

UZ Gent chooses a customized intranet analytics solution



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About UZ Gent

UZ Gent takes care of more than 3,000 patients per day and has over 1,000 beds. The hospital offers highly specialized care. More than 6,000 hospital staff are involved in providing a high-quality service. Continuous investments are made in scientific research and education in order to guarantee the highest healthcare standards.

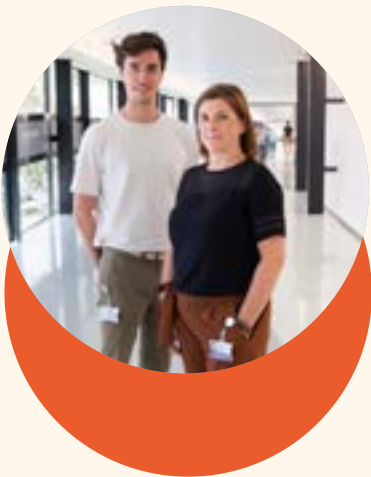
Situation sketch

UZ Gent uses an intranet to share a wide range of information on services and projects with all staff members, including doctors, nurses, supporting departments and cleaning staff. Considering the large number and diversity of employees, the intranet should be used intensively, but due to limited reporting capabilities, they lack insights regarding its use. "Before contacting MultiMinds, we never analyzed our channels. We sent newsletters and built up an intranet without even knowing if our staff members actually read our messages. We didn't know if our communication was truly effective", says Axel Braeckvelt from UZ Gent.

The intranet used is based on a top-down structured SharePoint 2013 framework and runs on-premise. Newsletters are sent with a build-up tool on the SharePoint environment.

A smart analytics strategy was required to provide more insights into employees' needs and ways to respond to such needs. The IT and Communications department searched for a suitable tool.

"The options available from existing analytics tools on the market failed to satisfy our needs. Our Communications department has neither the IT skills nor the time to build reports and queries in the standard Analytic tools. So MultiMinds built a customized analytics tool from scratch, one we can use for our hospital's intranet and newsletter tool. A dashboard and some custom-made reports now give the figures we need in a single mouse click", says Eline Verdyck, IT Project Manager at UZ Gent.



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**“Data is the key.
It's essential to build a good
communication strategy”**

Axel Braeckvelt, Communication Officer at UZ Gent.

Challenges

What makes the situation unique is that UZ Gent was keen to perform analytics ...

- on their intranet – so, not a ‘traditional website’
- on their own infrastructure; meaning the database runs on their own server instead of in the cloud. Under no circumstances does UZ Gent wish to make the data accessible to other parties, for privacy and security reasons. As a hospital they deal with confidential information and do not feel comfortable storing such data in the cloud.

Other specific questions from UZ Gent:

- Which information do staff members need to carry out their jobs and work in the most efficient way?
- How and by whom is the intranet used?
- How to make the content more relevant and accessible?
- How to optimize the structure of the intranet?
- How to measure and enhance the performance of the SharePoint portal?
- Which governance KPIs to use to create valuable reports?
- How to make the platform the top-of-mind search engine for professional-related content?



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Solution

1. The first step in implementing an analytics strategy is defining a clear KPI framework. KPIs can be determined using the MultiMinds WWF framework (Why – What – Figures). During an interactive workshop MultiMinds helped UZ Gent to uncover exactly WHAT needed to be measured and tracked.
2. The second step is to figure out HOW to measure and track. In this case MultiMinds developed an analytics solution from scratch, completely customized to the needs of UZ Gent. The use of an existing analytics solution (e.g. Google or Adobe Analytics) was not an option, since UZ Gent is not willing to share their data with a third party. MultiMinds set up the local servers and implemented a custom tracking code to collect data that is processed and enriched, using Logstash as the data pipeline, before being sent to ElasticSearch. ElasticSearch is an open source analytical database that quickly processes huge amounts of data. It requires no licenses, can run either on-premise or in the cloud and easily integrates with other tools, such as the Kibana dashboarding solution.
3. The next step is to visualize the results. The impact of the new setup only becomes clear when you have converted the determined KPIs into uncluttered reports and dashboards.

MultiMinds outlined automated and actionable KPI dashboards for different stakeholders, as well as a data exploration interface with advanced drilldown functionalities for custom reporting.

4. The final step is to familiarize users with the new setup by hosting workshops and training. MultiMinds strongly believes that a project can only be successful and grow if the knowledge and maturity of all client stakeholders develops along with the project.

During a series of hands-on workshops and training sessions, all stakeholders must understand the project goals and processes until the final output of performance reporting. Users need to be able to interpret the results and implement optimization.



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Results

A data analytics strategy is never a goal in itself, but the insights UZ Gent is gaining from analytics enables them to perform optimizations at many different levels. These are the indirect results of the approach:

- UZ Gent is now able to measure internal marketing communications efforts and efficiency.
- This allows UZ Gent to optimize internal campaigns and make segmentations on various profiles / users smarter.
- Specific functionalities that were previously hard to find are now being promoted if relevant to the user.
- The reports and dashboards reveal the 'room for improvement areas'. Based on these insights a more intuitive intranet can be created, which shortens the search process and minimizes user frustrations.
- The efficiency of the entire hospital is increasing, saving time and therefore money: the ease of navigation through the renewed structure is contributing to more overall productivity. That's a win for all parties!

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