

 Staffbase

# How **Bethany Children's Health Center** Informs, Educates and Engages with Their Healthcare Workforce

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Bethany Children's Health Center has a rich history dating back to 1898 when its founder, Mattie Mallory, felt a religious calling to help the orphans of Oklahoma City. After operating the Oklahoma Orphanage at multiple Oklahoma City locations, Mattie moved the children to Bethany in 1909. The facility transitioned from an orphanage to the Children's Convalescent Hospital in 1951 and has since continued to grow exponentially.

Today, Bethany Children's has expanded to include a 100 patient Complex Care Unit, a Pediatric Rehab Unit, Transitional and Outpatient Services, as well as a Community Pharmacy, an Adaptive Recreation and Fine Arts Center, Miracle Stadium for adaptive sports and more. By early 2023, Bethany Children's will have over 800 employees and will soon undergo another \$100 million expansion project.



over 800 employees



Bethany, Oklahoma



400,000 sq. ft. Multi-Unit Complex

*“Before our employee app Buzzcom, our employees had a great need for streamlined communication. Departments were siloed and information was not getting to the right people at the right time. All of that has changed since working with Staffbase.”*



**Richard Mills-Tetteh**

Director of Corporate Communications

## Why Bethany Children's chose Staffbase

*“We never had any form of internal communications. We sent a lot of emails but our staff never knew what was really happening within the hospital,”*

Richard explained.

Without a proper communications strategy in place, no company intranet and with growing concerns from staff that crucial information was getting lost, the team knew that changes needed to be made.

# 2021

Bethany Children's launched their app

# 100%

active users they maintain today

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Masking Status: HIGH. Click here for more information.

Call Security

Joy Montgomery is Retiring  
We will miss you, Joy!

New "Call Security" Button on BuzzCom Mobile App  
Easy access to Security from your mobile device when needed [read more >](#)

My HR | Forms & Requests  
Hubs | Calendar  
Social Wall

**LAMP Workshop**  
July 27 at 1:36 pm  
Bethany Children's to host LAMP training October 20 and 21 [Read more >](#)  
10 likes  
Like Comment

**Bed Tower Corridor Doors**  
July 27 at 9:20 am  
...will require badge access moving forward [Read more >](#)  
45 likes  
Like Comment

**Mandt Training Sign-up through HealthStream**  
July 25 at 1:38 pm  
Sign-up in HealthStream [Read more >](#)  
4 likes • 5 comments  
Like Comment

The search began for the right internal communications tool. Leadership knew they needed a solution that would provide staff with easy access to pertinent information. And it had to not only be a tool available on desktop and mobile, but it needed to be secure. The IT Team was strict on ensuring that patient information would remain safe.

After researching and demoing multiple platforms, the team agreed that Staffbase checked off every item on their list.


## A Successful Rollout to Staff

Bethany Children's launched their employee app, *Buzzcom*, back in early 2021. The launch was a huge success, featuring the center's mascot "Honey The Bee". Informational videos were shown throughout the hospital on digital signage, showing Honey The Bee using *Buzzcom* and accomplishing a variety of tasks on the app.

"It's a character that staff recognize and love. It was a great way to capture the team's attention and promote the use of the app."

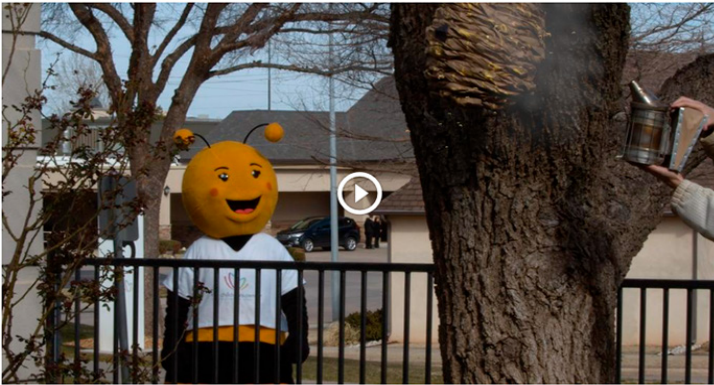
*"Staffbase had everything that we were looking for, and the fact that it's ISO 27001 certified provided the final seal of approval,"*

Richard said.

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**JOIN THE BUZZ: Maintenance Request Form**  
Honey didn't see this coming... /// The Maintenance Request Form is now up on BuzzCom!



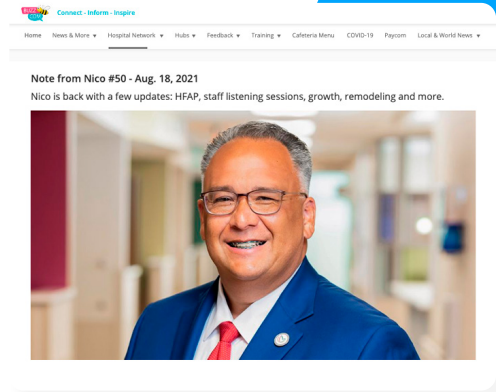
Maintenance Request Form (quick-link)

In less than 6 months, 80% of staff were onboarded and today they maintain 100% active users. And the onboarding success continues with new hires. The team utilizes the app feature “journeys” to provide new staff with an automated series of videos and information to move them along through the onboarding process.

