HealthStream Community Supports Healthcare Organizations During The Great Resignation

HealthStream

Best Advance for Leading Under a Crisis

February 2023

Company Background

Brandon Hall Group
TECHNOLOGY EXCELLENCE AWARD
G O L D
2022

HealthStream™

Company-at-a-Glance	
Headquarters	500 11th Avenue North, Suite 1000, Nashville, TN 37203
Year Founded	1990
Revenue	FY 2021: $256.7M (~256,700,000)
Employees	1,150
Global Scale (Regions that you operate in or provide services to)	United States
Customers/Output, etc. (Key customers and services offered)	HealthStream's solutions are contracted by healthcare organizations in the U.S. for workforce development, training and learning management, talent management, credentialing, privileging, provider enrollment, performance assessment, and managing simulation-based education programs.
Industry	Healthcare
Stock Symbol	HSTM
Website	healthstream.com

Value Proposition

COVID-19 and the subsequent "Great Resignation" are two events that have caused an unprecedented increase in healthcare workforce turnover. With this turnover, organizations are struggling to effectively utilize their healthcare technologies and manage their workforces. In the past, organizations were able to effectively leverage a train-the-trainer model. However, with the recent events and their adverse effects on the industry, this model is no longer sustainable. As the employees who managed and operated their organization's underlying healthcare technologies left the workforce, so did the unique understanding and knowledge of their systems. Organizations were desperately in need of a new training model to accommodate for this. While HealthStream still offers traditional onboarding services and live trainings for customers, it was time for a shift. HealthStream Community ("Community") provides administrators with complimentary, 24-7 access to all the resources they need to quickly operationalize their healthcare solutions in this ever-evolving environment.

Community is a customer benefit accessible to all administrators, decision-makers, and other solution-specific roles. As the leaders and facilitators behind the HealthStream ecosystem of products, these users have the unique responsibility of building, implementing, and maintaining complex systems and processes that will be used throughout their organization's HealthStream journey. While it is a standard practice for organizations to provide users with a one-time onboarding experience, HealthStream Community takes it a step further by offering support documentation, live training, webinars, discussions, product enhancement requests, and access to an entire network of HealthStream administrators and experts.

The Community launched on February 14th, 2020, but unlike most products and programs, the HealthStream Community is living, breathing, and constantly evolving. It grows and changes to best fit the needs of its members.

Community is comprised of many different types of members who create and maintain content. Internally, Community stakeholders include Product, Marketing, Customer Success, and Customer Support Teams who all create and curate customer-facing support materials. In addition to these internally created resources, HealthStream administrators have the opportunity to post and share resources that they have created for themselves and their organizations. So not only do users have access to detailed HealthStream documentation, but practical, peer-produced resources as well.

Testimonials:

- *"The community has helped us reduce our internal support calls. We are working to drive more of our users to it because everything is there."* — HCA
- *"I sometimes get more out of participating in the community, than I do my actual job."* — Community Champion
- *"The community has become the place for everything. It's so much easier, now."* — Community Member
- *"I tell everyone to use the HealthStream Community. Submit your ideas! HealthStream Listens!"* — Rochester Regional Health

Product or Program Innovation

HealthStream Community fully encompasses what it means to be an online support community. Many online support communities are mono-faceted; they operate simply as a message board, document repository, blog, or other singular outlet. HealthStream Community, however, combines these formats in a way that isn't easily accessible anywhere else. Essentially, Community has created a one-stop-shop for all things support, success, marketing, and industry best practices.

