

# Case Study

## Medical center gets connected



**Social platform breathes new life into the way researchers, physicians and staff communicate and collaborate at this health care institution**

### Business situation

Securely sharing sensitive information is critical – especially so for a health care organization. But this medical center's legacy intranet platform proved to be a major stumbling block for efficient communication and collaboration.

- The organization's 10,000 staff members were burdened with a cumbersome approval process to post content, and with limited platform functionality there was no way of knowing if vital information actually reached its intended audience.
- Researchers found it difficult to locate one another, causing them to work in isolation and hamper progress. Sharing each other's research on drug trials and medications was next to impossible.
- It was critical for physicians to communicate with each other to identify possible side effects of experimental drug treatments – yet collaboration was impeded due to technology shortcomings.
- With disparate user interfaces, accessing the intranet from one department's site to the next was challenging for doctors and other staff.

Now that a secure and manageable social intranet has been deployed, employees are in the know, researchers, physicians

and other employees can easily collaborate with colleagues, and the user experience is simple and standardized across the board.

### Results delivered

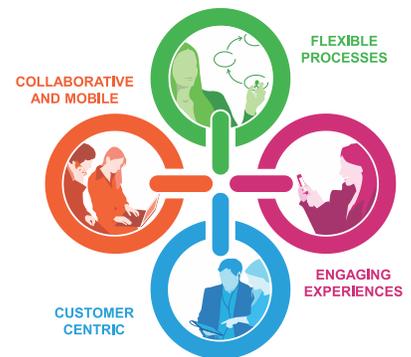
After considering two competing platforms, the medical institution chose Avanade to configure and install NewsGator within the existing SharePoint 2010 environment. Rather than using a traditional design, the organization opted for a radical approach to its site structure. Avanade's Experience Design team simplified and standardized user interfaces with NewsGator's Social Sites Lookout function to make the front page 100% customizable, allowing users to define their own content, streams, live feeds – whatever is relevant to the employee and department.



**Employee Engagement.** The center's 66 departments have established thousands of communities on the social computing platform. Now, everybody – including front line medical staff – is kept in the loop with critical updates, department-specific information and corporate communications. Avanade first interviewed users in various departments, and then delivered a streamlined intranet that is optimally designed to enable employees to add content in a timely manner.

### The Social Collaboration Difference

- A front line medical staff member is notified of critical updates, corporate communications, and real-time data through a secure yet accessible intranet tool.
- Nancy, an executive, easily targets and socializes department-specific information, keeping her employees in-the-know and their projects on track.
- Michelle, a physician, uses the Expertise Locator to collaborate with colleagues whose profiles and backgrounds map to her research efforts.



**Work Redesigned:** Social computing platform helps medical center provide dynamic communication capabilities, leverage research expertise, and improve organizational efficiency.

## Case Study

### Enterprise Social Collaboration



**Expertise Locator.** Social collaboration has transformed the way research is carried out at the organization. Avanade developed tools that give researchers the ability to tag their searches and queries with topics that map directly to others' profiles. This makes it easy to locate fellow experts with the backgrounds and qualifications needed to drive treatment research efforts, including drug trials.

By redesigning communication and collaboration activities and reducing manual processes, the medical center has made significant gains in efficiency. Pushing intranet site management to departmental community managers has freed up internal IT resources, allowing them to focus on strategic projects. As the new system transitions to full-time production, decreased operational costs will be realized. This leading edge social initiative is helping to modernize the organization and make it more appealing to younger people entering the medical workforce.

#### The inside story

An on-premise solution was essential in order to protect the institution's sensitive patient information and intellectual property. Avanade deployed the latest version of NewsGator Social Sites within the medical center's existing SharePoint 2010 environment. In just three days, NewsGator was up and running with key capabilities including Communities, Expertise, Profiles, Lookout and Microblogging.

- **User-centric design leads to clear communication.** Previous to the social deployment, the intranet user experience was inconsistent and confusing across the many departmental websites. Employees had two choices for posting content: 1) via email, or 2) on the corporate intranet. However, since all intranet communications had to be vetted by the Public Affairs department, significant bottlenecks and delays were the norm. Avanade's Experience Design Team created an intuitive user interface and dynamic home page to enable all employees to reap the benefits of social computing. The Avanade/NewsGator solution provides clear navigation and a consistent way to communicate.
- **Executive communication enabled.** Communication between management and staff was fragmented and inefficient, partially due to many employees not having their own email accounts or dedicated computers. It was difficult for management to ascertain if critical information was being disseminated to all workers. Now that standards have been established and Avanade has deployed social tools, executives can communicate directly to employees across many departments – such as organization-wide nursing staff – with specific, community-based messages.
- **Powered up research.** Finding opportunities to collaborate was difficult in the traditional environment. Research staff often worked in silos. In one case, only when two researchers

attended the same meeting did they become aware they had been working on the same project. By fully integrating NewsGator into the institution's formerly under-utilized SharePoint platform, Avanade created a highly collaborative workspace. Now, with the power of social computing, the risk of project duplication has been eliminated – and the institution's experts can focus on taking a team approach to developing solutions.

- Avanade brought several key strengths, including its existing partnership with NewsGator and experience in deploying NewsGator within the SharePoint environment, as well as, deep expertise in optimizing the SharePoint user experience. In addition, Avanade's own internal deployment of NewsGator allowed it to offer MSKCC a unique perspective as the hospital looked to develop their social media applications.

#### The road ahead

Deployment of the social computing platform has been an explorative process for this established medical institution. Executive, IT and business stakeholders have gained a lot of learning along the way. Looking ahead, priorities include a change enablement initiative around its newly found communication and collaboration capabilities, as well as additional rebranding for its corporate site.

For more information:

[www.avanade.com/workredesigned](http://www.avanade.com/workredesigned)



#### About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. For more information, visit [www.avanade.com](http://www.avanade.com).

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