

# Secrets of the best intranets

## Findings from our survey of healthcare and hospital systems



What do the most engaging and effective healthcare intranets have in common?

How can healthcare systems adapt their intranets to be a tool of connection?

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#### INSIGHT 01

## The most successful intranets have the right leadership.

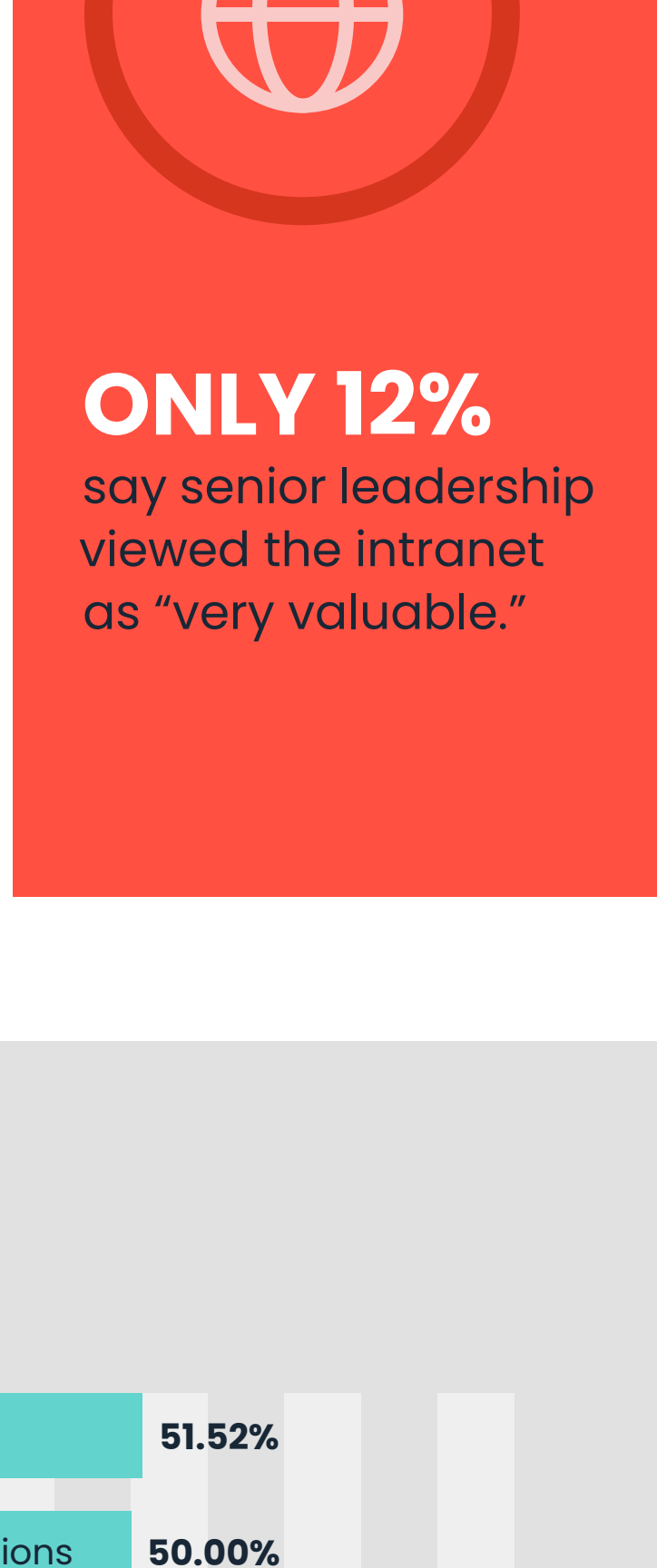
In order to be successful, intranets need executive leadership to see the value in them.

Having a dedicated budget and plan for the intranet is an indicator of a higher level of engagement from leadership.

Engagement when there is:

★★★★★ 3.79/5  
A \$100k+ budget

★★★★☆ 3.40/5  
An intranet business plan



**ONLY 12%**

say senior leadership viewed the intranet as "very valuable."

## Intranets also need the right departmental leadership.

In matrixed organizations, IT and Communications were virtually tied as the owner of the intranet by about half of respondents.