As mentioned throughout, Community users have access to the following resources for all our products:

- Support Documentation
- Industry Best Practices
- Live Trainings
- Topic-Specific Webinars & Recordings
- Discussions
- Product Ideation/Enhancements
- New Administrator Resources
- Customer Notifications

To offer such a varied and nuanced package of support resources in this way is unique and looks to push the envelope when it comes to industry best-practice.
Some of our more impactful innovations and differentiators include:

- Exclusive content models for enhanced success and support
- In-app integration and automatic provisioning and access for verified users bypassing the need for any manual application or review processes
- Hundreds of on-demand education and support resource and access to experts
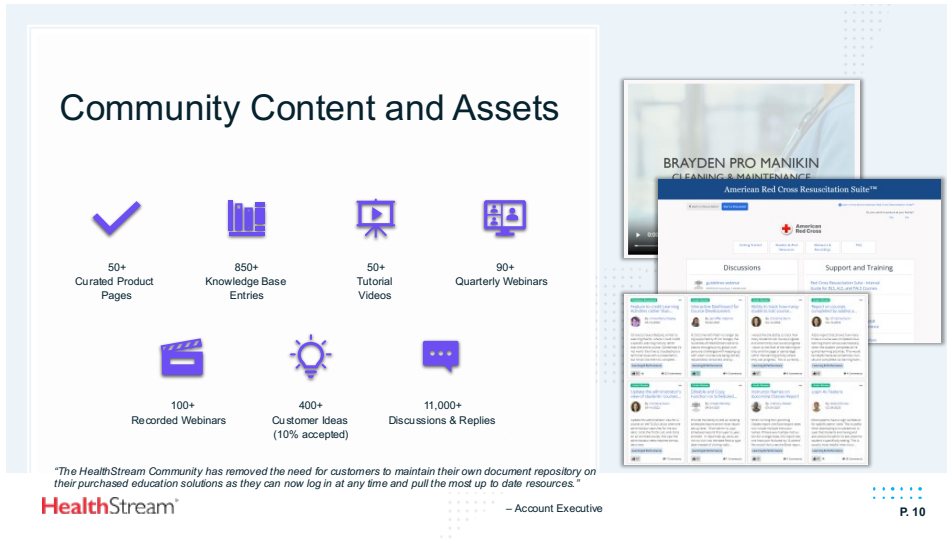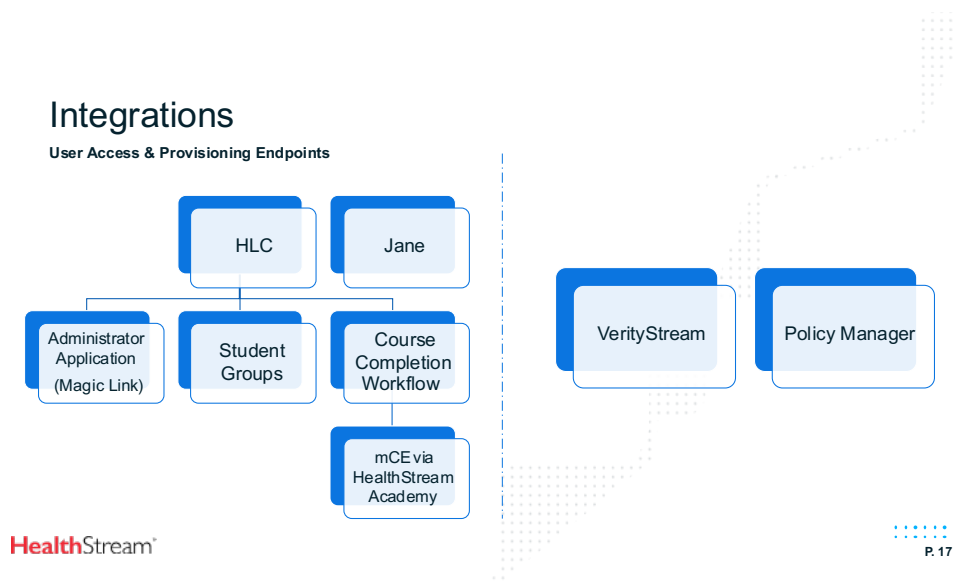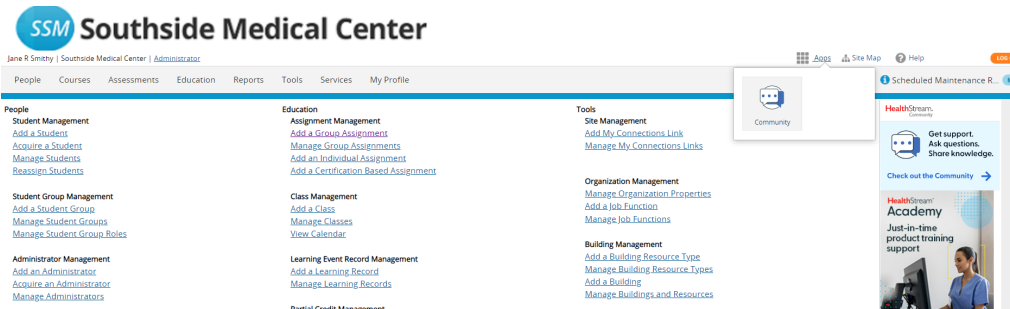
Figure 1: HealthStream Community Content and Assets

