

How Healthcare HR Leaders Are Leveraging Our Text Messaging Solutions to Drastically Improve Employee Engagement



Our Fortune 500 HR clients, including healthcare organizations, tell us that communication with employees can be challenging. They are finding:

- that traditional communication methods can be cumbersome, time-consuming, expensive, and often achieve suboptimal engagement;
- that employees "might" open information sent to them in the mail;
- they "might" open and read an email sitting in their inbox;
- they "might" listen to their voicemail;
- they "might" notice and read a new poster hanging up in the breakroom.

These healthcare HR leaders must ensure critical messages are reaching large groups of — if not all — personnel, so "might" is not option and using texting communications is a must. **Two-way conversational texting is their lead strategy when the communication is important and time-sensitive because traditional methods leave too much to chance.** This eBook reviews some of the top usages for two-way texting and their results.

12 WAYS TO LEVERAGE TWO-WAY TEXT MESSAGING TO IMPROVE STAFF COMMUNICATION AND ENGAGEMENT

- 1 STAFF REQUIREMENTS AND RESPONSIBILITIES**
Help your staff track training, credentials, and other important tasks and deadlines through text reminders
- 2 ONBOARDING COMMUNICATION**
Automate onboarding-related messages to streamline training requirements and improve the experience for new employees
- 3 TIME-SENSITIVE NOTIFICATIONS**
Quick and reliable emergency and mass communication from weather alerts to power outages to Covid updates
- 4 ANNOUNCEMENTS**
Send notifications to small or large audiences; segment your message to the audience who needs the information
- 5 OPEN ENROLLMENT CAMPAIGN**
Use automated texts to simplify and increase engagement during insurance enrollment period
- 6 COMPANY BENEFITS INFORMATION**
Text information about company-sponsored health and wellness initiatives that drive engagement
- 7 ENHANCE COMPANY CULTURE**
Use text communication to remind staff how much their employer values them and their work
- 8 RECRUITING AND INTERVIEW COMMUNICATION**
Use texting to strengthen your recruitment efforts and better combat the national staffing shortage
- 9 SURVEYS AND QUESTIONNAIRES**
Targeted pulse surveys help address issues, identify areas for improvement, and drive meaningful changes
- 10 DATE AND DEADLINE REMINDERS**
Share timely reminders and help ensure staff do not miss responsibilities and opportunities
- 11 POSITIVE NEWS AND STAFF SUPPORT**
Send messages that share positive news, lift staff morale, and boost job satisfaction
- 12 GROUP-SPECIFIC COMMUNICATIONS**
Quickly send messages to specific groups of staff

IT'S A MOBILE-LED WORLD, AND IT'S NEVER BEEN MORE IMPORTANT TO USE TEXTING IN YOUR COMMUNICATIONS



When it comes to texting in America, there are some eye-opening statistics, including:

- **More than 95%** of text messages are read within three minutes of being sent.
- Responses to texts take an **average of just 90 seconds**.
- Text messages have an **open rate of 98%**.
- SMS has **4 - 5x the open rate** of email communication.
- **30% of voicemails** linger unheard for three days or more.
- Average email open rate is **under 20%**.
- Cost of mailing just one stuffed envelope is **\$1.20-\$2.00**.

Text messaging is embraced by people of all ages.

In a mobile-led world where employee engagement is an essential strategy, text messaging is a necessity. With texting a universally accepted communication platform, it's an invaluable asset for year-round communications.

Not all texting solutions are the same. Employers need solutions to fit their challenges. At minimum, a texting platform should be cloud-based, include two-way conversational capabilities and Tier 1 connectivity, and be easy to use and self-service for this environment of ever-changing, urgent communications.

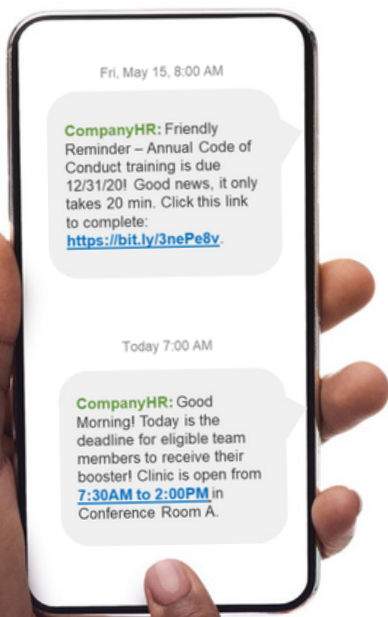
1 STAFF REQUIREMENTS AND RESPONSIBILITIES

Healthcare staff have various requirements and responsibilities they must meet and complete, which will depend on their position, seniority, and organization type, among other factors. These requirements and responsibilities can be mandated by government agencies, accreditation organizations, the organization itself, and other entities.

