An LDS Case Study

A digital employee experience that transforms two merged companies into one unified, adaptable and future-forward organization.

LOGICAL DESIGN SOLUTIONS

Business Challenge

A large health care provider was undergoing rapid transformation as part of a merger and in response to rising costs, changing regulations, and industry challenges to health care access. The advent of COVID-19 accelerated the need for rapid adaptation to meet these headwinds. **Logical Design Solutions was chosen to partner in the digital strategy and design phase, and to create a common enterprise-wide collaborative digital experience for all colleagues across a diverse group of environments.**

In this era of rapidly changing delivery models, increasing competition, and focus on a re-imagined customer experience, healthcare companies need to be able to pivot their workforce quickly and holistically as the enterprise grows, innovates, and diversifies their health care services and products.

Digital organizations are emerging as dynamic business ecosystems: customer-centric, team-oriented, networked, and agile. The health care provider needed to leverage these organizational capabilities and institute new ways of working to simplify and unify the enterprise to meet customer expectations and to lead in new markets.

The Solution

As the business environment becomes more competitive and digital disruption is poised to redefine the healthcare market, all employees need to be prepared to meet new challenges. To be effective, this new digital colleague experience needed to help build bridges across today's organizational silos, solve known pain points that impeded individual productivity and leaders' impact, and to ready the organization for its digital future.

Logical Design Solutions helped the client design a unified enterprise digital experience for all employees – a platform for strategic communications, connectivity, collaboration, and innovation.

This platform constitutes a "best-in-class business asset" as part of the health care provider's building blocks for success. This vision aligns to strategic priorities around enterprise modernization, integration, and the future of work. The best-in-class employee experience Logical Design Solutions designed includes:

- **A modern and consumer-grade experience** that provides a competitive edge for the organization and for people by integrating virtual and physical experiences.

- **A seamless employee journey** bridging organizational silos to create a cohesive path in the context of work, community, career, and enterprise services.

- **A personalized, relevant experience** that is narrow-casted and hyper-personalized to be timely, useful, and engaging.

- **Effective attention management** where the experience "follows me" and brings important items or issues to my attention as a matter of my role, interests, eligibility, or prior behavior.

- **Access for all from any work environment,** an experience that connects every user to vital information across the enterprise.

- **A responsive, mobile experience** that flexes to perform optimally across multiple devices, channels, and touchpoints.

- **Easy navigation and effective Search that** are intuitive in guiding colleagues to the resources and answers for which they are looking.

- **A systematic and scalable foundation** that uses a logical ecosystem architecture to grow with emerging technologies and new business scope.

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> A true employee experience that provides a comprehensive set of capabilities for the organization!"
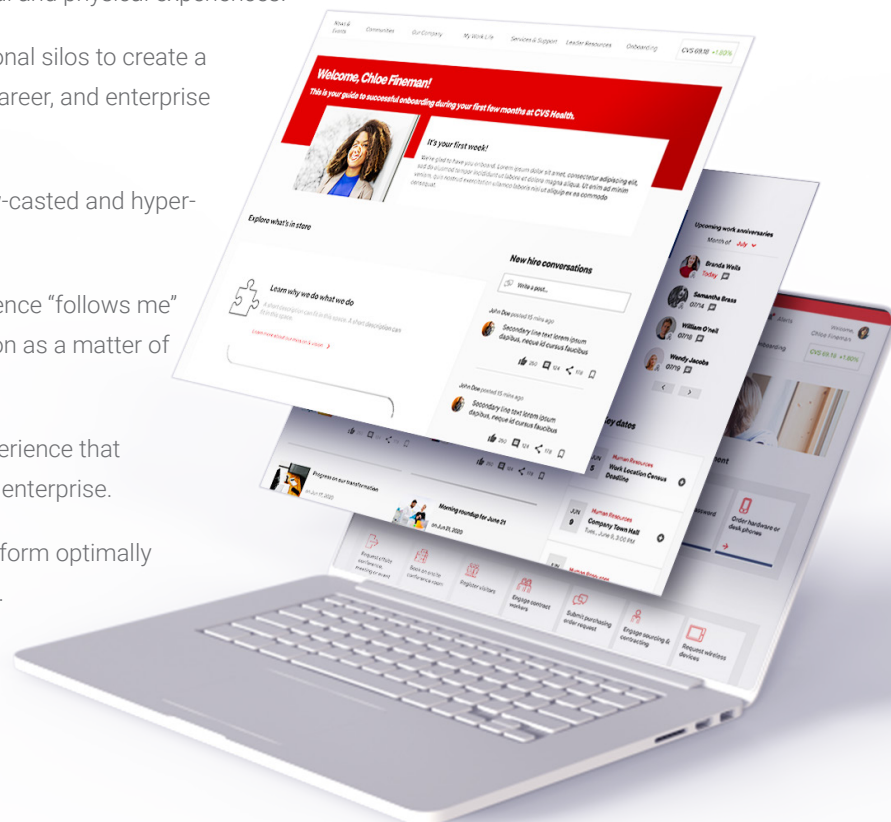
Our Approach

