



Invest in employees and customers will thank you.

Why the key to healthcare success starts
with a strong workforce.



Even as healthcare organizations try to keep pace with a global health crisis, remote workforces, changing customer expectations, the shift to digital, and an overall uncertainty over the future of healthcare, the patient experience remains their top priority, according to research from [Lumeon](#). At the same time, the employees who make those experiences possible are often overlooked.

According to [Gartner](#), 46 percent of surveyed employees report they're largely dissatisfied with the employee experience. This is worth paying attention to, as employee satisfaction can create a ripple effect. The evidence is clear: the employee experience positively impacts the customer experience, resulting in higher customer satisfaction and financial gains.

That same research also showed that each 5-point increase in hospital ratings translated to a 1-percent increase in net profit margin. Another study by [Harvard Business Review](#) found that companies that invest in the employee experience are four times more profitable than companies that don't.

Hospital ratings increase when employee engagement and patient experience are high.

Source: Harvard Business Review

Employee experience encompasses every interaction a worker has with your company—from before they become an employee until they leave your workforce. With the help of collaborative technologies and smoother workflows, a positive employee experience can address many of the challenges faced by healthcare organizations and lay the foundation for making a positive business impact.

“ Take care of your employees first because they’re the ones who will be serving customers through these new digital channels.

Thomas Swanson

Head of Industry Strategy and Marketing—Health and Life Sciences,
Adobe

“There’s this natural trickle-down effect that happens from meeting employee needs with a digital-first platform to meeting customer needs,” said Thomas Swanson, head of industry strategy and marketing—health and life sciences at Adobe. “Take care of your employees first because they’re the ones who will be serving customers through these new digital channels.”

And while many healthcare organizations already focus on the patient experience, they need to do the same with employee experiences, especially when it comes to delivering inspiring content that will help improve work performance.

“More engaged employees are going to serve customers better, and more engaged customers are going to ultimately be a better experience for your employees,” said Swanson. “That’s why it’s important to apply the same technologies and methodologies to your employees—with the end goal of improving your customer experience.”

Read on to learn more about the biggest challenges facing healthcare organizations today and how a strong digital foundation can help you engage employees, strengthen your teams, and ultimately create better patient experiences.



What's holding back healthcare.

While healthcare has experienced its share of challenges for quite some time, the pandemic has brought a new sense of urgency to finding solutions. Here are some of the biggest disruptors healthcare organizations are facing when it comes to the employee experience.

Remote workforces.

Employees are experiencing the same pandemic fears as consumers—concern about the unknown. In addition to worrying about job stability, remote work has introduced new policies, procedures, and technologies to learn. At the same time, work-from-home employees have to find the balance between work and home lives, and look for ways to cope with burnout, isolation, and loneliness—especially in the high-stress healthcare sector.

“The emotional well-being of employees, particularly during the pandemic, has become a focus,” said Swanson. “It seems like the balance between work life and home life has become completely skewed and that those lines have blurred.”

Indeed, research from [Workhuman](#) shows that the top changes healthcare workers want to see in the workplace in response to COVID-19 are more flexible work-from-home policies and more recognition for their work. In short, they want empathy. When you show empathy to employees, you demonstrate that you're a trusted source of information and you have their safety and well-being in mind. That's why it's important to provide employees with the insights they need, in the moment they need them.

“Just as legacy healthcare companies understand that shifting to digital experiences gives them the opportunity to personalize customer interactions with more relevant content, the same holds true for employees,” Swanson said.

Lack of collaboration.

When silos exist between teams and business units, employees can't share or access information when they need it. That means delays, bottlenecks, and lower productivity behind the scenes, which can quickly escalate into spiraling costs and poor patient experiences.

In many organizations, the root cause is legacy technology that can't be easily integrated with other systems. And many organizations that have implemented collaborative tools are still working in silos. This could be due to business units following their own agendas, challenges of dispersed teams, or inefficient workflows and processes.

"Too often, the tools providers use to coordinate patient care are fragmented and impede the collaborative workflows required in a complex care environment," said Tom McGuinness, corporate vice president of worldwide health for Microsoft, and Dr. Gregory J. Moore, president of Microsoft Health, in a [Healthcare IT News](#) article.

Instead, automated workflows can help reduce the time staff spends on administrative tasks and free them up for more meaningful, strategic work. Here's an example from [HIT Consultant](#): A medical practice can automate the patient onboarding process through HIPAA-compliant digital forms that route the intake paperwork and consent forms to an electronic health record (EHR). This can then be shared with healthcare workers across departments for more efficient billing, patient records, notes, and follow-ups.