It can be difficult for staff to keep track of these requirements and responsibilities, their deadlines, and what staff must do to achieve and maintain compliance.

USE TEXTING TO ENGAGE AND...

- Streamline the delivery of information
- Confirm personnel do what they need to, when they need to do it
- Receive confirmation of completion of requirements



POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Notification of compliance requirements and deadlines, including courses, seminars, training, drills, and documentation
- Credentialing, privileging, and peer review
- Licensing
- OSHA requirements
- HIPAA-compliant documentation
- Cybersecurity
- Fire/life safety drills
- Antimicrobial stewardship
- Infection prevention/bloodborne pathogens course
- Emergency drills
- Vaccination requirements

2 ONBOARDING COMMUNICATION

Healthcare HR departments spend significant time overseeing the hiring of personnel — hiring that, for most organizations, has increased over these past few years as retention has become more difficult and turnover has increased.

It can be challenging for new staff to keep track of onboarding requirements and responsibilities and their associated deadlines.

USE TEXTING TO ENGAGE AND...

- Automate onboarding-related messages to provide relevant information to new employees
- Steer employees to resources, including employee portals and required documentation



Carla, welcome to Main St. Health Hospital! We are so excited to have you join our team.

- Jane Martin, CEO

POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Welcome message
- Links to onboarding materials
- Training dates and locations
- Resource sharing
- Deadlines and reminders
- Surveys about the experience

3 TIME-SENSITIVE NOTIFICATIONS: EMERGENCIES

The pandemic and increased frequency of natural and manmade disasters have served as reminders about the need for business resilience planning and importance of an effective emergency communication channel to support a resilience program. Texting has proven to be a fast and efficient means of getting timely information to personnel.

When Healthcare HR leaders need quick and reliable communication, they turn to Dialog Health's Tier 1 carrier connectivity texting platform.

USE TEXTING TO ENGAGE AND...

- Keep personnel current on expectations and developments affecting operations from weather alerts to power outages
- Quickly alert staff to positive COVID-19 tests, facility closures, and delays in opening



"Thank you, Dialog Health. Texting helped us execute our emergency preparedness plan and keep our patients and staff safer."

— Message from Florida hospital executive following Hurricane Ian

POPULAR TEXT USE-CASES FOR HEALTHCARE HR LEADERS

- Disaster alerts and updates
- Shelter in place and lockdown
- Community emergency
- Unexpected business closure
- Physical and cybersecurity breach
- Emergency resources

OTHER TIME-SENSITIVE NOTIFICATIONS

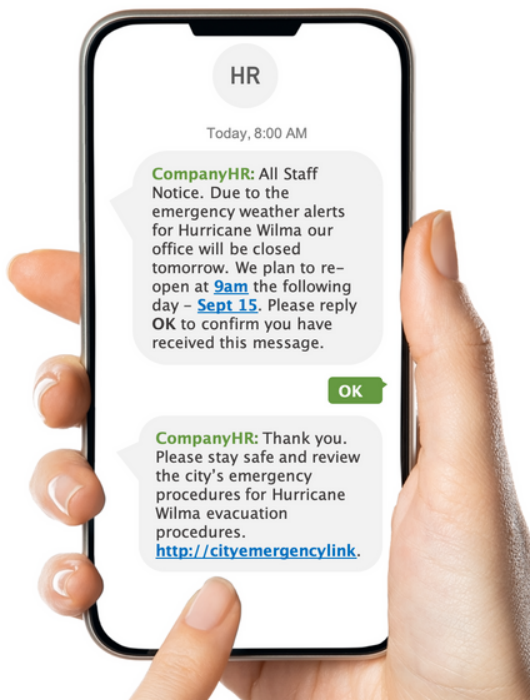
The ability to send significant notifications to large numbers of staff, if not all personnel, and do so fast and with great certainty that those notifications will be read is very important in healthcare settings. Communications often concern urgent matters and issues — extending beyond emergencies — that pertain to many, most, or all personnel.

POPULAR TEXT USE-CASES FOR HEALTHCARE HR LEADERS

- Surveyors on site
- Drills and alerts
- Weather-related updates
- Loss of an employee
- Road and mass transit closures/delays that may affect commutes
- Start of construction (e.g., building, parking lot)
- Breaking, negative media reports

"Any employer that ignores this incredible opportunity for real-time communications is missing out on a potentially game-changing opportunity."

