

# Ascension Health unifies their brand voice as a leading hospital network



## About Ascension

Ascension Health operates more than 100 hospitals, 2,600 sites of care and employs 175K+ employees. Headquartered in St. Louis, Missouri, the faith-based organization was founded in 1999.

Their care facilities receive consistent acclaim and recognition, three Ascension hospitals ranked in Fortune's, "50 Best Cardiovascular Hospitals" list. Their organization is dedicated to transformation through innovation across the continuum of care.

HQ: Missouri, USA

Healthcare

175K+ Employees

2,600 sites

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Key success factors of this project have been to plan our navigation and architect the site framework from the very beginning. How things fit together should be clearly communicated and clearly documented, and the navigation is absolutely critical. For a good user experience, you need to think about the long term support plan because that's also very essential.

Teresa Baxmeyer  
Director of Digital Workplace Solutions & Collaboration, Ascension

## Why Ascension Chose LumApps

In 2020, Ascension launched Good Day Ascension - a nationwide homepage for all Ascension associates along with additional sites to personalize the overall experience. The ability to migrate SharePoint sites, integrate with Google Workspace and create a mix of public and private sites separated LumApps from competitors during the decision making process.

Additionally, LumApps offered a branded design and modern user experience for Ascension across their ministries, groups and business segments. Lastly, LumApps provides native and custom integrations with third-party tools (in addition to Google).

The Good Day launch kicked off a project that will continue to migrate existing sites and fortify the Ascension brand under one voice. Additionally, the team will be launching LumApps Social Advocacy, an integrated social media feature allowing employees to easily share company news and messaging across their social networks - boosting reach and engagement.

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The benefits to a unified intranet... really primarily for us was about being able to reach our associates with timely and critical information and to deliver resources that we knew that they needed and that we weren't able to do before we knew that. Especially during the pandemic and over the course of the last several years. We need to deliver clear communications and guidance in a timely way that's going to be critical in our ability to serve others.

Jeff Hoffmaster  
Senior Director

## The Challenge

Ascension Health, one of the largest healthcare systems in the United States, sought to unify their brand and establish their culture. The goal was to bring their network of healthcare subsidiaries together, merging communications for thousands of healthcare sites and more than 175K employees. Having one voice for communication was critical to the evolution of the Ascension brand.

LumApps enabled Ascension to consolidate their legacy intranet platforms, reach employees regardless of their location or department, and capture meaningful analytics to fine-tune their engagement strategy.

Previously, the Ascension team managed multiple intranet and communication platforms across the organization. These included SharePoint, Sitecore, Lotus Notes, and Coldfusion. Unifying the brand voice required a technology platform that could consolidate these platforms without losing the existing features and benefits already established.

Ascension noted that streamlining various platforms into one nationally managed platform would save time, resources and improve the employee experience.

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The launch of the Good Day Ascension Intranet, powered by LumApps, has been the culmination of the efforts to unify the Ascension brand and establish our culture as an integrated ministry. It helps us share best practices, advocate with one voice, nurture innovation, and build collaboration in support of our mission.

Jeff Hoffmaster  
Senior Director

## Key Use Cases

### > Top-down communication

Ascension leadership teams share meaningful information with associates in a uniform style.

### > SharePoint replacement & Google Workspace adoption

Using Google-to-LumApps integrations, plus search and information storage features - Ascension replaced their SharePoint experience while increasing the adoption (and effectiveness) of Google Workspace.

### > User Directory

An accurate and intuitive user directory allows thousands of Ascension employees to find physicians, key contacts, share information and plan effectively.

### > Multi-site architecture

Using LumApps, every Ascension employee has access to a company-wide platform, and a separate platform for local health ministries.

## Key Results

Ascension reported overwhelming positive feedback during their initial launch and ramp-up period. Employees are able to navigate the user-friendly interface to find what they need. Some key developments include:

- **Timely and critical message delivery** - Ascension can now provide associates with valuable resources when they're needed. Metadata and data governance capabilities allow messages to find the right audience and the right time.
- **Consistent content** - In addition to timeliness, messaging is delivered with a uniform style, improving the experience for all employees.
- **Critical information during crisis** - Associates discovered important information during peak times of the pandemic due to the robust messaging and information delivery options within LumApps.

12K Connected users per day

20K Pageviews per day

200 New users connecting every day

LumApps helps companies in all sectors improve their communications, employee engagement, knowledge management and much more.

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