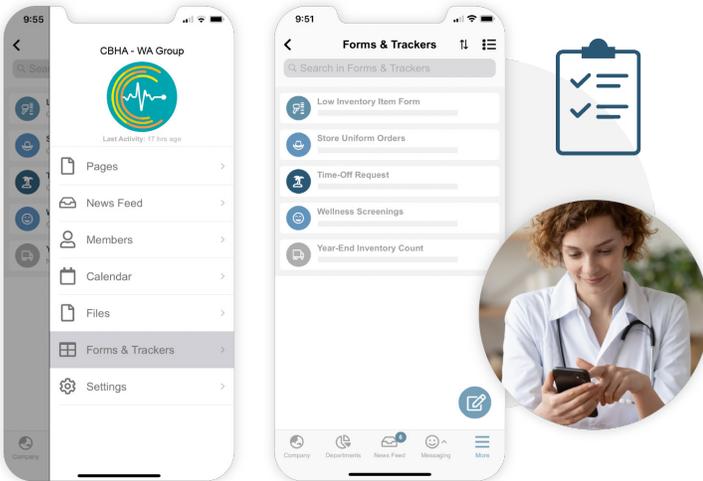
Another way that CBHA was able to maximize the use of MangoApps was by using quizzes to incentivize employees to complete compliance training courses. "We use quizzes a lot. An example of this is our 'Learn-a-Latte' initiative - where we quiz the staff on their compliance training courses. We get about 125 people voluntarily participating in this every month," said Rebecca.



## Leveraging Groups

As a healthcare organization, CBHA employees operate in a fast-paced work environment that requires constant collaboration and immediate responses at times. With MangoApps' Groups module, CBHA is able to create mini-collaboration spaces for select teams and individuals so that they can quickly respond and access the tools they need while on the floor. "Whenever our employees are busy with an activity or project, they know that they can use their group as a central location to share any files or information needed," says Rebecca. "It's a really nice repository of information that helps keep everyone within a team updated and on the same page."

Not only is CBHA able to use Groups as a central space for collaboration across specific teams, but the frontline clinical staff is also able to use Groups to stay organized when working in different environments. “If we have someone working in three different clinics at different times of the day, it can be difficult to stay on track. With Groups, it’s just a really easy way to keep all of the information we need organized,” said Rebecca.



“ With MangoApps, we can customize the colors, add our logo, manage the way the intranet looks and feels, and the way our people access information. It’s great. ”

- Magali Valdez,  
Marketing Manager



## A Responsive Support Team

The high level of support and rapid response time of the MangoApps support team stood out to CBHA during the ongoing relationship. “Over the years, our assigned MangoApps representatives have met with us quarterly to review updates and be available to answer questions,” says Rebecca. “It’s been phenomenal. They’ve worked alongside our admins and IT staff to brainstorm additional ways that we can take advantage of the platform.”

“I really love the platform,” adds Magali. “I feel like it’s constantly improving and open to our feedback. I also really love that you guys are growing as much as we are over the years. It’s been such a great business relationship.”

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## A Customizable Interface

One thing that stood out to CBHA when they were evaluating intranet providers was the personalization and customization features that MangoApps could offer them. “Our previous intranet was very plain and didn’t offer a lot of customization options, so there wasn’t much we could do with it,” says Magali. “MangoApps makes it so much easier to get information out there to our staff. We can add videos or pictures and customize the homepage; it just makes it a lot easier for our staff to read it and stay entertained.”

“MangoApps is very easy to use and is customizable in so many ways,” adds Rebecca. “You can create department pages where departmental staff can post schedules and news, you can create groups for clinical and emergency response teams, and you can allow people to freely post content and information.”

## Other Resources

[TeamHealth Case Study](#)

[Benchmark Human Services Case Study](#)

[Mango Intranet Data Sheet](#)

[Mango Intranet Use Cases](#)

[How A Digital Work Hub Can Reduce Employee Burnout In Healthcare](#)

# TRANSFORM HOW YOUR COMPANY COLLABORATES, COMMUNICATES, & GETS WORK DONE.

Contact us for a more detailed capabilities demo  
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