



How to create a (nearly free!) internal communication measurement program

The foundation of a measurement program

Quantitative insights

- Page visits
- Click data
- Open rates
- Surveys

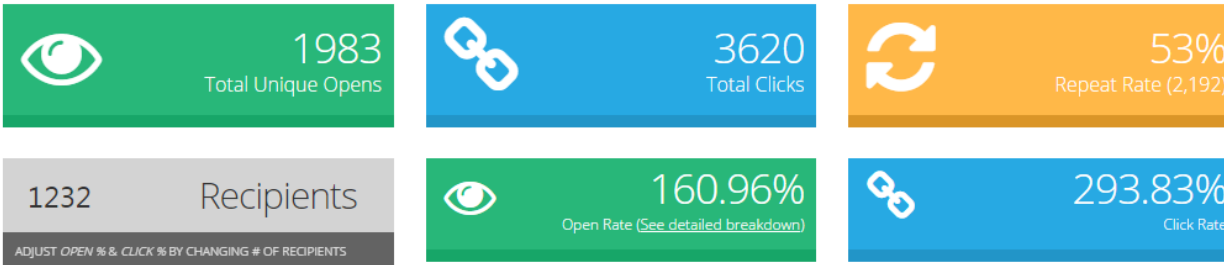
Qualitative feedback

- Survey comments
- Focus groups
- Rounding
- Communication council

How we measure at Novant Health

Tag Metrics

Show Activity Distribution Graph



Bananatag tracks e-newsletter open rates and click data

Mobile Open %

7.19% Last Event (open or click)