Figure 2: Community Integration and Provisioning Endpoints

Technology Demo

Designed to be intuitive, scalable, and an integral part of our success and support experience, HealthStream Community access is granted via the HealthStream Administrator application.

Figure 3: HealthStream Administrator Application with Community Access Points

Users land on the home page where key activities are designed to increase their adoption, engagement, and value.

**Figure 4: HealthStream Community Home Page**
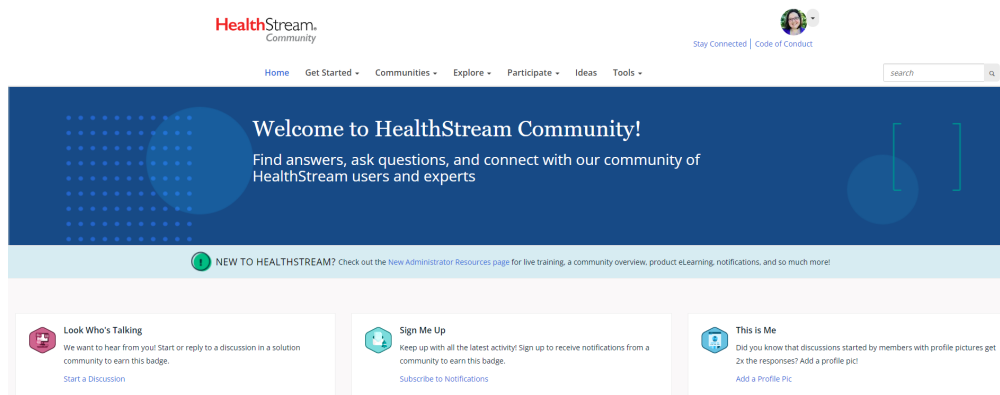
New users are encouraged to visit the New Administrator resources page.

**Figure 5: New Administrator Resources Page**

All users are prompted to complete their profile and engage in the community via gamified in-app tiles. Their experience changes and evolves as they engage more with the content and explore the community.

