

HOW INTERNAL COMMUNICATION KEEPS CALIFORNIA'S #1 HEALTH SYSTEM FUNCTIONING AND HEALTHY

UCLA Health utilized its expansive communication network to keep doctors, nurses, researchers and staff informed and connected.

PROBLEM

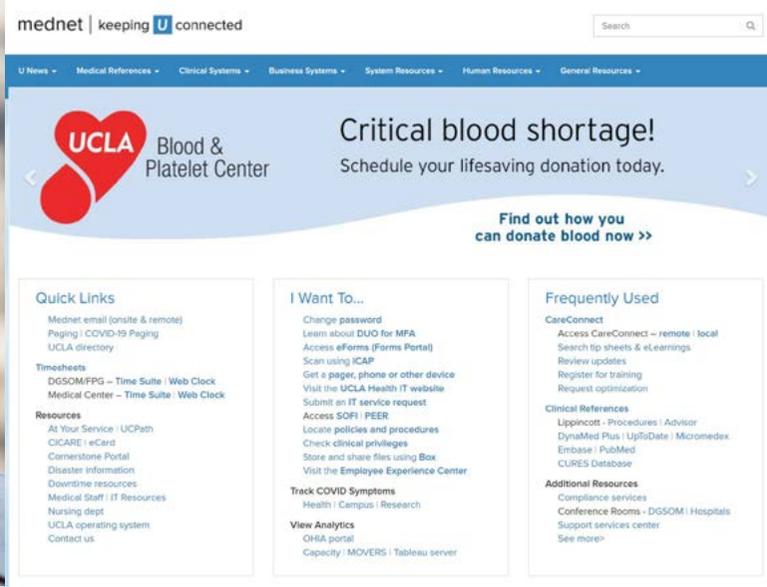
Three months into the pandemic, our community was already at a breaking point -- from the burnout of following the ever-changing guidance and the vitriol flowing from the politicization of basic science. Meanwhile, moms and dads were managing restless kids, making sure they were actually Zooming in to their 4th grade classrooms.

We recognized a growing desire from within and beyond the organization to connect health care workers with mental health resources. While leadership established a Central COVID-19 Command Center to guide daily decisions, our rank-and-file front line workers -- from clinicians to hospital staff -- were at risk of being isolated and on their own. How could UCLA Health find a way to bring the community together?

INSIGHT

What was needed was a way to invite employees into larger, round-table dialogues, so they could feel like an active part of the solution.

What if, in the spite of the grueling chaos of the COVID-19 pandemic, UCLA Health fostered and facilitated a central, digital gathering space where its 37,000 employees could connect each day, to gather the information they need and take the actions necessary to be their best possible physician, nurse or clinician?



SOLUTION

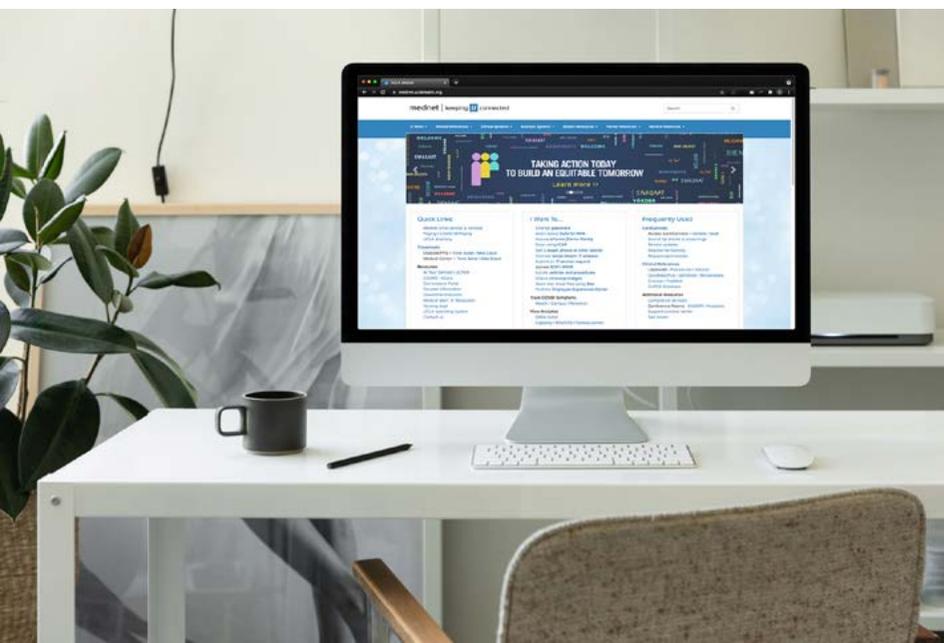
UCLA Health turned to its central, digital gathering space, a landing page called Mednet, to serve as the bridge that could make these experiences possible.

