



Empowering caregivers with a voice to improve patient care and maximize impacted lives.



258

POSTED IDEAS



6

IN DEVELOPMENT



42%

ENGAGEMENT RATE



836

COMMENTS



2,308

VOTES PLACED

### The Challenge

Aurora Health Care is the largest employer in the State of Wisconsin, with over 35,000 employees spread across 10 geographic markets. Aurora was seeking a way to tap into the ideas that already existed inside its walls to improve patient experience and maximize impacted lives. They had tried a basic online form for idea submission in the past, but found since there was no process for feedback or social interactions built around the program, it received a low level of engagement from front line caregivers.

### The Solution

Ideawake partnered with Aurora Health Care to design and implement a solution to maximize engagement from their Ideawake platform in the Oshkosh region. Their initial rollout included two challenge statements – one related to improving patient experience and the other focused on innovative products and services that could be offered. Aurora used Ideawake’s custom branded offline promotional materials and email campaigns to build awareness across the 1,550 caregivers they employ in the Greater Oshkosh region.

### The Results

Aurora’s platform went live on February 14th, 2017 and idea submission was left open for four weeks. During the first day, Ideawake’s platform doubled the number of signups and ideas that were received during an entire three week pilot period conducted during the previous year. There are currently six ideas in development which were selected based on number of votes received from the community. Aurora will continue to conduct four front-line challenges annually in different markets across Wisconsin.



**Charles Berray**

Operations Improvement Manager at Aurora Health Care

“I saw Ideawake as a great way to empower caregivers with a voice while being able to collect their ideas and feedback at scale.

I was initially worried about engagement being low with the front-line challenge because of how many people we were targeting. But, when we launched I realized that we were onto something big. In the first half day we generated more ideas and engagement than I thought we would during the entire time the front line challenge was live.

I was very impressed with the results we achieved during our first challenge at Aurora and am excited to conduct our next front line challenge later this year.”