

BUSINESS NEED

Orkney is an archipelago situated off the north coast of Scotland, with about 20,000 inhabitants scattered across the islands. National Health Service (NHS) Orkney delivers a wide range of health services to the people of Orkney, supplemented by specialist services provided by mainland health boards such as NHS Grampian and NHS Highland. There are approximately 815 staff, of whom about 600 have a computer. NHS Orkney, as with so many other organizations, was struggling with the volume of internal email being generated. Email blasts to the entire organization (i.e. corporate spam) were common. For the sender, the cost of sending an email to 'all staff' was less than the cost of targetting specific individuals or groups. The result was that recipients' inboxes were more and more crowded with irrelevant information. Email messages were often ignored and employees sometimes missed critical information.

SOLUTION

The obvious solution would have been to move NHS Orkney's information dissemination to an internal website, preferably a blog or wiki which would be as easy to use as email. But there was one piece of the puzzle missing: email clients alert the user and track what they have read or flagged, whereas a website does not have those critical features. For busy healthcare workers, alerts & read-status are very important. If NHS Orkney had attempted to rollout an information publishing system which did not include such features, it would have been a complete failure.

During the same time that the corporate spam situation was becoming critical, one member of NHS Orkney's staff was enjoying the benefits of using FeedDemon and NewsGator Online - two of NewsGator's RSS Readers. The concept of being able to subscribe to news feeds and view them anywhere seemed like a great fit for an organization wanting to move from email to blog/wiki-style publishing. The only concern about using FeedDemon and NewsGator Online was that the products did not support secure, internal feeds. That is when NHS Orkney learned of Social Sites Professional. Social Sites Professional offered NHS Orkney the ability to use RSS feeds behind their firewall, thereby keeping confidential, internal feeds secure.

NHS Orkney purchased a product called Traction Teampage - a user-friendly means for staff to publish their information via a blog. NHS Orkney also purchased Social Sites Professional to allow staff to keep track of activity on the internal blog. A FeedDemon installation, pre-configured for Social Sites Professional, was deployed to all PCs. Each user was given a starter-pack of news feeds including the most important feeds from the internal blog, local news providers, and the national NHS Scotland website. The new solution offers employees an improved information delivery system complete with alerting and read status capabilities. The solution has helped to reduce email volume and to provide staff with more relevant and timely information. This has improved worker knowledge and increased productivity.

RESULTS

Social Sites provided NHS Orkney with the following benefits:

- More relevant and timely news and information
- Reduced email volume
- Increased productivity
- Better worker knowledge
- Improved emergency preparedness



Case Study Highlights

Company

National Health Service (NHS) Orkney

Industry

Healthcare

Business Need

Improve Information Sharing

Solution

NewsGator Social Sites™ Professional

Results

Reduced Email Volume, Increased Productivity, & Improved Worker Knowledge

*“Social Sites Professional has significantly improved the efficiency and transparency of internal communications by providing NHS Orkney with a single, secure source of internal information, alerts, and external news. **It has decreased, by 75%, the time it takes for staff to keep informed of information critical to their jobs.** It has also reduced the number of ‘all staff’ or ‘corporate spam’ emails.”*

David Rendall
eHealth Technical Manager

FEATURE HIGHLIGHTS

NHS Orkney's Social Sites and FeedDemon solutions offer staff the following features:

Secure Information Access - a secure and single point of reference to internal information (alerts, corporate news, governance, training, organizational changes, etc.) and external news and information.

Alerting - timely alerts of critical information (drug issues, accidents, natural disasters, etc.) used for emergency planning.

Read State Tracking - ability to easily track information that has been read and to flag information for follow-up.

Location Independence - access to information from web, desktop (PC or Mac), PDA or mobile phone with synchronization of read states across locations.

Information Categorization - intuitive categorization of information by interest area and urgency.

Single Sign-On - support for Active Directory enables staff to use one user-name and password for access to Social Sites and all other internal systems.

ABOUT NEWSGATOR SOCIAL SITES PROFESSIONAL

Social Sites Professional helps get the right content in the hands of the right people in the right places, all through the power of RSS. From replacing internal company newsletters to alerting branch or field workers through desktop alerts to viewing updates to internal blogs and wikis, Social Sites is an efficient mechanism for improving communications and collaboration. With Social Sites, you can significantly improve the way internal and external information is found and shared throughout the organization. Social Sites lets you take any RSS and Atom feed from blogs, wikis, news sites, portals, content management systems and enterprise applications and automatically syndicate to employees via the Web, portals, mobile devices, desktop clients or folders within Microsoft Outlook®. To learn more about Social Sites, visit www.newsgator.com/business/enterpriseserver/default.aspx.

ABOUT NATIONAL HEALTH SERVICE (NHS) ORKNEY

The United Kingdom's National Health Service (NHS) was established in 1948 and is now the world's fourth largest employer. The World Health Organization recognizes NHS as one of the best health services in the world. NHS Orkney provides a comprehensive health service for the island communities with 815 staff. NHS Orkney's vision is to be an exemplary employer and provide high quality health services that help improve the health of the Orkney population. NHS Orkney meets patient needs by ensuring timely access to a highly skilled and mobile workforce, which uses modern technology to help provide as many services as possible from facilities that are local and fit for purpose. To learn more about NHS Orkney, visit www.ohb.scot.nhs.uk.

"Social Sites and FeedDemon are great help for me to consolidate all the different sources of feeds. They save me the time of going to the websites and internal blogs to find the information. They are easy and intuitive to use and include lots of recent updates and great features."

Sue Cousins
Information Analyst

"Social Sites and FeedDemon highlight all new blog postings so they keep me up to date with news. It would be easy to miss important postings without these tools, as there are so many postings on the blog each week. I consider FeedDemon and Social Sites essential tools for finding my way around the blog. They also enable me to subscribe to other relevant news feeds, such as The Scottish Government News Online and Institute of Healthcare Management."

Carla Tannous
Directorate Accountant

"I find Social Sites and FeedDemon useful in that they can alert me very early on to info that is important to my work. For example I have a link to severe weather warnings which are useful for emergency planning, and a link to drug alerts which I need to have in a timely manner to disseminate to GPs, pharmacists, etc."

Maggie Mitchell
Senior Administrator for Public Health Dept

"As a regular user of Social Sites and FeedDemon, I can say that it has been very helpful when using feeds from both internal and external sources by enabling me to keep up to date with various pieces of information that relate to my employer, government health agencies, news, and weather."

Lewis Berston
KSF Coordinator

"I find Social Sites and FeedDemon useful to keep in line with current health issues and new medical breakthroughs - all of which I highlight to the Medical Director."

Annie Holder
PA-Medical Director