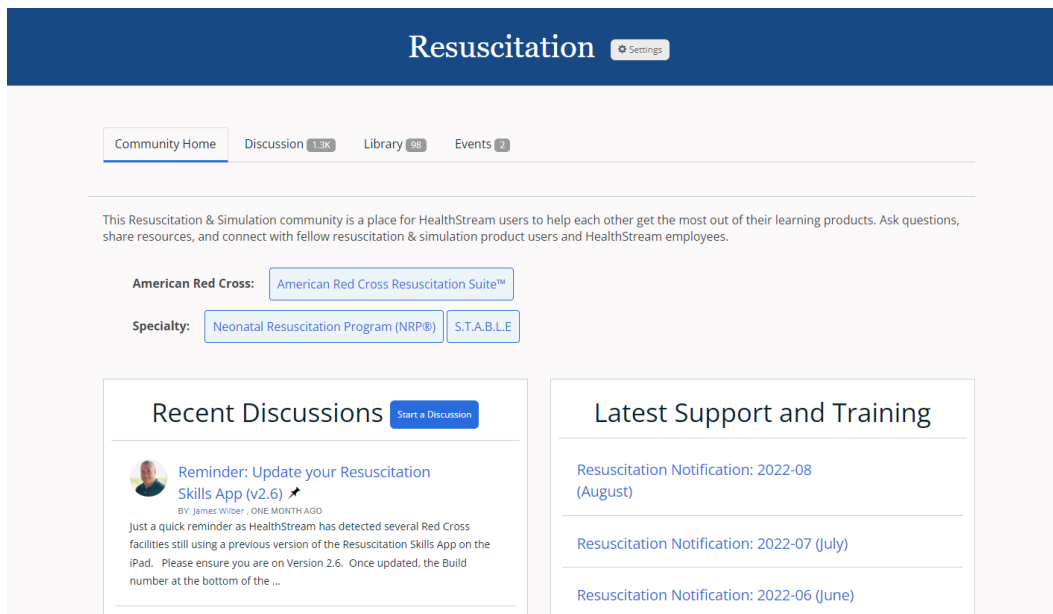**Figure 6: Community Onboarding Gamification Tiles**
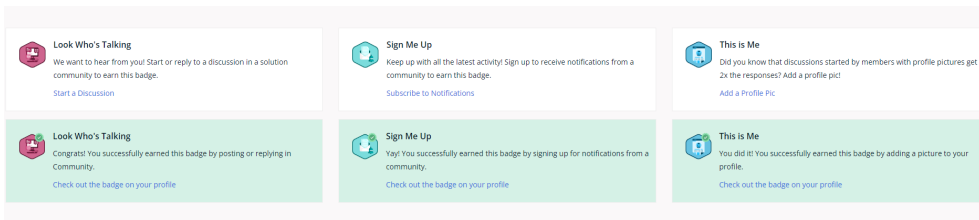
Users can navigate to their desired support community to view relevant content.

Figure 7: Support Communities
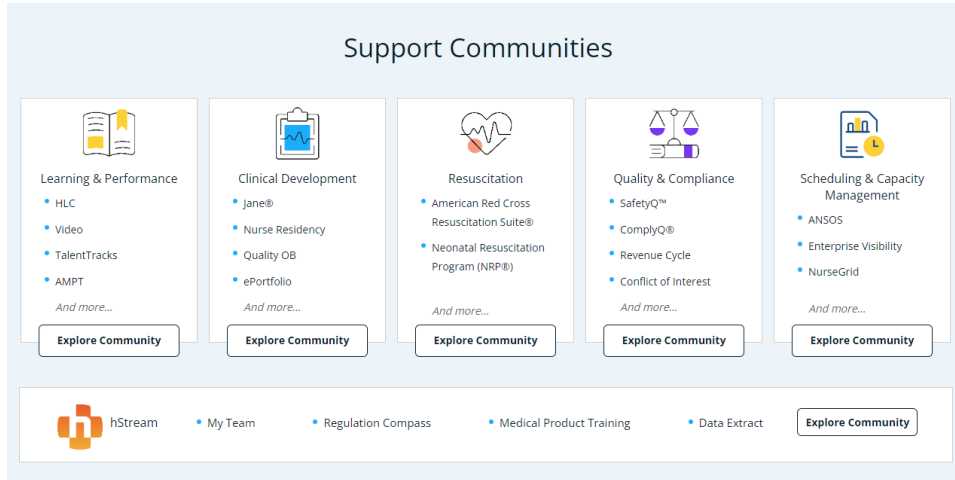
Users can start discussions, register for upcoming events, and view support resources in a predictable layout.