By advertising and showcasing health equity round tables, a discussion led by Dr. Anthony Fauci and our infectious disease experts and self-care mental health tips in our editorial team's latest blog posts, UCLA Health's Mednet became a central dashboard and gathering place for tens of thousands of UCLA Health employees to get the latest news, helpful information, exciting research developments and easy access to the community events that interested them.

Whether it became a jumping-off point to check in on the latest COVID-19 statistics, or a first step in RSVPing to an MLK Day Health Equity event, Mednet served as a gateway to community and a safeguard against pandemic-era isolation.

Recognizing the power of a centralized banner to connect with broader communications, we strategically reinforced the impact of our Mednet banners with email newsletters. For instance, by advertising our LGBTQ+ drag show fundraiser on Mednet in the days leading up to the performance, we successfully grew RSVPs by 25%.

It's impossible to overstate how valuable our Mednet has been, epitomizing our belief that this era of "social distance" makes it all the more important that we all stay connected.



METRICS

In 2021, UCLA Health drove over 1.5M monthly site visits to its internal, employee-facing website, Mednet.

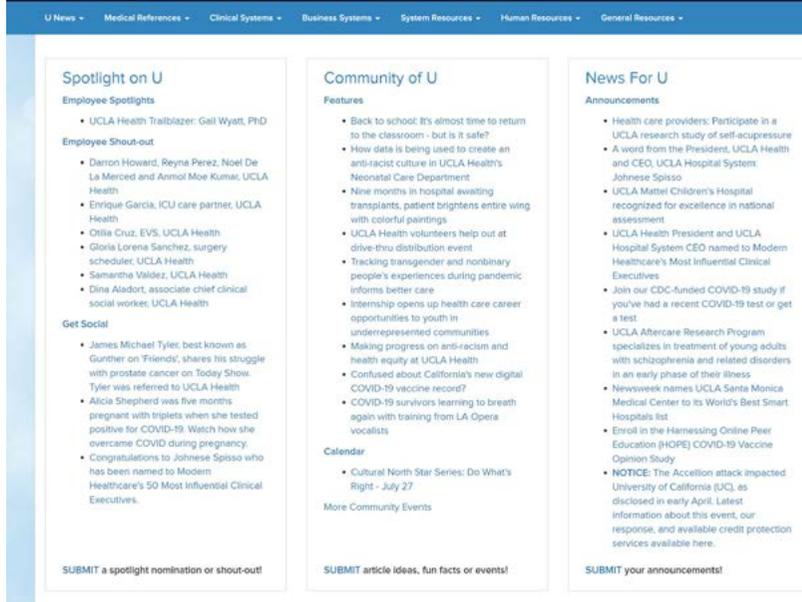
JANUARY 2021:
1,786,660 visits

FEBRUARY 2021:
1,698,808 visits

MARCH 2021:
1,939,203 visits

APRIL 2021:
1,887,857 visits

MAY 2021:
1,793,972 visits



Our landing page for Health Equity, Diversity and Inclusion became one of our most popular pages, demonstrating that our employees care about our most deeply-held values.

By advertising our LGBTQ+ Pride Month Drag Show on Mednet in the days leading up to the performance, we successfully **grew RSVPs by 25%**.

mednet | keeping U connected

Search

