



# Happy Teams, Happy Patients

Designing a Better Team Member Experience at Novant Health

Quantum Sight | **N**OVANT HEALTH

## The Challenge



## Identified Needs

Novant Health, a \$4.5B health care provider with over 500 locations and 26,000 employees wanted to design its team member experience to increase employee retention, lower hiring costs and improve patient experience. In an industry with high attrition costs, a compelling team member experience would have substantial financial benefits.

With tight budgets, the right solutions needed to be easy to manage, cost effective and have immediate impacts.

Needed to understand who is dissatisfied and who is satisfied.

Needed to understand the primary drivers of dissatisfaction and satisfaction.

Needed to understand the financial impacts of dissatisfaction and satisfaction.

Needed to prioritize team member pain points to be addressed.

## Activities



## Impacts

Analyzed attrition data, employer review sites (*such as glassdoor*) and team member survey data to identify areas of significant opportunities

Conducted interviews and survey analysis to inspect further into opportunity areas

Generated data driven team member personas and related experience maps

Provided financial impacts by segment

Data “listening” identified attrition trends and common dissatisfaction factors, forming the foundational knowledge for our engagement

Leveraged interviews and questionnaire to build empathetic understanding on top of the foundational knowledge

Data driven personas provided demographic, psychographic and behavioral profiles to prioritize pain points and drive solutions

Identified 2 key segments representing 70% of attrition related costs for priority solution development

# CASE SUMMARY

Not all problems are opportunities. A **worthy opportunity** is identified by leveraging **behavioral data** and **human empathy** so its **real value** can be assigned and efforts prioritized. Combining data and insights with prioritization is fundamental to **smarter strategy**.



# Quantum Sight

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