## Organizations with intranets led by communications demonstrated clear value:

- More likely to have a plan (70%)
- More likely to have conducted user testing
- More likely to be up-to-date

#### INSIGHT 02

## Intranets need robust budgets to be successful.



The most successful intranets indicated that they had budgets of at least \$100k.

- \$250k** Academic medical center
- \$40k** Children's hospitals
- \$144k** Large health system
- \$72k** Medium-sized health system
- \$40k** Small health system

## The best intranets also invest in the right staff to support them.

Having a team that is at least partially dedicated to the ongoing health of the intranet is key in keeping information up to date, and evolving the user experience.

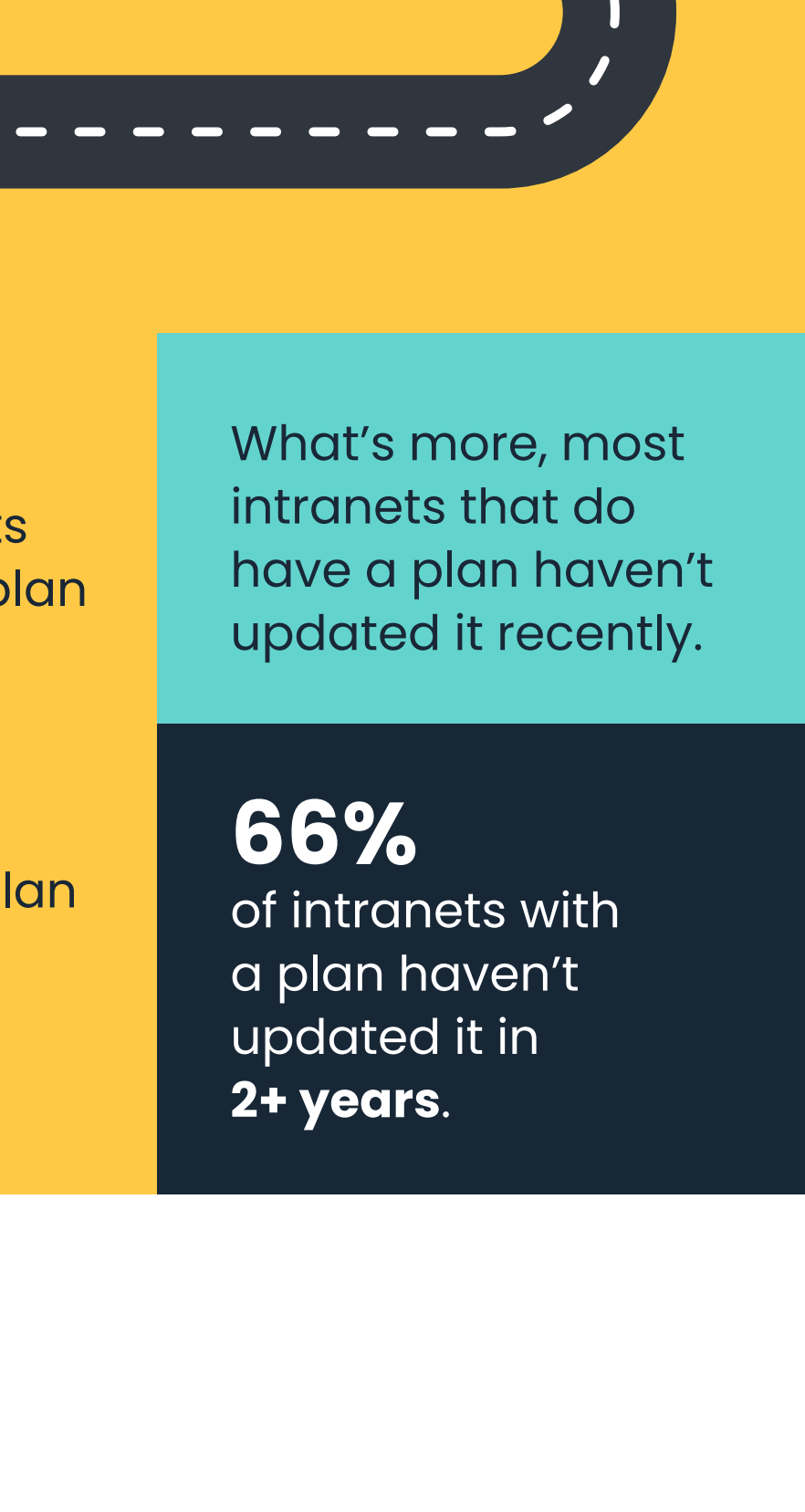
- Academic medical centers and medium-sized health systems average 4.6 FTEs
- Children's hospitals and small health systems average 2.6 FTEs

