Providence

CASE STUDY

# Say ‘hello’ to streamlined employee communications



How do you reach 120,000 healthcare workers in 1,000+ locations across 7 states? How can you measure communications to ensure they’re getting critical patient care and employee safety information?

Using Firstup, Providence ensures consistency of information. Communicators at headquarters and regional hubs create content and target it to the company’s many different audiences, including executives, a group of 8,000 core leaders, and the entire caregiver organization. This allows the information to come from leaders recognized by employees, yet keeps it aligned with the company’s messaging.

By unifying their email communications with Firstup and reaching workers at their optimal time, Providence increased employee engagement to foster company-wide alignment.

**13X**

**FASTER TIME TO PUBLISH EMAILS AND NEWSLETTERS**

**25%**

**INCREASE IN MANAGER ENGAGEMENT**

**8X**

**INCREASE IN CAREGIVER ENGAGEMENT**

> *Our comms team and functional leaders [can] publish, target and streamline delivery of content and information to all caregivers. Plus, the analytics give us the ability to show how communications are driving our strategic initiatives.*
>
> B.J. MOORE | EVP and CIO | Providence

> *It previously took our team members 10 hours just to send out a newsletter. Now we’ve got it down to 45 minutes.*
>
> MELISSA TIZON | AVP National Communication | Providence

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