**— Raymond Hino,
Southern Coos
Hospital, CEO**



4 ANNOUNCEMENTS

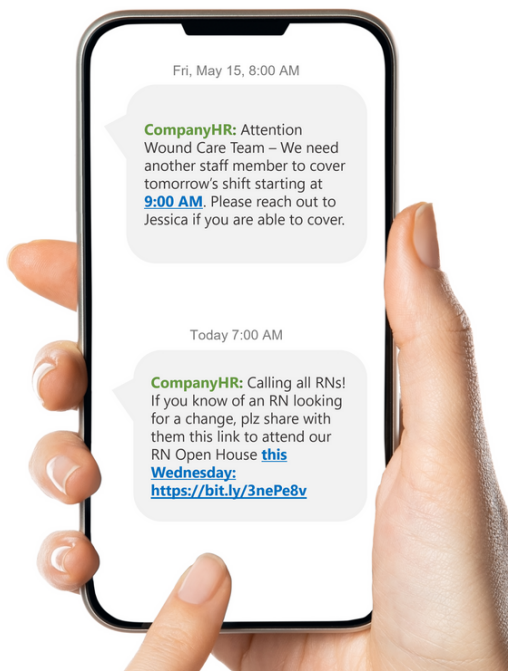
Text messaging is the most effective means of communication when an organization needs to provide an update to or make a request of staff. Emergency and time-sensitive communications are examples of when mass/group text messaging comes in handy, but there are many other instances when an organization would want to reach and engage most or all personnel.

USE TEXTING TO ENGAGE AND INFORM STAFF ABOUT...

- Policy and procedure changes
- Construction updates, including those affecting parking and entering/exiting the building
- Scheduling gaps that must be filled
- Revised hours of operation
- Open positions (to aid with recruitment efforts)
- Updated staff schedules
- Start of open enrollment
- Company initiatives (e.g., blood drive, milestone celebration)

"The automation, customization and personalization of Dialog Health's platform is a game-changer."

— Director of Communication, Hospital



5 OPEN ENROLLMENT CAMPAIGN

A series of automated texts that go out before open enrollment starts and throughout enrollment is a highly effective, yet simple way to increase engagement during this important period. Some texting platforms include filtering functionality to help with engagement and enrollment participation.

USE TEXTING TO ENGAGE AND...

- Use filtering functionality to perform outreach by employment status (e.g., full-time, part-time) or preferred language
- Improve open enrollment communication and engagement rates
- Increase employee utilization of company's HR portal

"Our Open Enrollment campaign was sh#! show before we used Dialog Health."

— Executive at Fortune 500 Hospital

Mon, Sept 15, 8:00 AM

GOODCOHR: Hi Reese. Open Enrollment begins today [Sept 15](#) and ends [Oct 30](#). You can review your benefit options and make selections directly on your employee portal at <https://bit.ly/DH-HRportal>. Thank you.

Today 8:00 AM

GOODCOHR: Good morning. We noticed you have not completed your benefit selections. The deadline is [tomorrow at 5:00 PM](#). Please complete your selections at <https://bit.ly/DH-HRportal> or call us at [877-666-1132](tel:877-666-1132) if you have any questions. Thank you.

POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Start and end of open enrollment
- Link to benefits, FAQs, and portal
- Reminders about using benefits
- Share contact details of the benefits representative
- Open enrollment information and reminders
- Link to Employee Assistance Program (EAP)
- Drip campaign leading up to end of OE period
- Benefit fair event reminders

6 COMPANY BENEFITS INFORMATION

In addition to using text messaging to support open enrollment, many healthcare organizations use text campaigns to drive engagement with and provide information about company-sponsored health and wellness initiatives. Such texts encourage staff to use available benefits, which contributes to staff wellness and satisfaction.

USE TEXTING TO ENGAGE AND...

- **Provide information about company-sponsored health and wellness initiatives**
- **Remind staff about their available benefits (e.g., flu shots, mental health services, alternative therapies, fitness reimbursement, telehealth)**
- **Share links staff can access to learn more about their benefits and review FAQs**



Reminder, we will be providing free flu shots all day tomorrow - [January 9th](#) - at the 2nd floor nurses station in Bldg B.

POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Reminders about benefits
- Links to additional information
- Details about wellness program offerings and challenges
- Availability of W2 for taxes
- Unexpected business closure
- Instructions on how to fund and review an HSA and 401(k)
- Reminders about flu shots and other vaccinations

7 ENHANCE COMPANY CULTURE

One could argue the importance of a healthcare organization's culture has never been greater. Text messaging is an effective way to keep culture in the spotlight and remind personnel of how much their employer values them and their work.

USE TEXTING TO ENGAGE AND...

