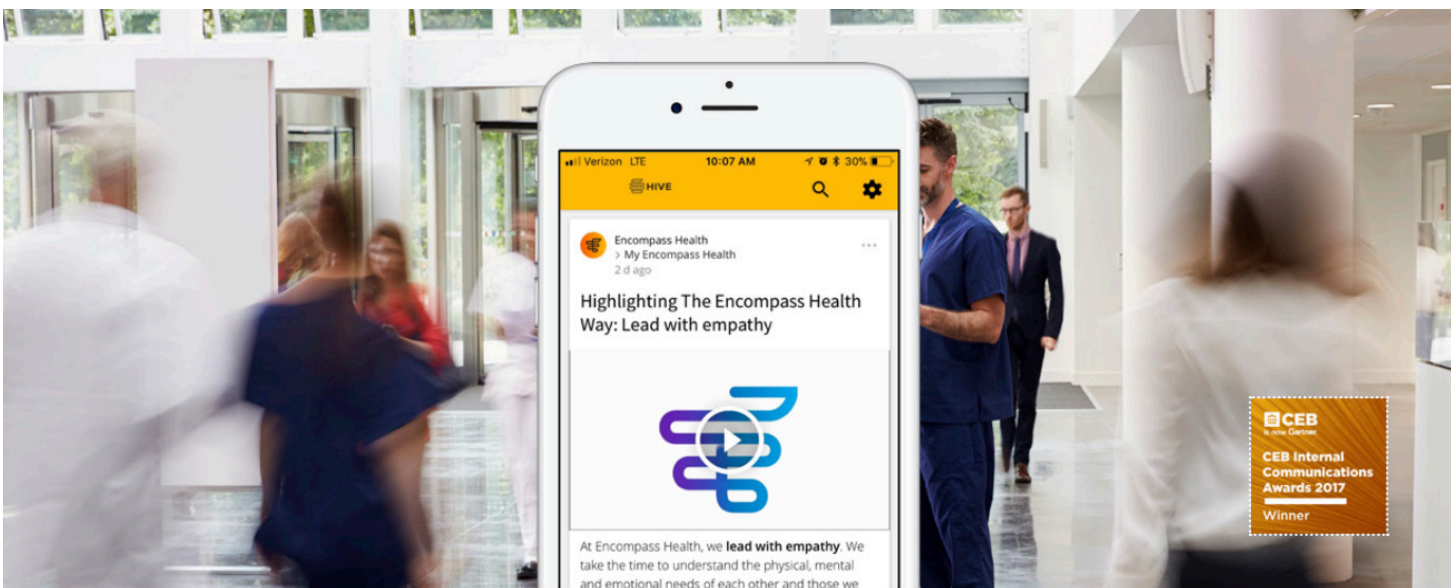




HOW ENCOMPASS HEALTH CONNECTS AND ENGAGES EMPLOYEES WITH ONE APP

MEET ENCOMPASS HEALTH

Encompass Health is a publicly traded company that offers both facility-based and home-based patient care through its network of inpatient rehabilitation hospitals, home health agencies and hospice agencies. With over 38,500 employees and a national footprint that spans 130 hospitals and 278 home health and hospice locations in 36 states, the company is committed to delivering high-quality, cost-effective care across the post-acute continuum.



THE CHALLENGE

At Encompass Health, communicating with employees isn't just a "nice to have" — it's critical to the health and safety of nurses, therapists and essential support staff.

Before Encompass Health engaged Limeade, the marketing & communications team identified the following communications challenges:

- Struggling to reach deskless employees
- Connecting all employees to the broader company
- Measuring the reach and effectiveness of their communications
- Cutting through the noise
- Catering to an increasingly mobile-savvy workforce

THE LIMEADE SOLUTION

Encompass Health needed an easy way to connect its staff with relevant company and hospital-specific communications and information. An employee mobile app quickly emerged as a progressive choice for reaching the non-desk workforce.

The marketing & communications team selected Limeade Communications and named their app Hive. Leading up to the launch, it conducted research through surveys, focus groups and key employee personas to prioritize communications and employee self-service functions for the app.

From the beginning Encompass Health was committed to delivering real value to its busy staff through Hive. To ensure relevancy, Encompass Health asked employees what they wanted to experience in the app. Then, it followed through.



Key strategies include:

NEWSFEED

Hive's aggregated news stream includes company and localized messages, a channel selector and social features, including the ability to like and comment on posts.

RESOURCE LIBRARY

The Hive Resource Library contains easily-accessible employee-related websites, documents and resources.

MY BENEFITS

The My Benefits area with PeopleSoft integration gives employees secure access to their personal benefit elections and paid time off (PTO) balance. It reduces HR support inquiries and makes using the app regularly easy for employees.

MY PAYCHECK

With My Paycheck, employees can see their pay information in the app, saving time and limiting information scatter, a function especially useful for Encompass Health's hourly employees.

MY WELLNESS

Employees can use the Hive app to log activities, find activity locations while traveling (like walking trails or gyms), earn badges and share wins with others.

THE RESULTS

After launching Limeade Communications, Encompass Health saw immediate results and benefits:

1. They were able to effectively reach and engage clinicians through their smartphones.
2. They were able to keep employees informed, delivering company-wide communications as well as location/hospital-specific content posted by HR directors.
3. Non-desk employees started feeling more connected to the organization and had easier access to information they needed for their jobs.
4. Employees became more informed and productive and spend less time on time consuming administrative tasks and more time on caring for patients.



Encompass Health's Hive employee mobile app, powered by Limeade Communications (formerly known as the Sitrion ONE app), won the prestigious CEB 2017 Internal Communications Award in the Innovations in Digital, Social and Mobile Communications category. The CEB awards are one of the most prestigious global award competitions recognizing the work of communicators achieving real, measurable business outcomes within their organizations.

“THE HIVE APP ALLOWS EMPLOYEES TO GET THE INFORMATION THEY NEED THAT MATTERS MOST TO THEIR WORK PROVING TO BE AN EFFECTIVE CHANNEL FOR REACHING AND ENGAGING CLINICIANS. LIMEADE HAS PROVEN YEAR OVER YEAR THAT THEY ARE A PARTNER. WE HONESTLY FEEL THEY ARE INVESTED IN OUR SUCCESS AND WORK WITH US ON OUR USE CASES MAKING SURE WE ARE GOING IN THE RIGHT DIRECTION.”

Alyssa Hagan, Encompass Health, Associate Director,
Internal Communications & Engagement