

**Benson**  
radiology



**BENSON RADIOLOGY**

# Streamlining HR with GreenOrbit

CASE STUDY

GreenOrbit 



"GreenOrbit have been really responsive to everything that we've needed. The customer service has been fantastic."

**INDUSTRY**

**Healthcare/Medical**

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**USERS**

**1000+**

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**FOCUS**

- **Document Management**
- **News**
- **Online Forms**

**Centralized Document Management**

**Benson Radiology** is a leading provider of diagnostic and interventional radiology. They meet the needs of patients and medical professional for key services including x-ray, MRi, PET, obstetric imaging and ultrasound. With 43 radiologists, over 500 staff and 23 clinics, they are industry leaders and remain owned and operated by their radiologist partners.

Benson Radiology's capability includes South Australia's widest availability of breast tomosynthesis, four nuclear medicine sites, eight of the latest wide bore MRi scanners, a fleet of low does CT scanners and more than 60 ultrasound rooms. it's a commitment to technology that is matched by their investment in people.

Their radiologists, technical, clerical management and administration staff all come together to create one team. With a workforce across multiple clinics, some in multiple modalities and 44% working part-time, the practice wanted to support staff with a digital platform that would facilitate communications and operations. Enter GreenOrbit (formerly intranet DASHBOARD).

Key outcomes of the project would be to; improve communication, ensure quick and easy access to information, and to share knowledge. As a healthcare provider, employees rely upon a wealth of technical and patient documentation that must be easily accessible.

## SOLUTION

### Centralized Communication

Previously, communication was predominately via email. Given the amount of all-staff updates that were required, email traffic was high and important information was getting lost within inboxes.

GreenOrbit (formerly intranet DASHBOARD) has been used to broadcast and centralize important information across the entire business. For staff at all 20+ locations, the intranet is now the place for "accessible, real time communication."

***"It's so easy to put out a quick message to the entire business. It's bridging the communication gap between management and ground level."***

GreenOrbit's drag & drop CMS has made it incredibly simple to edit and update content, meaning there is always new information being pushed out to employees; keeping them "more informed" than ever before.

GreenOrbit has provided the opportunity for user generated content from location to location, and department to department. Enterprise Social network (ESn) functionality has been particularly useful for mobile staff who can "update others on their movements, or if their plans change, to let colleagues know which branch they're at and the relevant contact number."

GreenOrbit's ESn has allowed for "transparent communication" that helps to shape a culture where employees "feel more valued." By enabling two-way communication and knowledge sharing, Melanie describes that employees feel more connected to those around them and empowered to collaborate. "Our staff have really noticed a difference, particularly those at locations that are geographically isolated."



*"in terms of the intranet's role within our company, it's our HR tool first and foremost. We have all HR forms, reporting and policies there. All staff know that's where they need to go to complete HR processes and access key information."*

## CHALLENGE

### Rapid Expansion

Benson Radiology has expanded rapidly in recent years. People & Culture Advisor, Melanie Fisher recalls that "As the team was growing very fast, there was some concern that people may become 'just a number'." A solution was needed that would empower all employees to be involved in wider business matters, and to connect them to their colleagues.

## SOLUTION

### Surfacing Experts & Connections with Staff Directory

With staff working part time and across multiple clinics, there's a constant need to find out "Who can help me? And where can i find them?" GreenOrbit's customizable User Profiles mean staff can attach detailed information to their profiles, which is then searchable across the intranet. This data might include expertise, location, or work hours.

"The Staff Directory has been very, very useful. With people moving from location to location, they're now able to look up who they will be working with that day. Accessing their profile information means they have a background on that person to build the foundation of a working relationship. Our new staff also find this function very useful, providing them with some insight about new colleagues and ability to recognise them at first meet."

Yasmin Gough, intranet Expert of the People & Culture Team, describes that staff profiles "Are about our people, and bringing a personal feel back" to a growing and dispersed workforce.

### Customer Experience & Future Plans

With GreenOrbit, Benson Radiology have transformed internal communications and operations; exceeding their initial intranet goals.

"The biggest benefit we have achieved is access to documents that are up to date. We've also achieved different ways to communicate information and GreenOrbit has allowed us to be more innovative in the way that we operate."

The team at GreenOrbit worked closely with the People & Culture team through a range of professional services, and look forward to supporting them as their intranet continues to develop and grow. Reflecting on the project, Melanie and Yasmin tell that "GreenOrbit have been really responsive to everything that we've needed. The customer service has been fantastic."

Recently, Benson Radiology have embraced GreenOrbit #Channels to initiate further knowledge sharing and collaboration. Given the success of user-generated content to date, this feature has been very useful to assist business operations, particularly "for document updates, to highlight the exact changes for easy referencing." in addition, they have set up social #Channels which have been a great enticer for staff to get involved and navigate the intranet further.

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## Get Going

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## About GreenOrbit

Dare to seek a better intranet. You're not distracted by the flashy integrators with their shallow functionality. No, you want to equip employees and empower content creators with the right tools. Discover the intranet that provides everything you need, built in. GreenOrbit enables you to drive efficiency, foster collaboration, and create an intranet experience that works for your culture and brand.

**Learn more at [GreenOrbit.com](http://GreenOrbit.com)**

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