- Retain staff and attract new employees
- Motivate staff to maximize their productivity and efforts to support their organization and one another

POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Staff appreciation events
- Employee milestones
- Birthday/anniversary celebration
- Holidays
- Feedback and suggestions
- Staff raffles
- Volunteering
- Professional development
- Continuing education
- Organization-provided food or service

Calling All Veterans! If you're a veteran, please click on this link so we may recognize you at this year's Veteran's Day celebration:
<http://bit.ly/3HINZd4>

Happy Employee Appreciation Day! You are invited for a sweet treat today! Time: [3PM - 6PM](#). Location: Valet Parking Lot. We appreciate all that you do!

We are always looking for ways to improve our onboarding. What could we have improved for you today?

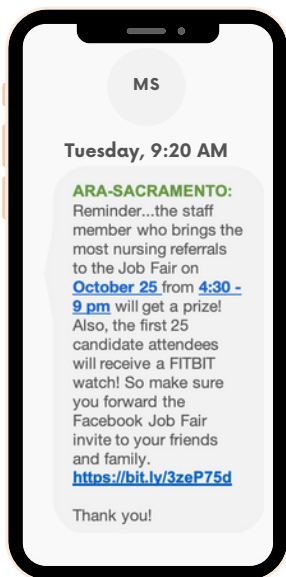
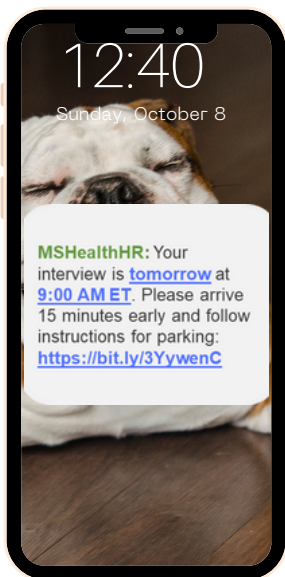
Click here to vote for your favorite pumpkin in our annual contest! Voting ends tomorrow at 5PM: <https://bit.ly/.....>

8 RECRUITING AND INTERVIEW COMMUNICATION

Two-way conversational texting gives organizations a powerful solution that can help them more successfully attract and add the talent they need and overcome staffing shortage challenges. Facing intense competition for new personnel, texting can give organizations an advantage over competitors not utilizing this preferred communication channel.

USE TEXTING TO ENGAGE AND...

- **Announce open positions**
- **Ask current staff for referrals and recommendations**
- **Publicize referral bonuses**
- **Promote job fairs**
- **Communicate with prospective employees about job interview details (e.g., date, time, location, parking, directions, safety protocols)**
- **Follow up with prospective employees after interviews (e.g., "Do you have any additional questions about our opening?", "Do you require any more information about our organization?")**



9 SURVEYS AND QUESTIONNAIRES

Speaking of using two-way texting for surveys, organizations are asking personnel to reply to questions via text or providing links within text messages that direct staff to longer, online surveys.

USE TEXTING TO ENGAGE AND...

- **Conduct staff surveys about employee experience, comfort with new policies and procedures, feedback on initiatives, availability of educational resources, and much more**
- **Use targeted pulse surveys to identify areas for improvement and drive changes that can enhance staff satisfaction, productivity, and retention**

1 WEEK LEFT! Friendly reminder - click here to complete the Employee Pulse survey for a chance to win in our next raffle on Friday:
<http://bit.ly/3HFvbeQ>

Is there a team member who provides exceptional customer service day in and day out? Click here to nominate that person for one of our Customer Excellence Awards:
<http://bit.ly/3YywenC>

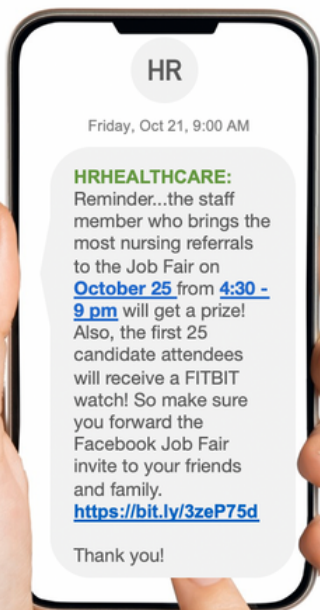
Real client examples

10 DATE AND DEADLINE REMINDERS

One of the top reasons people prefer texting to other communication methods is the convenient delivery of timely reminders. After all, people do not want to miss matters of potential importance. Throughout the year, healthcare HR departments will likely have extensive instances to use two-way texting to share such timely reminders and help ensure staff do not miss out on responsibilities and opportunities.