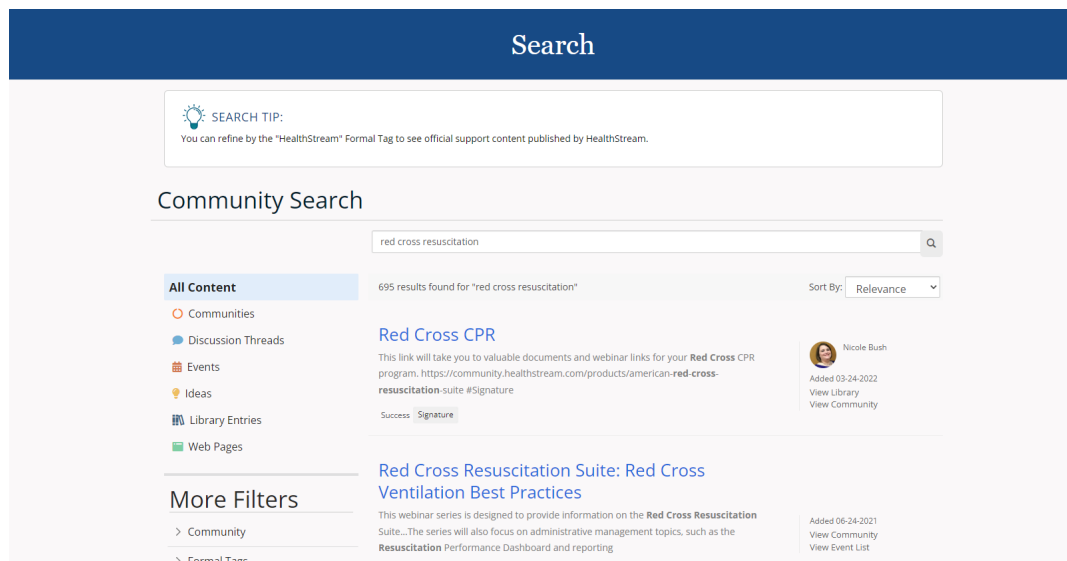**Figure 8: Resuscitation Community Home Page**

Then drill down into product-specific documentation with a single click.

Figure 9: American Red Cross Resuscitation Suite™ product page

Alternatively, users can search for information, find, and filter the robust results.

Figure 10: Community Search Results for "red cross resuscitation"

If the information they seek is not already published in the community, users can click "Start a Discussion" to immediately initiative a conversation with their peers and appointed HealthStream employee experts.

Figure 11: New Discussion Page
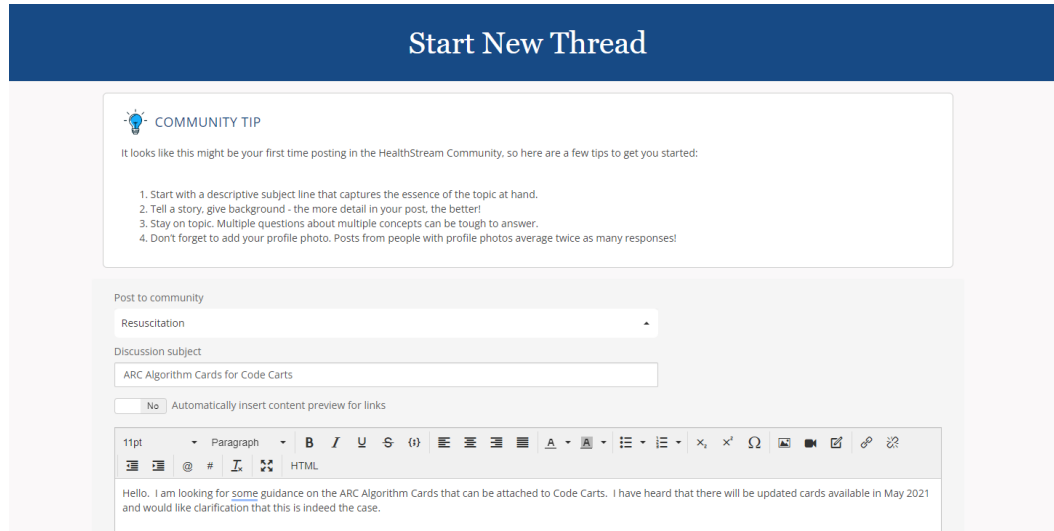
If their search and interaction in community exposes gaps in HealthStream current functionality, users can submit an idea.

