

Leveraging multichannel healthcare communications to enhance information delivery and feedback collection

Case study

HCA
Healthcare Australia
Company name:
HCA Healthcare Australia

Region:
Australia

Industry:
Healthcare

COMPANY BACKGROUND:

The Australian Healthcare Company is a prominent provider in medical diagnostics, offering a wide range of laboratory medicine/pathology and radiology services. Their commitment to the medical community is underscored by their extensive service offerings, catering to a diverse set of healthcare needs.

CHALLENGE:

The company faced significant challenges with their internal communication solution, which was only implemented in a small part of the organization. This system had numerous limitations, and redeveloping it was estimated to take up to 12 months—a delay that hindered efficient communication.

SOLUTION:

To address these challenges, the company adopted DeskAlerts, a fast and efficient communication tool that allowed for the delivery of messages to employees, groups, divisions, and labs. The solution's ability to send SMS and emails, along with conducting surveys, greatly enhanced the company's communication strategy, particularly in its secure environment where software restrictions were previously a significant barrier.

“ [DeskAlerts] Gives management the ability to inform staff or get feedback immediately without the user being required to read an email or going to an application to which they may not to for a period of time. ”

Shaune Housenloge

“ The fact that DeskAlerts allows targeting the alerts to specific audiences or locations is a big plus as well. ”

KEY RESULTS:



Quick and easy setup improved communication flow



Diverse communication methods ensured timely information distribution



Surveys facilitated immediate and valuable staff feedback

Explore how DeskAlerts can work for you

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