To successfully unify the two companies, the two disparate technology groups, and rationalize the many internal business systems, Logical Design Solutions leveraged its holistic methodology "The Logical Approach." Our unique approach carefully considers all the dimensions and trade-offs of business goals, experience outcomes, ecosystem complexities, operational impacts, organizational readiness, and IT strategy to define an **experience strategy and roadmap** to realize design. This transformation required deep partnership, trust, and shared empathy with stakeholders and business consumers alike.

> "
> LDS provided the glue that brought our business and IT organizations together to create one common experience."

The Benefits of The Logical Approach

• Working across organizational silos to engage stakeholders from businesses and functions to align around enterprise common goals and capabilities

• Performing business design to achieve a global common experience, with only necessary variability

• Mitigating pain points while seizing optimization and digital innovation opportunities

• Rationalizing the organization's many business initiatives, programs, and systems into a cohesive, meaningful user experience

• Adopting people-centric approaches that factored the user's perspective and catered to both their common and unique needs. Ongoing user participation supported the iterative design process and provided input into adoption plans

• Harnessing the power of digital-first capabilities, including integrated social, omni-channel, mobile, cognitive computing, and point-of-need analytics to improve decision-making

• Harmonizing a complex ecosystem with well-defined roles and relationships among digital properties. The resulting leaner, more purposeful digital landscape helped create a seamless experience for business consumers and maximized the value of digital investments for the business

• Partnering with IT stakeholders to create a compelling experience through a digital-first foundation – driving alignment with the overall IT strategy
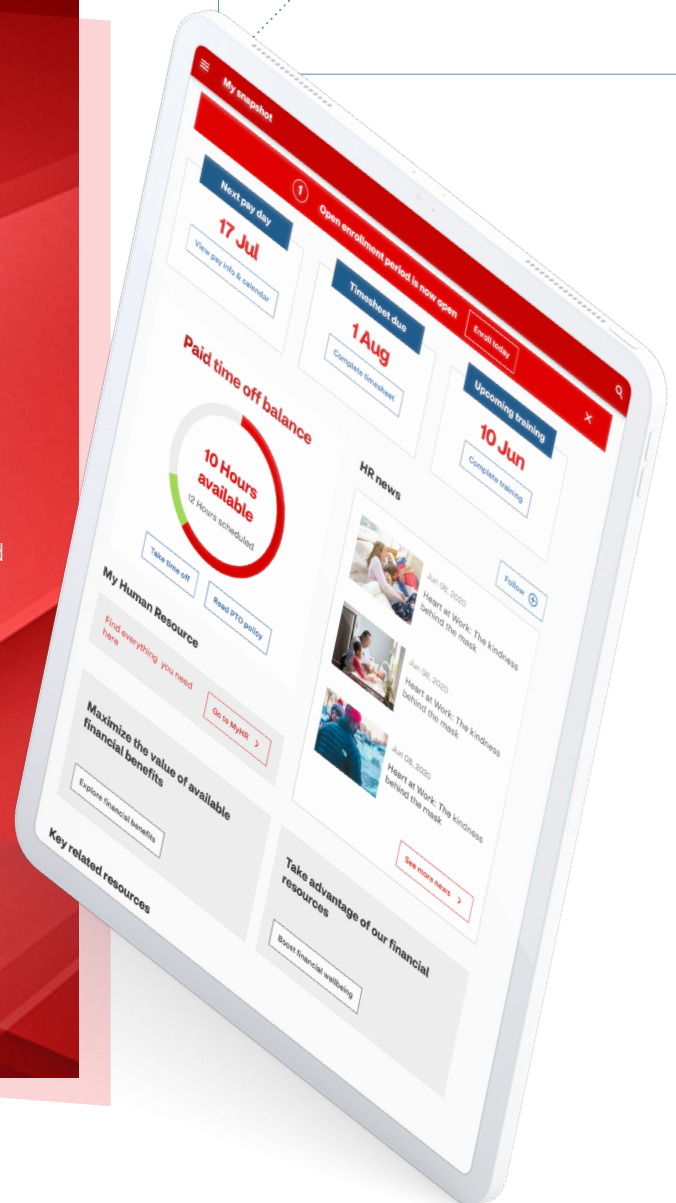
Results and Impact