Figure 12: Ideas Page

Measurable Result

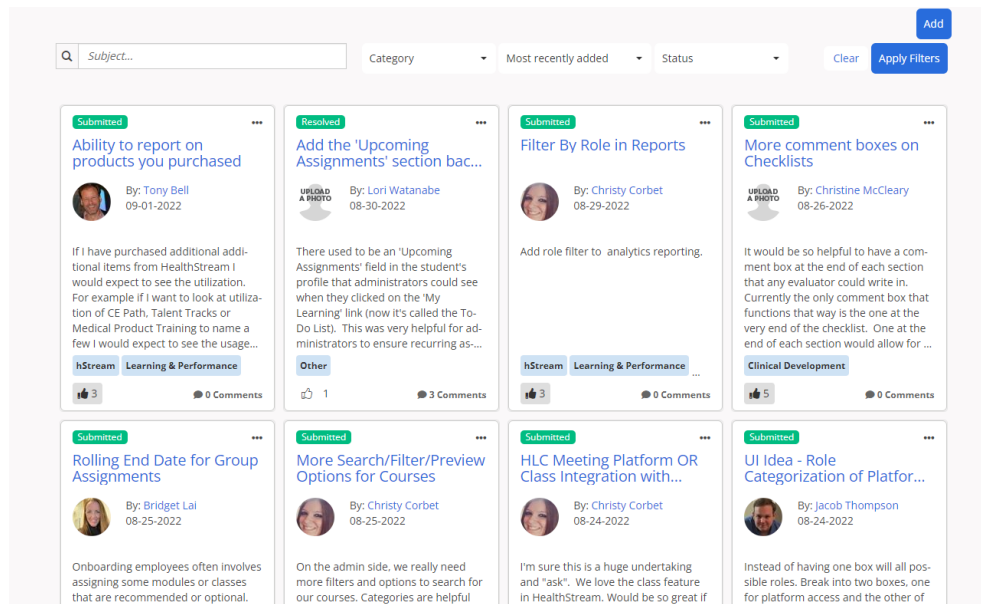Before the HealthStream Community was widely adopted, a customer service case was the first line of defense. Now, with all the on-demand assets and opportunity ask questions 24/7, customers can find information instantly and reduce the need to spend time on a customer service case.

In January of 2022, HealthStream Community engagement, crossed the threshold over case volume. It continues to trend up while case volume declines.

Figure 13: Community Engagement Weighted Score Vs. Customer Service Cases
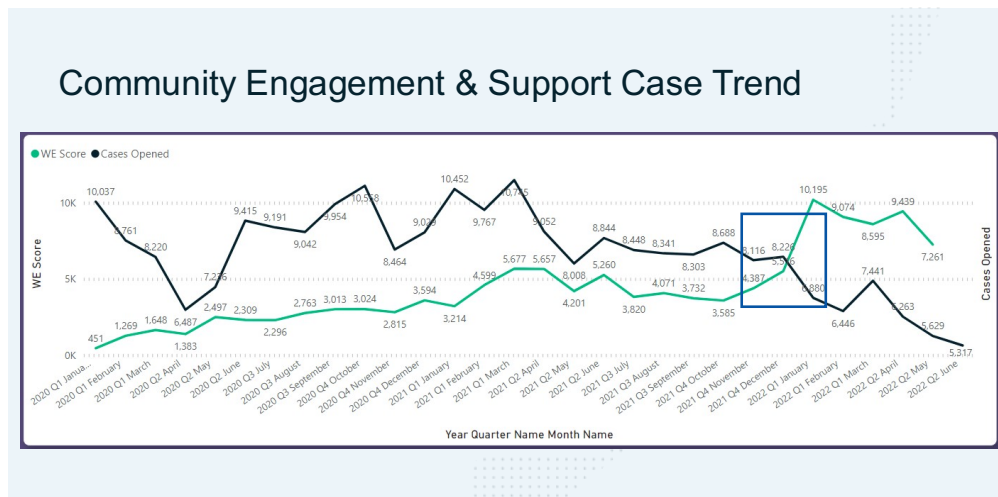
The New Administrator Resources page launched in February 2022 and provided users with the ability to register for live training without interfacing with customer service and waiting for approval. This tripled attendance to Live training.