USE TEXTING TO ENGAGE AND SEND REMINDERS ABOUT...

- Open enrollment responsibilities
- Town hall meetings
- Cash bonuses for new employee referral
- On-campus blood drives
- Scrub sales



"Clear communication is a competitive advantage, and thanks to texting, we're communicating with our employees in the easiest and most effective way."

— Communications Lead

11 POSITIVE NEWS AND STAFF SUPPORT

We're seeing healthcare HR departments send texts that share positive news and lift staff morale. Examples include organization milestones and recognitions (e.g., "named a best place to work"), staff milestones and recognitions (e.g., "celebrating 25 years with us this month"), noteworthy clinical accomplishments (e.g., increases in hospital quality star ratings, successful accreditation), and new leadership hires.

Two-way conversational texting offers organizations the ability to send personnel a text that allows staff to reply to the message with a message of their own. This capability has many useful applications that enhance the value of text messaging.



12 GROUP-SPECIFIC COMMUNICATION

One of the most beneficial functions of certain text messaging platforms is the ability for users to quickly send messages to specific groups of staff. While some messages may need to go to all staff, such as emergency announcements, many messages will only be applicable to certain segments of staff. This can include subgroup texts based on employment status, location (e.g., internal vs. remote), department, and seniority.

USE TEXTING TO ENGAGE AND...

- **Send targeted, meaningful communications to segmented groups**
- **Ensure staff engagement is specific to the people who need it**

Subgroup: Office Employees; Warehouse Employees; Washington, D.C. Office; Baltimore Office

"CompanyHR: Due to the snowstorm and icy road conditions, all office and warehouse locations in Washington, D.C. and Baltimore will be closed [tomorrow](#). We will text further updates as the day goes on. Stay safe!"

Subgroup: C-Suite; Managers

"CompanyHR: Reminder - our Leadership workshop will be held on [Jul 15](#) at [2:00 PM](#) in conference room B. If you are unable to attend in person, please join via weblink: <http://bit.ly/3YywenC>. Thank you."

Real client examples

POPULAR TEXT USE CASES FOR HEALTHCARE HR LEADERS

- Messages for remote staff
- New staff orientation
- Leadership/management meeting
- Department meeting and training
- Benefits changes and updates
- Deadline reminders for those who have not completed a task (e.g., open enrollment, certification, training, annual staff survey)



HEALTHCARE ORGANIZATIONS NATIONWIDE ARE USING TEXT MESSAGING TO IMPROVE STAFF COMMUNICATION AND ENGAGEMENT

We hope you found this eBook on 12 ways healthcare HR departments are leveraging text messaging to improve their staff communication and engagement helpful.

Two-way texting is the communication channel that...

- allows healthcare organizations and their HR departments to **quickly, reliably, and successfully communicate with staff**;
- is the method of communication **most likely to reach, be read, and engaged with** by employees; and
- is **fast, convenient, and greatly reduces the workload** of HR staff and others tasked with internal communications.

Contact us today to learn more!



DIALOG HEALTH

877.666.1132

info@dialoghealth.com

www.dialoghealth.com

DIALOG HEALTH TEXTING SOFTWARE: INTUITIVE AND EASY TO USE

For communication with healthcare personnel, two-way conversational texting is a channel that should be a part of any HR department's strategy. In fact, a strong case can be made that it should be the backbone for healthcare HR communications. Texting requires no behavior change from staff: All they must do is provide their mobile number and check when text messages come in, which most already do.

Some two-way texting platforms, like Dialog Health, do not require staff to download an app or access a special website. Every mobile phone currently used by personnel can send and receive text messages. The channel is there every day and usually checked frequently.

Now is the time to use two-way texting to engage your staff more effectively.

Cloud-Based Software

Use your computer - no app to download

Easy-to-Use Console

Be up and running quickly and efficiently

Secure and Reliable

Fully HIPAA-, TCPA-, and CTIA-compliant platform

Scalable Platform with Multiple Solutions

Scalable across your enterprise; grows with your needs

Real-Time Analytics

Interactive, real-time data for immediate, informative actions

Setup and Integration Friendly

Easy integration process with your existing systems

Training and Customer Success Support

Many best practice resources and fantastic customer service



WE ARE HERE TO HELP. CONTACT US TODAY.

Organizations interested in adding or expanding text messaging should visit the Dialog Health website at dialoghealth.com, text or call (877) 666-1132, or email info@dialoghealth.com.

DIALOG HEALTH

Two-way texting software and solutions

☎ 877.666.1132

✉ info@dialoghealth.com

🌐 www.dialoghealth.com