The solution provides employees the personalized services and resources they need to be connected, informed, and empowered. **The result is an employee experience that enables one unified and transformed organization through cross-functional communication, support for innovation, and an agile customer-first ecosystem.**

For the business, this new digital experience is:

• Reaches all colleagues with **strategic communications**

• **Drives innovation** using digital technology and capabilities to lead health care transformation

• Drives **enterprise integration and modernization** of the newly merged organization, including all retail locations, offices, call centers, distribution hubs, and frontline workers

• Develops **new ways of working** across the enterprise

• Enhances **efficiency and productivity**

• Establishes a momentum of ongoing **change**

• **Attracts and retains** the best talent to prepare the workforce for the future

• Leads the industry in a fast-changing, market-driven **business ecosystem**

• Accelerates **growth**

For people, this new digital experience is:

• Boosts **engagement and participation**

• Inspires consumer-centric **mindsets**

• Enables colleagues to **find their way** in the organization

• Connects all colleagues, **including frontline**

• Boosts **findability of resources, information, transactions, and people**

• Gives colleagues a sense of **purpose and connection**

• Meets changing expectations around **digital maturity**

• Enables informed and confident **action**

• Improves health care **service delivery**

• Leads the change toward **holistic health**

• Provides greater **customer satisfaction** as an outcome of operational efficiency

▼ Employees spend, on average, 20% of their hours searching for information necessary to do their jobs effectively. Using the new platform, even a 1% improvement in findability saves $20.6 million annually in savings

About LDS

Logical Design Solutions (LDS) is a digital strategy and experience design consultancy. Founded in 1990 by CEO Mimi Brooks, LDS has helped market leaders realize their most important business and people strategies through technological innovation.

 At Logical Design Solutions, we focus on organizational transformation to help businesses negotiate the exponential change and disruption of the 4th Industrial Revolution and the acceleration of these factors as a result of COVID-19. We imagine the organization of the future in each client's dynamic marketplace and unique circumstances. We anticipate the emergence of fluid business ecologies and networked ecosystems where organizations are rebuilding their legacy structures to become resilient by design. We create innovative experiences where culture is a way of working, growth is a mindset, and new human work is emerging.

Services

Employee Experiences:

• Digital Strategy & Roadmaps

• Post-M&A Event, People & Culture Strategy

• Workforce Segmentation, Profiles & Personas

• Employee Experience Strategies & Design

• Design Systems & Frameworks

• Content & Knowledge Strategies

• Talent & Engagement Experiences

• Governance, Adoption & Change

Worker Experiences:

• Workforce Transformation & Roadmaps

• Solution & Business Requirements

• Worker Experience Strategies & Design

• Worker of the Future Profiles & Personas

• Worker Research & Analysis

• Partnering with AI/ML teams to define & design human work

• Technology Architecture & Solution design

KEY STATISTICS

Fortune 50 Institution

Recent merger of two market leaders

200,000+ employees

Over 1,000 locations

Diverse work environments, including retail, office, medical facilities, virtual, call centers, and distribution centers

◥ Digital properties include three discrete intranets and the following technology: Oracle WebCenter, Unily, SharePoint Online and On Premise, SAP Ariba, SAP Concur, Office 365, ServiceNow, Azure Active Directory, Airwatch VMware, Salesforce, and Oracle PeopleSoft.

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