

CASE STUDY

TUH Health Fund Breaks Down Functional Siloes with Enablo

Overview

INDUSTRY

Healthcare

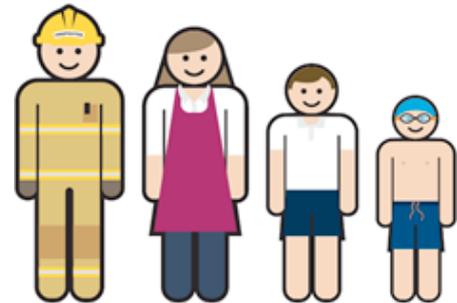
EMPLOYEES

175

USER ADOPTION

95%

TUH Health Fund was founded in 1972 by the Queensland Teachers' Union with one simple purpose: to provide first-rate health care to those who spend their working lives looking after others. What started out as a local health fund for teachers quickly grew, and today TUH provides insurance services and health related services to 70,000 members Australia-wide. Many of its members are people who provide care and vital services to their local communities, such as teachers, nurses, fire-fighters and government employees.



TUH is a non-profit, member-owned organisation and was awarded 'Most recommended Members-owned Private Health Insurer' in 2019 at the DMB Australian Financial Awards. In a 2017 nation-wide healthcare survey conducted by Ipsos Public Affairs, TUH was ranked first for trustworthiness, satisfaction and advocacy by its members.

CHALLENGE

- Internal communication was fragmented and inefficient
- Employees worked in separate functional siloes
- Remote staff did not have ready access to desktop and email

SOLUTION

- Enablo launched Workplace smoothly and secured executive engagement
- Teams collaborate effectively using Workplace Chat and Groups, which has had a positive effect on culture
- Workplace's mobile-first platform is easy to use for desk-based and remote employees

RESULTS

- 100% of employees use Workplace every month
- 95% of employees use Workplace every week
- 79% of employees use Workplace every day

Challenge

In order to keep delivering exceptional service to customers, TUH needed an internal communication solution that matched the success of their external communication with customers.

In 2018, feedback from a company-wide survey revealed that employees felt communication was fragmented and inefficient. Only 33% of employees felt communication was timely, while just 29% felt communication was effective about areas that impact their job.

Email was the main mode of communication at TUH, which created distance between teams. Employees were operating in separate functional siloes, and wanted the opportunity to collaborate in real-time and have open two-way dialogues between teams. Email bulletins and weekly newsletters delivered top-down communications, but there was no easy way for employees to exchange ideas from the bottom up.

Another key challenge for TUH was finding a communication solution that worked for all employees. TUH has a number of employees who work remotely - staff who are on the road and those with hands-on jobs in healthcare, such as dental clinicians. These employees do not have ready access to a desktop, which made real-time communication with a portion of the workforce very challenging.

“We really had a value proposition for all our people with Workplace, but we considered the needs of our remote employees in particular to ensure we had a solution that would benefit them.”

- Bernadette Hanly, Culture, Change and Communications Lead,

TUH Health Fund.

Solution

TUH turned to Workplace by Facebook's mobile-first platform for an agile solution to their communication challenges. TUH also chose to partner with Enablo to set them up for success on the platform. From the first Blueprint sprint session with Enablo to deployment, implementation took a total of just 6 weeks. The process started with an Enablo Blueprint Sprint - a customised program run by Enablo that helps companies plan, workshop, implement and adopt Workplace.



“The implementation was well considered and by leveraging the expertise of Enablo, we were able to have a smooth and successful launch of Workplace that engaged our people and received strong endorsement from our Executive.”

- Bernadette Hanly, Culture, Change and Communications Lead, TUH Health Fund.

Workplace is intuitive and accessible for TUH staff in head office and for remote employees alike. Workplace Chat makes it possible to communicate and exchange ideas in real-time, while teams at TUH now use Workplace Groups to collaborate on shared projects. As a result, Bernadette Hanly - Culture, Change and Communications Lead - has noticed a positive change in culture at TUH.

“Information is being shared in real-time, and it truly has removed distance within our organisation. We all feel so much closer. There seems to be a lot more fun and enthusiasm, and our communication seems to be much more two-way.”

- Bernadette Hanly, Culture, Change and Communications Lead, TUH Health Fund.

Results

“The interactive, real-time nature of Workplace itself really has improved our overall communication and collaboration at TUH.”

- Bernadette Hanly, Culture, Change and Communications Lead, TUH Health Fund



User Adoption: 95%



100% of employees use Workplace every month

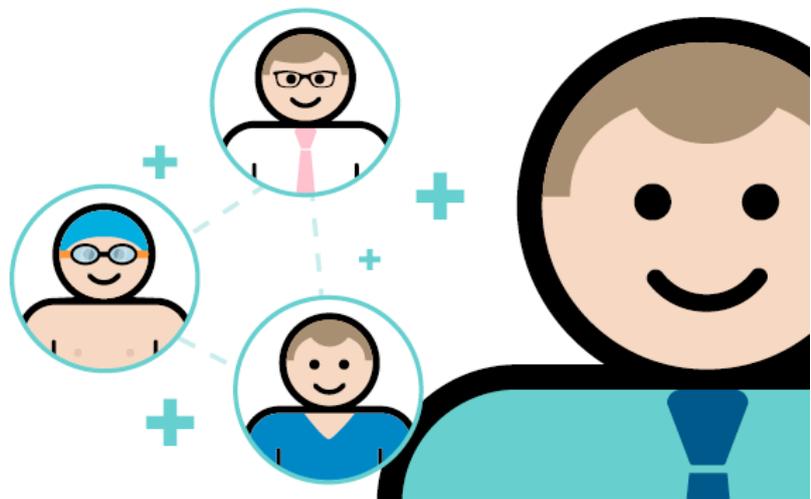


Total implementation time: 6 weeks

“We were really happy with our engagement with Enablo and feel confident that we can continue to leverage Workplace to grow and deliver an exceptional experience for our members and our people.”

- Bernadette Hanly, Culture, Change and Communications Lead, TUH Health Fund.

Feel good about all you do



About Enablo

At Enablo, we are constantly exploring new ways to apply modern, digital solutions that drive breakthroughs in organizational culture and business value. We believe that the future of work requires networking, mobility and collaboration. That's why we partnered with Workplace by Facebook. Workplace is an intuitive, mobile-friendly communications and collaboration platform powered by Facebook, with all the familiar features like groups, chat and video calls. Create your future workplace, today.

For more information, visit our website www.enablo.com