

VANCOUVER COASTAL HEALTH

PULSE CHECK

WHO

Vancouver Coastal Health (VCH) used Ethelo to run a series of Pulse Check surveys among medical and administrative staff.

WHAT

More than 240 physicians and staff members were consulted regarding seven critical workplace issues. They used Ethelo's online platform to express their ratings and share comments.

NEED

VCH wanted a quick but insightful method to measure the feelings staff had about seven hot-button issues. They needed to ensure high participation rates while minimizing the time needed to take part.

OUTCOME

VCH saw quickly and clearly which issues required the most attention, and were able to see the thoughts and ideas of their staff to inform possible resolutions.

Pulse checks are often carried out using suggestion boxes or one-dimensional survey tools. VCH wanted to continue accuracy and high participation, but also needed a more thorough level of analysis. Ethelo and VCH worked closely together to bring an engaging experience to participants in two consultation processes.

BACKGROUND AND APPROACH

PULSE CHECKS WITH A DIFFERENCE

VCH is the largest healthcare provider in British Columbia. It has more than 15,000 staff and provides a wide range of medical services to residents of the lower mainland. Staff time is especially precious, given that many are on the front line of critical service delivery.

Although VCH has a traditional hierarchical structure, it is also well known for its culture of innovation and engagement. Pulse Check surveys were an established, and in many ways successful practice that occurred regularly each year.

VCH wanted to build on this experience and use Ethelo's discussion capability and cohesion measuring tools.

PROCESS

'BUILD ON ESTABLISHED PRINCIPLES'

Ethelo and VCH worked closely together to identify the strengths of the existing engagement methods, and how Ethelo's platform could support that. At the same time, VCH convened a number of departmental stakeholders to help Ethelo maximize the needs of each department.

The seven topics VCH identified were:

- Team Culture
- Recognition from Management
- Recommending your Job
- Speaking Without Fear
- Reasonable Workload
- Talking About Overload
- Work Autonomy

During separate sessions in September and November 2016, Ethelo captured the collective wisdom of more than 240 staff in an online experience that the physicians and administrators could participate in at their own convenience and leisure.

Ethelo assisted with some of the initial set-up, but the majority of the configuration and consultation support was able to be performed by VCH staff.

RESULTS AND FEEDBACK

CLEAR MESSAGES IN NUMBERS AND WORDS

The participants and managers were very pleased with the efficiency of the process and the clarity of the results.

The Ethelo score identified clearly the most polarizing issues out of the seven. They were also able to review nearly 60 comments and ideas that were generated from the dual consultation – a very high comment activity rate at 25 percent.

VCH liked that the comments and survey analysis provided strong enough evidence to prioritize future organizational design activities.

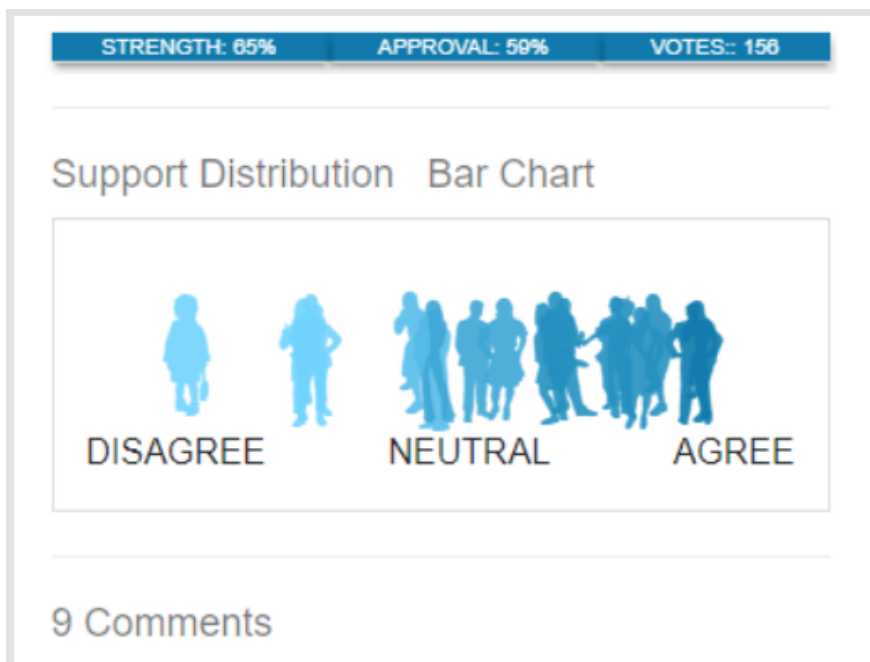


Figure: Ethelo's platform provides detailed qualitative and quantitative results

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We were looking for a tool that allowed a deeper level of deliberation and engagement than was possible with surveys. What drew us to choose Ethelo was its unique ability to identify strongly supported decisions within constrained situations.

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Conrad Cone, Innovation & Engagement Advisor, Vancouver Coastal Health

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