mangoapps®

Harnessing An Employee SuperApp

How OU Health replaced SharePoint and achieved 87% engagement in just a few months.

COMPANY:
OU Health

HEADQUARTERS:
Oklahoma City, OK

USERS:
12,000

OU Health

OVERVIEW:
OU Health is the state's only comprehensive academic health system of hospitals, clinics, and centers of excellence. The flagship academic healthcare system is the clinical partner of the University of Oklahoma Health Sciences Center, one of the most comprehensive academic and research campuses in the country. OU Health has over 10,000 employees and more than 1,300 physicians and advanced practice providers.

The Employee SuperApp

OU Health leveraged MangoApps' Employee Communications, Employee Engagement, Work Collaboration, Content Management, and Training & Learning hubs to improve employee access to information and boost engagement.

Connected over
10,000
dispersed employees

Over
86%
engagement in just
a few months

Remain
HIPAA
compliant & secure

Improved
REACH
of internal comms

EMPLOYEE COMMUNICATIONS

EMPLOYEE ENGAGEMENT

TRAINING & LEARNING

CONTENT MANAGEMENT

WORK COLLABORATION

9:36
◄ App Store

Dr. Lofgren News & Info

Office of the CEO

Updates
from OU Health President & CEO
Dr. Richard Lofgren

OU Health News & Celebrations

"Our main priority is getting our frontline team members the resources they need to be able to do their jobs and take care of our patients. MangoApps has given us the ability to do exactly that."

Vallery Brown,
Director of Digital Media & Interim Director of Communications

Moving on From The Limitations of SharePoint

OU Health was seeking to provide a unified employee experience for its workforce. OU Health had previously been using SharePoint as a way to get employees the information they needed, but over time it became difficult to navigate as there was limited content moderation and lots of siloed sites that were cobbled together.

Looking for a solution, OU Health came across MangoApps and immediately recognized the value it could provide. "Being in the healthcare space, we've got different cross sections of folks. We've got people who are working at the bedside and need quick access to information and the things that are important to their jobs, and then we have people who might spend a bit more time perusing and looking at different content on the platform as well," says Vallery Brown, Director of Digital Media and Interim Director of Communications at OU Health.

87% *OU Health had 87% of its entire workforce engaged on the platform within a few months*

"We needed a tool that had all those things in front of mind, from quick consumption to keeping libraries of resources and documents, as well as a place

where people can go to get quick hits of news and access the links they need. MangoApps helped us accomplish that and gave our 10,000 employees the ability to get all the information they need in the palm of their hand with an employee app."

Achieving High Levels of Employee Engagement

After deciding to move forward with MangoApps, OU Health set its sights on generating high levels of user engagement on the platform. "We were very intentional about how we rolled out MangoApps," says Vallery. "It was a phased approach. We looked at what we really needed to be operational on day one and identified the content that was critical for employees to have."

"MangoApps hits that sweet spot where we can have information there for all sorts of staff members, from bedside clinicians to the system support team."

Vallery Brown,
Director of Digital Media & Interim Director of Communications

As they made the initial content available to employees, OU Health continued to slowly roll out additional MangoApps features & offerings to make sure that employees had time to get acclimated to their new way of working. "Our employees were used to operating in our antiquated, kind of rickety SharePoint system. We wanted to be very deliberate about teaching them how to use MangoApps", continues Vallery. "Fortunately, one of the things we've learned is that MangoApps is just so easy and user-friendly that there was really no learning curve for our employees. People learned to use it pretty quickly and really embraced the platform."

Leveraging A HITRUST-Certified Environment

With security and compliance as a main priority, OU Health needed a platform that could offer its employees the tools they needed but within a secure environment. Vallery Brown prioritized this during her search for a secure Employee SuperApp. "We needed to be able to work with an organization that had a HITRUST environment, and that really understood the unique needs healthcare organizations face regarding data and privacy," says Vallery. "The fact that MangoApps had built a HIPAA-compliant environment was really important to us."

"Also, from a PHI perspective, we had a lot of questions about how data would be protected and secure. The MangoApps team does a phenomenal job of being very transparent about their security offerings. They even put us in touch with a few of their other Healthcare customers, and we were able to ask them more nuanced security questions and get their feedback."

Transforming The Way Employees Communicate

With MangoApps, OU Health has been able to transform the way its employees communicate and consume information. "One of the most valuable tools that MangoApps has to offer is the ability for us to communicate internally. When we have policy changes or important information we need to convey, departments have the ability to communicate within their teams," says Madeline Pollard, Digital Media Coordinator at OU Health. "It's also a great source for people to find information, whether it's for pediatric ICU or if it's for the NICU. There's department information, documents, HR information, and more all stored within the Libraries. It makes it very easy for us to stay organized."