**35%** have 2 to 5 full-time employees (FTEs) with responsibility for the intranet.

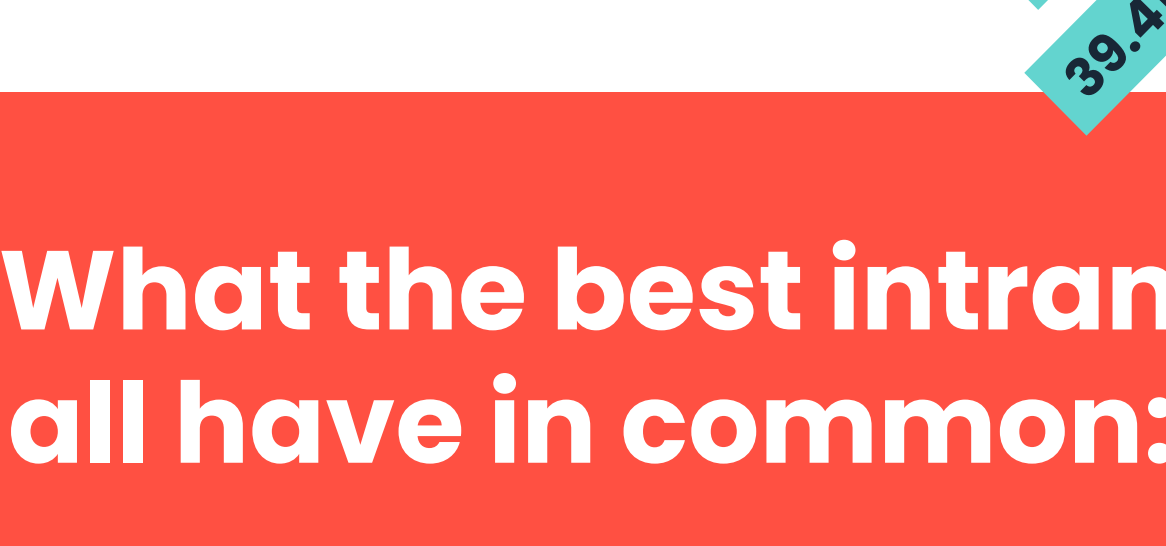
#### INSIGHT 03

## Intranets with a roadmap are more engaging and effective.

Knowing how you're going to manage, grow, and evolve your intranet over time is critical in creating a tool that is purpose-built for your people.



But most intranets don't have a plan.



What's more, most intranets that do have a plan haven't updated it recently.

**66%** of intranets with a plan haven't updated it in 2+ years.

#### INSIGHT 04

## Digital experience platforms outperform SharePoint.

There's no way to say it gently: SharePoint is not for intranets.

Only 7% of high-performing intranets use SharePoint.

While SharePoint does have a large market share of intranets, digital experience platforms (DXPs) overall have a higher rate of use.



## What the best intranets all have in common:

- Led by communications and marketing
- Have budget over \$100k
- Have leadership buy-in
- Use experience-based technology
- Have a plan

- 43%** of those with a more recent redesign say their intranet is either extremely effective or very effective.
- 80%** of organizations with an annual intranet budget of \$100k or more say it is extremely or very effective.
- 50%** of the organizations indicating they have an intranet business plan say the intranet is extremely or very effective.
- 61%** of organizations who indicated they conducted user testing say their intranet is either extremely or very effective.

## Start today.

Act on the opportunity to improve the digital experience for your team, and create a better, more engaging experience.

- Lead with communications**
- Improve the user experience**

Your marketing and communications team is skilled in developing messaging and experiences that resonate, making them ideally suited to lead the intranet effort.

Treat your internal digital properties with the same importance as public-facing ones. Your team is your most valuable asset, and they're using these tools all day, every day.

## Want to learn more about this study?

Reason One survey conducted in partnership with Greystone.net in March 2021 of 86 healthcare professionals in hospital and healthcare systems of all sizes, throughout the United States.