Jun 21st, 2016 at 03:24:29 pm

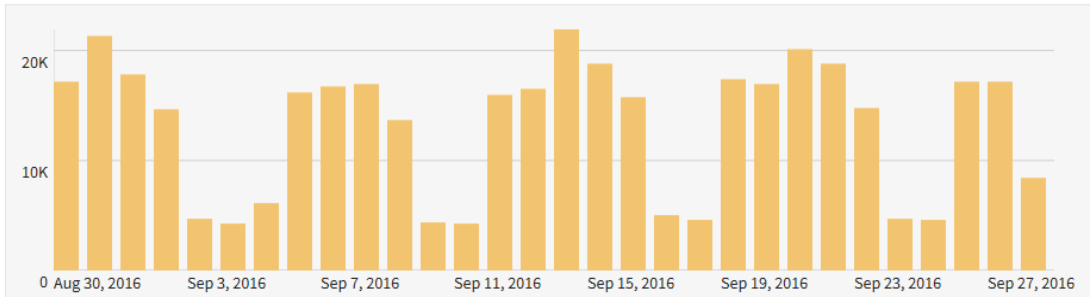
394,538 clicks on your Bitlinks

All Domains

Clicks

Past 30 Days

since Aug 30, 2016



All times are in UTC-4

Bitly tracks clicks on links in e-newsletters and on intranet

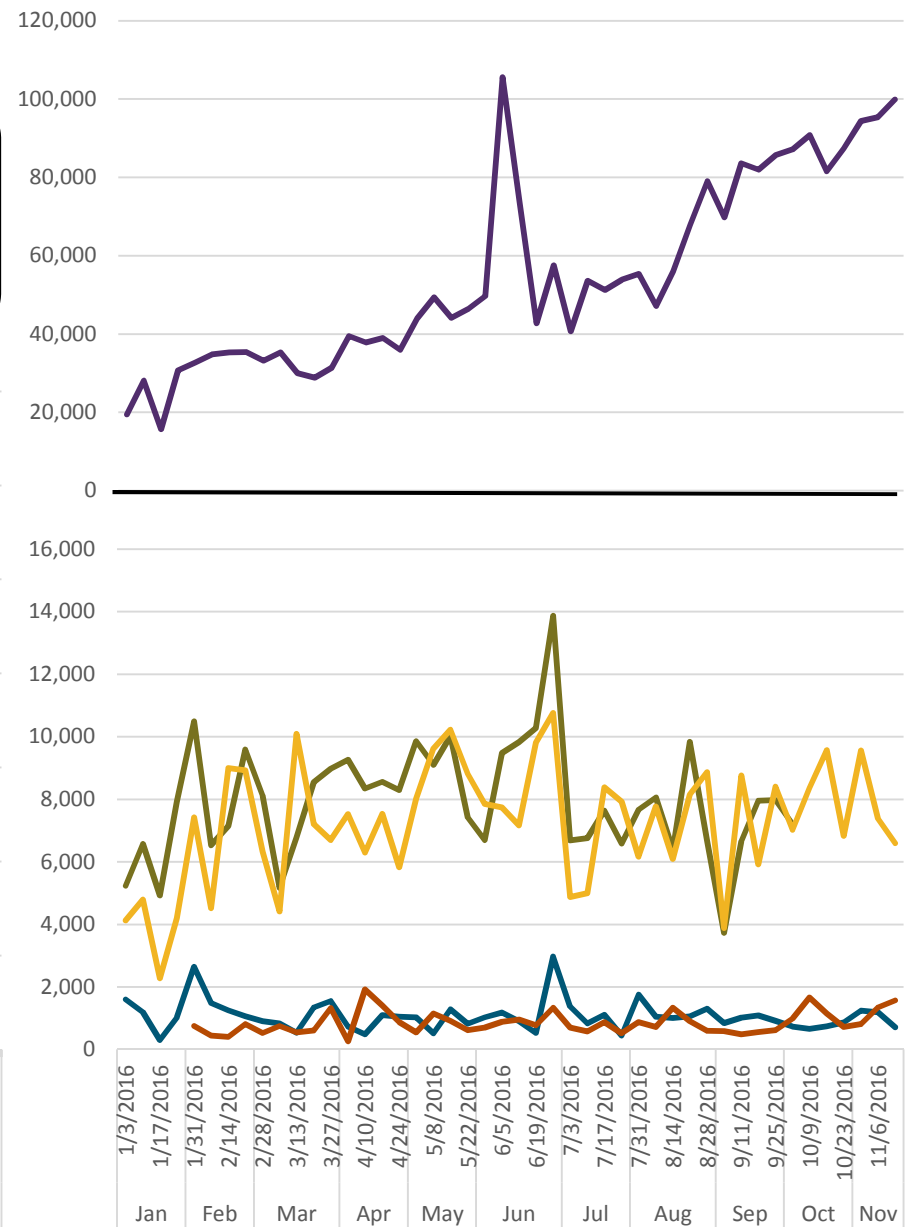
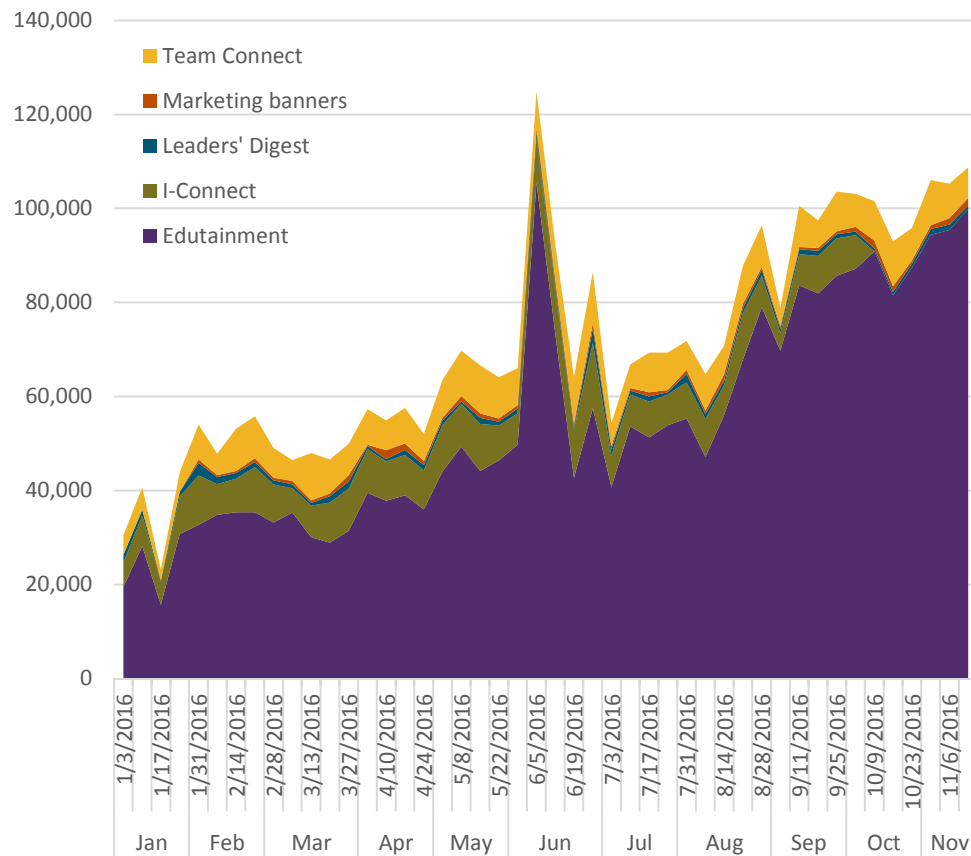
Page URL	Number	Percentage
1 http://iconnect.novanthealth.org/news/pages/sweet-retreat.aspx	1,941	14.49%
2 http://iconnect.novanthealth.org/news/documents/sweet_retreat_get_started_instructions.pdf	1,223	9.13%
3 http://iconnect.novanthealth.org/news/pages/selfie-(stick)-yourself---before-they're-gone!.aspx	1,197	8.93%
4 http://iconnect.novanthealth.org/news/documents/selfiestick3.jpeg	1,093	8.16%
5 http://iconnect.novanthealth.org/news/pages/take-advantage-of-your-the-hartford®-insurance-plan-with-tr	1,065	7.95%
6 http://iconnect.novanthealth.org/news/pages/top-15.aspx	786	5.87%
7 http://iconnect.novanthealth.org/news/pages/april-21-team-member-forum.aspx	475	3.55%
8 http://iconnect.novanthealth.org/news/pages/let's-hear-your-voice-novant-health-nation!-.aspx	464	3.46%
9 http://iconnect.novanthealth.org/news/pages/hand-hygiene-video-1.aspx	414	3.09%

Sharepoint analytics provides click metrics

Internal Communications 2016

At a glance:

- ❖ Overall engagement has increased 3x in 2016
- ❖ All channel average: ~72,000 engagements/week
- ❖ Edutainment engagement has increased 5x
- ❖ Team Connect + I-Connect clicks are up ~2,000/week



Keeping our finger on the organization's pulse

Communication Council

- 400+ team members actively share feedback
- All shifts (corporate, acute care and practice-based team members)
- Clinical and non-clinical (including physicians, nurses and support staff)

Focus Groups

- Piggyback on existing meetings
- Great opportunity to educate about IC program

Rounding

- Use paper surveys
- Provide goodies!

Surveys

- Free electronic survey tool
- Give prizes!