

Cross-location collaboration in virtual expert groups, news, wikis, blog articles and chat functions in real time – ASKME, the new mobile social intranet at Asklepios, makes it all possible. Using either a PC, a smartphone or a tablet, all employees can access the intranet, exchange ideas, provide feedback and thereby communicate and cooperate with one another easily and at any time.

1

100 days after the launch at the end of September 2019, almost 280 groups had already been formed, and more than 550 blog articles had been published. Employees communicate with one another in more than 1,500 chats daily. Maïke Gräf, project manager since 2015 in the area of on-line communication at Asklepios and ASKME project manager, is proud of what Asklepios has achieved here: “ASKME is an intranet for everyone.”

EMPLOYEES' NEEDS WERE IDENTIFIED IN PILOT CLINICS

We take a look back. The on-line platform is the result of intensive work, numerous challenges and a great deal of passion. Gräf still clearly remembers the two-year preparation phase: “We quickly reached a consensus: an intranet that is open to all and compatible with mobile devices. But is that also what our employees want? Our team was very preoccupied with this question. We conducted a requirements analysis, ran workshops and surveys to find an answer.” We needed to define all requests in a structured manner. With the help of a 360-degree analysis, all professional groups were considered for the catalogue of requirements – with the seven-strong project team focusing at all times on a user-centric approach.

Along with employees in the medical area, colleagues from administrative areas such as IT experts and local communicators were involved in decisions. There were a total of nine, of which five were in the pilot hospitals, one workshop with managers, one with the Group works council, one workshop with IT and one with selected communicators from the hospitals in Hamburg, Wiesbaden and Langen. Throughout all

processes – especially around the issue of data protection – the Group works council was always involved. At the end of 2017, it was clear that the Asklepios employees wanted greater networking opportunities and needed a new intranet.

COHESION IS GREATLY STRENGTHENED IN THE SOCIAL INTRANET

All participants also had a major say in the search for a suitable partner to supply the software for the platform. The decision ultimately fell in favour of the most user-friendly tool: COYO. The detailed design was a lengthy process that reached an important milestone on 30 September 2019, when ASKME went on-line. The pilot hospitals already had their own hospital pages when the new intranet was launched. In addition, all employees were granted access from the outset to the “Asklepios-Aktuell” channel and the Group management page. Other functions and content were added on a phased basis. The topic of data protection was also a top priority from day one. Both in the virtual expert work groups as well as in the chats, employees can rest assured that everything is securely protected.

“Thanks to the intensive interaction of our employees, who are liking, commenting on and sharing the articles, the intranet has only now come to life,” says project manager Gräf. Conversely, ASKME has a positive influence on the sense of unity. Cohesion at Asklepios is enormously strengthened by the social intranet.





We want to further strengthen the feeling of cohesion in our company.



/ Maike Gräf
On-line communication at Asklepios

“THE MOST MODERN FORM OF COMMUNICATION”

Everyone can customise ASKME. In addition to their own hospital page, all employees are permanently subscribed to the “Asklepios Aktuell” channel, the Group management page, the Hamburg management page and to the separate compliance page as well as a general page about ASKME.

For example, service and holiday schedules can be agreed online – employees without a work mobile phone can download the app to their own devices.

This was a deliberate decision by the project team: “With ASKME, we can be out and about more quickly and in a more interconnected way. As the most modern form of communication, the social intranet enables our employees not only to share information and expertise, but also to cooperate closely with other people in our company at our various locations,” explains Gräf. Even if the Asklepios hospitals are situated far apart, the employees are often dealing with the same issues. The hospital on Sylt may already have gathered experience that can benefit the colleagues in Munich. What is clear is that ASKME could scarcely be more suitable for an increasingly integrated, digitally networked healthcare provider such as Asklepios.

The new intranet was designed as an open platform in which everyone can participate using their real name. “We made a very conscious decision against anonymity. After all, our primary goal is to further strengthen the feeling of cohesion in our company,” says Gräf.

ALWAYS ANOTHER REASON TO CELEBRATE: A NEW HOSPITAL PAGE GOES ONLINE ON ASKME

With regard to the handling of the intranet, the project team explored new horizons: there is one centralised editorial team, which also feeds the “Asklepios Aktuell” channel. In addition, each location will have at least one designated editor with the freedom to create a design for the specific facility.

The editors at the locations are the contact partners for the intranet. To coincide with the introduction, they are provided with a handbook of defined standards and a step-by-step manual for their own hospital. With the communication package – posters and flyers – the editors can ensure that every employee hears about ASKME.

Once preparations for the new hospital page are complete, the editor reports to the head office. Apart from the pilot hospitals, more than 20 locations have already created their own page in the new intranet. All others are in process, and the divisions are also gradually supplying content. As soon as an editor reports to the head office that the hospital page is ready to go on-line, the launch of the page is widely celebrated on ASKME and in the hospital itself.

What’s next for ASKME? “Before the project is after the project. User feedback is only starting to arrive now, and that is very valuable for us. We have now arrived where we wanted to be and are well positioned to continue our work,” adds Gräf. For example, the team is now looking at further expanding the applications for everyday hospital use, making the events even more user-friendly and is excited to receive suggestions for improvement and ideas from the employees.

After all, a digital communication channel that opens entirely new opportunities for employee cohesion is never silent.



5 HOSPITAL PAGES



BLOG ENTRIES

4



CHATS

2



3 EXPERT GROUP ARTICLES



1 ASKLEPIOS AKTUELL