## Success Across the Board

The most popular *Buzzcom* page has been “Notes from Nico”. The CEO, Nico Gomez, makes a weekly post and the page consistently maintains the highest readership in the app. Each summer, Nico invites members of the executive team to do a feature on his note, offering greater insight into each department and ensuring that everyone’s voices are heard.

In addition, each department has their own hub in *Buzzcom*. This allows everyone in that department to hear from their leader at any time, whether it’s weekly meeting updates or general hospital-wide communication.



The team utilizes feedback forms to receive anonymous feedback from staff. Every week there is at least one submission form that addresses an issue which allows the team to make constant improvements.

“Things are fixed every day that otherwise may have gone unnoticed if not for this app and the engagement from our staff,” Richard told us.

The app has not only helped unify Bethany Children’s, it’s also helped with timely and efficient crisis communication. When the town of Bethany issued a water advisory that the water was not safe to drink, a quick alert was sent out to all team members to halt water use while the issue was reviewed.

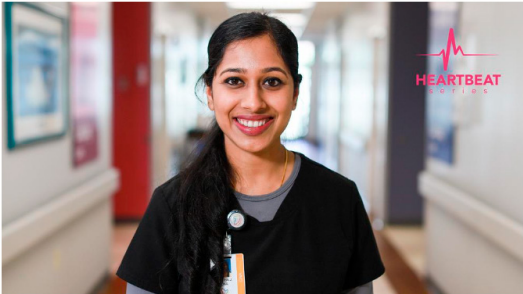


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### Heartbeat Series #7 - Family Ties

Certified Nursing Assistant, Gintha Jacob, follows in her parents' footsteps.



*Celebrating our incredible Nursing Assistants*

When Gintha Jacob came to Oklahoma from Kerala, India with her family at age nine, she knew she wanted to work in the medical field. Gintha's dream of helping others in need was strengthened by the example set by her parents, who both worked as nursing assistants and loved their jobs. "They saw it as a way to serve God by taking care of His children," she says.

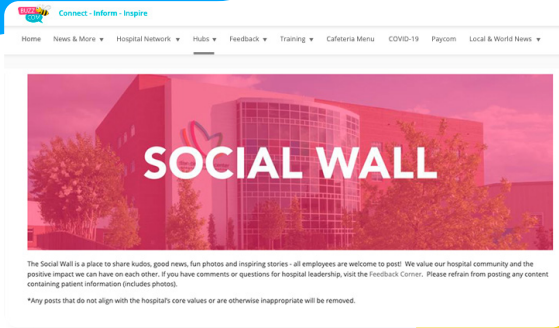
Gintha's father, Chunakara, also works at The Children's Center Rehabilitation Hospital. The stories he shared of the children and his co-workers led Gintha to the hospital in 2010. "Working here was my first job," she shares. "I believe God called me to work with children with special needs at this hospital. I love working here."

The collaborative spirit at the hospital inspires Gintha, and she especially appreciates the way co-workers are positive and willing to help each other care for the patients. Working as a Certified Nursing Assistant (CNA) on the night shift, Gintha goes over reports from the day shift CNA before checking on the patients in her care. She assists with personal hygiene and care such as feeding, bathing, dressing and wheelchair transfers. She watches over her patients with love, saying, "I do my very best to take care of the children. I care for them as if they are my own."

Gintha is dedicated to continuing to learn and grow in her position. "As a CNA, I have the opportunity to give the best care to patients at the hospital, as I continue my education with the goal of doing even more for the children in the

“ *We did not foresee just how valuable our app would be. We have used it to communicate about everything from unexpected natural disaster precautions and policies, to hospital-wide updates that need to be implemented immediately,*”

Richard said.



One of the greatest successes of *Buzzcom* has been its effect towards a strong company culture. A department hub called Mission and Culture is used to share articles, stories and videos about historic things from the hospital that wouldn't have been able to be presented otherwise.

The app includes a Social Wall where staff can share things like shoutouts to other team members or share personal stories, such as a family member's upcoming fundraising event. The communications team also uses it to share helpful notifications such as upcoming holidays or reminders to vote in upcoming elections. It has become a hub rich with information that is not only work related.

***“ Internal communications is no longer just about being at work. It’s about meeting employees’ communication needs through all facets of life. We try to ensure that Buzzcom is our team’s one stop shop. It’s a trustworthy app that keeps them up-to-date,”***

Richard said.





# The Communications Playbook for Healthcare

A Five-Step Guide to Increasing Employee Engagement



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To learn more about how Staffbase is the internal comms tool healthcare professionals trust, check out our Communications Playbook for Healthcare! 🚀

Download the Playbook

