



St. Joseph's Health:

Onboarding in Times of Crisis with GuideSpark Communicate Cloud®

St. Joseph's Health is a multi-faceted, integrated healthcare organization that has been providing exceptional, high-quality healthcare to individuals and community members – especially those most vulnerable and underserved – since 1867. Operating in New Jersey, the organization has faced change time and again, adapting to new challenges, new viruses, and new technology along the way. Even now, during this time of global crisis, St. Joseph's Health continues to evolve and live up to their mission of providing care for all those in need, to improve both individual and community health.

With more than 6,000 employees, including over 3,000 medical staff, it comes as no surprise that the organization's leadership and workforce are under a tremendous amount of stress as COVID-19 sweeps through the nation. Their teams are currently stretched thin, providing care to countless patients as New York and New Jersey hospitals fill up and supplies dwindle in America's epicenter of this pandemic. This unprecedented level of operation and community care has led to a call for more healthcare workers – and fast. St. Joseph's Health has increased their hiring efforts to help combat COVID-19, and are currently onboarding new staff at a rate of 100 employees a week, 200 employees a month. It's a high-stakes situation – one that calls for effective, organized communication.

That's why, building off of nearly a four-year partnership with GuideSpark, St. Joseph's Health is making their library of onboarding, benefits, and organization overview content available to all new hires. And the outbreak of COVID-19 in the US catalyzed yet another change: It was only during this time of overwhelm and forced adaptation, with 85% of their workforce viewing onboarding content, that St. Joseph's Health realized they wanted more from GuideSpark than their existing library could provide. They needed the customizable campaigns, personalized messaging, informative analytics, and incomparable content experience of the GuideSpark Communicate Cloud® (GSCC) platform.

“Remote onboarding is the new way of the world,” says Amber Murat, Director of Organizational Development, MEd, PHR. “GuideSpark Communicate Cloud® is the only product on the market to effectively manage and support new hire processes, and provide ongoing communications.”

For our part, GuideSpark will continue working closely with St. Joseph's Health, ensuring their transition to GSCC happens smoothly and efficiently so their team can focus on what's truly important: hiring and onboarding new medical staff, and continuing the fight against COVID-19.