Figure 14: Live Training Attendees 2021-2022

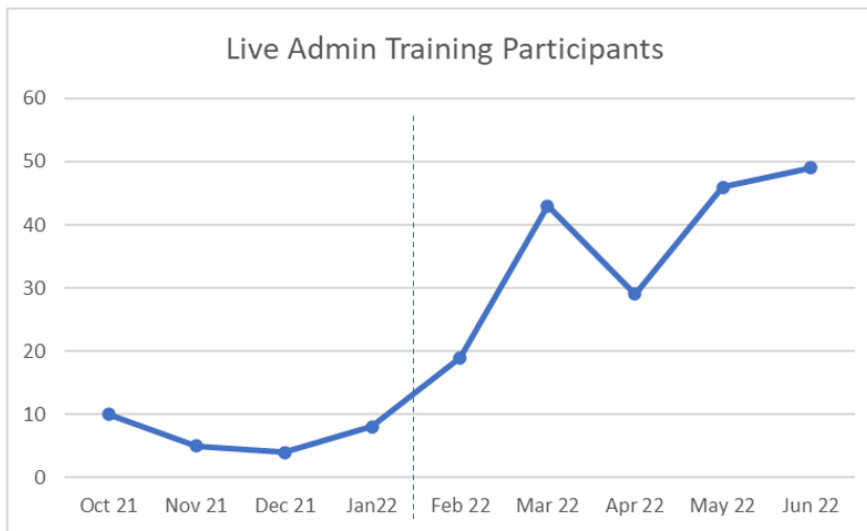Increased visibility and awareness of our complimentary eLearning via our community library. The HealthStream Product eLearning Courses entry is consistently one of the highest viewed documents.

Figure 15: Community Content Views

Start Date	8/1/2022 12:00:00 AM		End Date	8/31/2022 12:00:00 AM
Select Libraries	Answers, Clinical Development, Clini			

Library Entry Access History Summary
Approved library entries accessed between 8/1/2022 and 8/31/2022.

	Library	Folder	Title	Files	Created On	Views
1	Answers		HealthStream Product eLearning Courses		1/24/2022	226
2	Clinical Development	CE Unlimited	CE Unlimited - Master List - September 2022	Copy of Customer List CE Unlimited Master List 092022.xlsx	3/10/2021	177
3	Quality & Compliance	SafetyQ	SafetyQ - Course Titles with Descriptions		10/12/2021	142
4	Quality & Compliance	SafetyQ	SafetyQ - Crosswalk: Rapid Regs I & II - KnowledgeQ to SafetyQ Rapid Regs and Rapid Review		4/4/2022	140
5	Learning & Performance	HealthStream Learning Center (HLC)	HealthStream Learning Center - Explanation of HealthStream Import File Specifications	Explanation of HealthStream Import File Specs v2.1.pdf	9/14/2021	101
6	Quality & Compliance	SafetyQ	SafetyQ - Crosswalk: KnowledgeQ to SafetyQ Course Titles		12/2/2021	98
7	Quality & Compliance	SafetyQ	SafetyQ - Learning Plan Outlines		11/3/2021	88
8	Clinical Development	Medical Product Training	Medical Product Training - Course List	Copy of hStream_Course_List_Sept.xlsx	8/17/2021	81
9	Quality & Compliance	ComplyQ	ComplyQ - Course List with Descriptions		10/12/2021	80
10	Quality & Compliance	SafetyQ	SafetyQ - Securing Access to StoryBoards and Exclusive Content		1/18/2022	75
11	Quality & Compliance	SafetyQ	SafetyQ - Learning Plans, How to		12/15/2021	73
12	Quality & Compliance	SafetyQ	SafetyQ - How to Find Courses, Curricula, & Learning Plans		2/28/2022	71

About Brandon Hall Group

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