By automating repetitive or redundant tasks such as patient intake and referrals, healthcare workers can focus on delivering excellent patient care and experiences.

Source: HIT Consultant

Digital skills deficiency.

For years, healthcare has been a paper-based business—from patient intake and claims management to marketing and medical records management. Now that customers demand more digital interactions and offerings, including telemedicine, healthcare workers will have to say goodbye to the days of filling out forms, keying in data, and completing other manual tasks and level up their digital skillset.

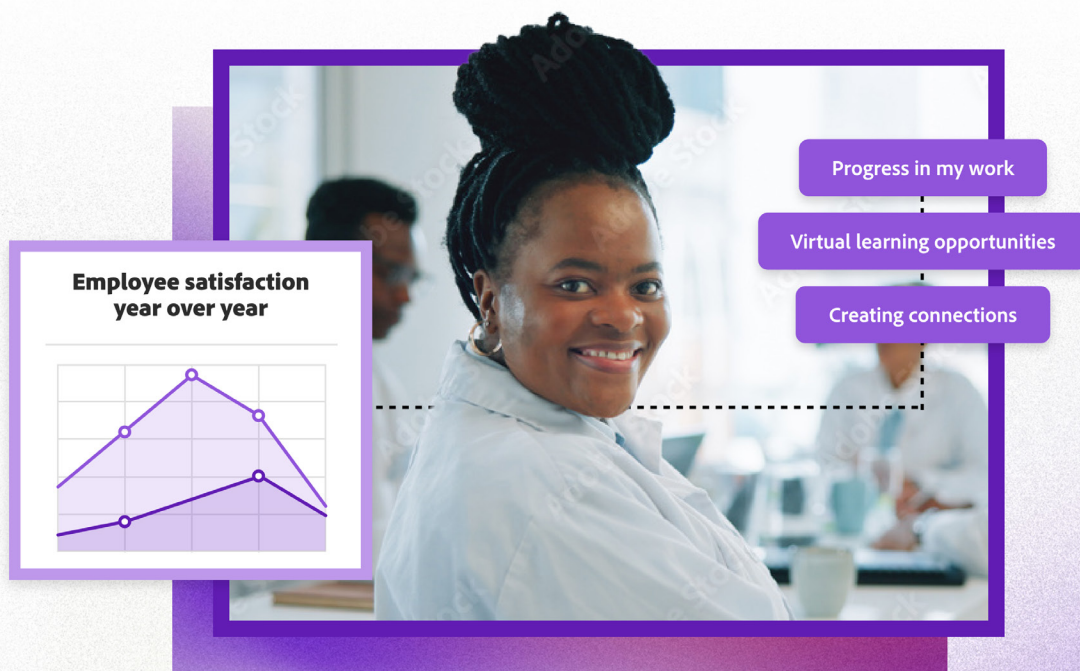
Help your employees build up their skills by offering virtual learning opportunities curated specifically for their role. By surfacing the most relevant training offerings in a central, easily accessible location such as your intranet, employees will get the support they need to be successful, no matter where they're working.

When you help employees develop their skillset and knowledge, you also strengthen their sense of purpose, proficiency in their work, and autonomy or self-efficacy—three of the five hallmarks of a good employee experience, according to [Forrester](#). The other two hallmarks include a sense of progress in their work and creating connections with other employees.

Finally, providing employees with appropriate professional development helps them feel valued, build self-esteem, and ultimately do better work.

“ By investing in development opportunities, leaders send the message that they're committed to employees.

Training Industry



The ultimate employee experience looks like this.

If you want to provide effective employee experiences, you need to give workers a roadmap to follow while supporting them every step of the way. According to [Deloitte](#), the best employee experiences incorporate the following elements:

1 Meaningful work

Show employees how their work ties to overall strategic goals and your company purpose.

2 Supportive management

Provide opportunities for employee development and recognize their successes along the way.

3 Positive work environment

Offer flexible workdays to help employees balance work and home lives and create a positive culture by promoting diversity and inclusion.

4 Growth opportunity

Offer multiple ways for employees to strengthen their skills and grow with the company.

5 Trust in leadership

Stay true to your company's purpose, commit to honesty and transparency, and inspire employees to do their best work.



Three big benefits of great employee experiences.



Pull ahead of the competition.



Accelerate time to value.



