

Case Study

Living Stone's contribution

- Employee needs analysis
- Development of web content governance strategy
- Supportive publishing strategy
- Consistent visual identity

UZA

UZA gets the most out of its intranet with a solid web content governance strategy



“Living Stone was the ideal partner for us. They examined our organization’s processes from a distance, and at the same time totally immersed themselves in our hospital via cluster meetings. This is no doubt their added value.”

Tom Meulenbergs, former Communication Manager, Antwerp University Hospital

The new intranet of Antwerp University Hospital (UZA) is an innovative solution that enables the hospital to offer its employees a tailor-made intranet with individualized access to all relevant information and applications. It is based on a transparent web content governance strategy developed by Living Stone.

UZA decided to launch a transparent web content governance strategy in connection with the renewal of its intranet. Tom Meulenbergs, Former Communication Manager of UZA, explains: “Our previous intranet portal was merely an online document repository. The information was not differentiated by target group, and as a result employees did not use the intranet very often.” When users are not attracted to a website, it often has to do with the lack of customized information. Tom Meulenbergs continues: “We therefore decided to offer tailor-made information to our users in order to develop our intranet into a powerful communication tool.” The hospital found an answer to its needs with Living Stone.

The new UZA intranet is an innovative solution that enables the hospital to offer its employees individualized access to all relevant information and applications. “A powerful intranet is of strategic importance for UZA. Easy access to important information and web-enabled applications unquestionably contributes to the quality of our care processes. Offering our employees customized information enhances their involvement in the hospital,” says Johnny Van der Straeten, CEO of UZA. This means that the solution comprises not only the portal structure, but also the identity and access control. The system immediately connects the users’ functions within the organization to the information they may need.

Living Stone carried out extensive strategic preliminary examinations, including a study on the hospital’s specific needs and a content concept that was the basis for the navigation structure with wireframes. The agency also designed the visual identity of the intranet based on UZA’s existing house-style. The visibility of the

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Case Study



Antwerp expertise center

Antwerp University Hospital (UZA), located in Antwerp, Belgium, is a true university expertise center, where medical innovation goes hand in hand with high-quality care. The hospital's primary focus is on acute somatic care for adults, more particularly regarding intensive care and cardiovascular and oncological treatments. The 573-bed hospital registers 43,000 hospital stays and 165,000 outpatient consultations each year, and has more than 2,500 employees. More information is to be found on www.uza.be.

intranet portal within the organization is founded on a publishing strategy that enhances and intensifies its use.

A technical solution founded on the needs of each UZA employee

Living Stone used questionnaires to investigate the current information and application usage of UZA's employees. The responses formed the basis of the strategic targets defined for the new intranet. An important step was to attune the relevant information to the needs and work processes of the different user profiles within the organization. The information provided to each employee within the web portal is thus entirely personalized, taking into account the employee's department and profile (e.g. physician or nurse).

The new portal is fed by a powerful web content management solution that allows information to be added according to a specific taxonomy. The UZA portal also provides other important functionalities, including 'Awareness' (status) and 'Instant Messaging' (immediate messaging), which allow fast and efficient communication between employees. Employees can easily deal with administrative matters via electronic forms, and the portal contains a search engine and RSS feeds. The entire portal architecture is open to a flexible growth path, additional functionalities

and integration. Future scalability and expandability are guaranteed without requiring any revision of the current architecture, and range from a web site for different external target groups to an extranet that gives access to the patient's medical record.

Excellent cooperation with a reliable and experienced partner

The new portal takes into account more than just the user's function profile: every department gets its own spot on the portal. Moreover, departments are able to smoothly communicate, thus boosting the hospital's unity. Tom Meulenbergs affirms: "The intranet is a platform that offers an overview on what is going on in our organization."

"The result for our employees is a personal working tool that immediately grants them access to relevant information and applications. The result for our organization is that we have a flexible and effective medium to communicate with our employees," describes Tom Meulenbergs. "Living Stone was the ideal partner for us. They examined our organization's processes from a distance, and at the same time totally immersed themselves in our hospital via cluster meetings. This is no doubt their added value," he concludes.

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