> "MangoApps has given our organization the ability to transparently, quickly, and efficiently communicate with all of our team members, from those frontline healthcare clinicians to the system support folks like me who are sitting at our desks."
>
> **Vallery Brown,**
> *Director of Digital Media & Interim Director of Communications*

At OU Health, the Internal Comms team is running the larger strategy and pushing out corporate internal communication messages, smaller departments are also given their own spaces to communicate as well. "We have built out departmental sub-pages within the framework that allows teams to manage their own content," says Vallery. "So while we are managing the 'big picture' messages of conversation, teams and departments at different hospitals are also able to have unique spaces where they can communicate and collaborate on specific tasks."

MangoApps provided OU Health with the ability to transparently, quickly, and efficiently communicate with all of its team members, from frontline healthcare clinicians to the system support staff. "When you're going through such large-scale changes, it's important to be able to communicate with your employees quickly and efficiently," continues Vallery. "And MangoApps allows us to do that."

Implementing A Strong Content Governance Structure

In addition to improving internal communication, OU Health was also able to leverage MangoApps to automate content governance within the organization. Before MangoApps, OU Health had a limited content governance structure. There was no way to moderate

to moderate the information that was being put on the site, and it was difficult to identify if the content was accurate/current. "When we started to migrate content from our SharePoint sites, we could see a lot of content that hadn't been touched in over a decade," says Vallery. "You were only able to access content if you were on the network, meaning there was no mobile access. It was not user-friendly at all. It was not user-friendly at all."

With MangoApps, OU Health is able to moderate the content that is being put on the site and keep a much closer eye on it. "If one of our departments hasn't touched their site in a long period of time, we can let them know they need to go and update it," continues Vallery. "I think part of the reason MangoApps works so well is that it's much easier to access and find information. People trust the content that is published and so we're able to make sure our information is kept fresh so that people can access it if they need it."

"Being the type of healthcare organization that we are, people just prefer being on a need-to-know basis. They don't want to know anything they don't actually need to know," adds Madeline. "That's what makes MangoApps so powerful, we're able to get the content people need to see in front of them, and not bombard them with irrelevant information that doesn't pertain to their job."

OU Health also leverages MangoApps' Libraries feature to store important resources in an organized way, making access to content extremely easy. "The Libraries feature is really great for our organization as a whole," says Madeline. "We're able to keep our documents organized, and that's really helpful for when people are trying to locate a specific policy or resource."

Creating Spaces For Teams To Collaborate

With an Employee SuperApp, OU Health now had the ability to enable its teams to collaborate in smaller groups without interfering with the rest of its employees' work. "We started to recognize that there are teams within our organization that really vary and have complex communication needs,

so our goal became, 'How can we enable these teams and get them into spaces where they can communicate and collaborate'? That was a huge focus for us," says Vallery.

"For example, we were thinking about how we could pull together our ambulatory or clinic function into a space on The Hub where they can communicate and push out information they need and share the tools and resources they need as an ambulatory group," continues Vallery. "Another example is that we were thinking of partitioning off some of our different areas of service in the organization, such as our cancer team or adult services team. While they might be in different geographic areas, we could give them the chance to communicate and collaborate."

Improving Company Culture

With an Employee SuperApp, OU Health is able to improve company culture by enabling employees access to everything they need, from wherever they are. "MangoApps has improved our company culture in so many ways. People now have an outlet to ask questions, and they have an easy route to get information," says Madeline. "I think having everything available and accessible for employees has been phenomenal in improving collaboration and communication across the organization. MangoApps is great because it allows us to share positive things that have happened in the organization, whether it's awards, recognition, or celebrating people who have been with us for a while."

"I love every aspect of MangoApps. The app is really easy to use, and it's helpful that I don't have to pull up my computer or hop on a specific network to get the information I need. I can just pull it up on my phone if I need to after hours, etc."

Madeline Pollard,
Digital Media Coordinator

MangoApps Support Team

The timely response and phenomenal service provided by the MangoApps support team stood out to OU Health. "We've really enjoyed having such easy access to support. It does not take long to get any questions answered," says Madeline. "The support team has been fantastic and ready to assist us when we need it."

"I really appreciate that as we've gotten more familiar with the MangoApps platform and found opportunities for improvement, everybody on the support side is extremely willing to listen and make updates as needed and hear that feedback," adds Vallery. "That's been great. It feels like you're a part of building something together, and so that's been really exciting."

Other Resources

Columbia Basin Health Association Case Study

TeamHealth Case Study

Mango Intranet Data Sheet

Mango Intranet Use Cases

How You Can Reduce Clinician Burnout With A Digital Work Hub

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

Contact us for a more detailed capabilities demo
sales@mangoapps.com | mangoapps.com

Schedule A Demo