Build trust with employees.

Pull ahead of the competition.

One of the largest pharmaceutical companies in the world, [Merck](#), wanted to streamline the documentation process for employees—specifically for onboarding and procurement. With digital signature and integration capabilities, Merck reduced the time needed to sign procurement contracts from 7.5 days to just a half day. They also reduced processing time for paper-based onboarding and contract packages by 50 percent, instead managing them digitally.

“Employee experience is very important at Merck because happy and productive employees produce better work, leading to more innovative and creative solutions for our end users. Therefore, we believe that supporting our employees by enabling them to do their jobs with seamless processes contributes to the company’s success.

Dimitri Metzger

Global Project Manager—Strategic Cloud Solutions and Digital Transformation,
Merck

Accelerate time to value.

[Mercy Health](#) is one of the top five health systems in the U.S. For years, they've worked to bring personalized care to the digital environment. So when COVID-19 hit, they were ready. To quickly help their communities and maintain patient trust, their content team created a COVID landing page in one day—instead of weeks. As new developments occurred, they were able to quickly update content to keep visitors informed and coming back. They also created an online COVID screener that patients had to complete before making an appointment, keeping both employees and patients safer.

“ Digital marketers, including me, love numbers—conversion rates, sales figures, net revenue, customer lifetime value. But when you look at what we did with the COVID-19 landing page, it wasn't about revenue numbers. It was about serving patients and saving lives.

Ken Kellogg

Vice President of Brand and Digital Experience,
Mercy Health

Build trust with employees.

To keep employees safe during the pandemic, a leading health insurer transitioned their call-in center to a virtual call center, offering customers web-based and chatbot support. This meant sending employees home to work and investing in the technology to support them. The insurer trained employees on new policies and procedures so they could feel more confident fielding calls, working with patient data, and accessing these new capabilities from home—all in a secure way.

“ Because the company invested in new technology and training to help employees keep their jobs while staying safe, employees felt that their employer cared about their health, well-being, security, and privacy.”

Thomas Swanson

Head of Industry Strategy and Marketing—Health and Life Sciences,
Adobe

A journey of amazing experiences.

From recruitment and onboarding to collaboration and retention, the right digital foundation can help ensure you're delivering the best employee experiences, no matter where they are in the journey.

Recruit.

Hiring the right person for the job starts with reaching the right prospects. And once you've reached them, you need to connect with them in a way that shows your company is actually interested in them as an individual. You can do this by ensuring you're targeting the most promising healthcare candidates and delivering the personalized content experiences that will make them want to be a part of your team.

Onboard.

Make their first days as an employee as smooth as possible by making it easy for new employees to complete their onboarding tasks—including filling out, signing, submitting, and tracking forms. Build an employee intranet where new hires can access employee essentials, including training materials. And make sure every employee has access to the documents they need by assigning appropriate permissions to digital assets.

Collaborate.

Use your employee portal to stay in close touch with employees, listen to their needs, and recognize them for a job well done. Encourage collaboration between employees by putting in place tools for smoother workflows, including those for creating and managing assets—such as compliance docs—that employees can access wherever they are.

Engage and retain.

Keep employees motivated and excited about their work by investing in their success. Offer continuing education programs through your employee portal and highlight the most relevant content recommendations with the help of real-time insights that show which content employees are engaging with the most.

When people come first, success follows.

Employees want to know that a company cares about them—including their health, safety, and quality of life. That's why it's important to invest in and provide employee experiences that make healthcare workers feel valued.

"Personalized experiences show that a company not only knows who you are and where you are in your personal journey, but that they appreciate you enough in order to provide these kinds of experiences," Swanson said.

"All of that generates employee satisfaction, which means they're going to take better care of your customers—and stay employees for the long term. Ultimately, it's going to drive revenue because happy employees will serve customers better."



Recruit

Onboard

Collaborate

Engage and retain

Adobe can help.

Keep your teams productive and collaborating—even when working remotely—while delivering the best content experiences with Adobe Experience Manager Sites, Adobe Experience Manager Assets, and Adobe Experience Manager Forms. Provide the most relevant content based on employee behaviors and preferences with Adobe Analytics, while working with Adobe Target to keep employees engaged with personalized interactions. And keep all your workflows running smoothly and efficiently with Workfront, an Adobe company.

Learn how a strong digital foundation can make it easier for healthcare teams to provide a higher standard of care and improved health outcomes, all while streamlining costs and driving business success.

[Learn more](#)

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