Saint Elizabeth
Uses Soapbox to Engage
7,000 Mobile Employees
on Innovation

WHO IS SAINT ELIZABETH?

Saint Elizabeth is a national not-for-profit health care organization and one of the largest home care providers in Canada, visiting 18,000 clients every day. They have a strong record of being a pioneer in the health care space, including incorporating innovative technology to support new ways of delivering care and information to their clients.

SAINT ELIZABETH is the first Canadian health care company to adopt SoapBox, an intuitive innovation management platform. SoapBox allows their seven thousand employees to seamlessly communicate and tap into their collective wisdom, sharing their insights on how to support and delight their clients.

What is Saint Elizabeth’s objective?

Saint Elizabeth’s goal is to create extraordinary client experiences. This means that they are constantly looking for new services to offer or new ways to improve the care that they provide. By using SoapBox, Saint Elizabeth can capture and act on employee ideas that will help them achieve their goal.

Why did they choose SoapBox?

Inspired by the philosophy of crowdsourcing, Saint Elizabeth chose SoapBox because it enables the organization to tap into employee insights in an engaging manner. Saint Elizabeth’s workforce is virtual, mobile, and spread across the country which made hearing from each employee challenging. SoapBox provides a seamless platform to connect employees with each other and build a community.

The software itself is easy to use and mobile friendly, which allows all team members to share their ideas and join the conversation through voting and discussion.

Lastly, Saint Elizabeth can rely on SoapBox as a partner to help build their innovation program. The Client Success team at SoapBox is well versed in setting up an Engaged Innovation Program and act as coaches along each step of the journey.

How did Saint Elizabeth launch so successfully?

Launching a new program brings challenges, especially with so many employees spread across the country. Core to the success of a SoapBox program is making sure that employees are engaged and actively sharing their voice, and at the same time, leaders respond to the top ideas coming from the community. With its strong understanding of building virtual communities and engagement, Saint Elizabeth was able to successfully navigate the launch, which has led to strong adoption, hundreds of good ideas, and many valuable ideas implemented.

“At Saint Elizabeth, we see possibility everywhere. With our employee SoapBox, our aim is to harness the passion and imagination of our mostly mobile, national workforce — all seven thousand of them.”

Shirlee Sharkey
President and CEO of Saint Elizabeth
In the weeks prior to launching SoapBox, Innovation Champions were identified within the community. Innovation Champions are community influencers who are well respected by their peers. As the early adopters of the technology, the Champions helped to promote the program at the grassroots level and encouraged their peers to share their voices on SoapBox.

Saint Elizabeth established a team of Innovation Partners to manage the ideas coming from SoapBox. Innovation Partners are staff in key roles that are able to effectively evaluate and respond to ideas and move them forward to implementation.

Finally, a group consisting of three senior vice presidents, known as the ‘SoapBox Trio’, was formed to ensure ongoing visibility, alignment, and value of the top ideas and themes at the executive level. Every six weeks, Innovation partners bring forward a selection of ideas to the SoapBox Trio, including suggestions that are complex or require extensive cross-functional collaboration. This forum ensures that even more challenging ideas can be effectively evaluated and implemented to create value for Saint Elizabeth.

“With more and more care being delivered at home every year, it’s important we hear from our front-line employees, because they have the best ideas for making things better for their patients. Soapbox allows them to share their ideas with colleagues, many of whom they never see because of the nature of their work.”

Shirlee Sharkey
President and CEO of Saint Elizabeth
THE RESULTS

1 Strong Employee Engagement

The Saint Elizabeth SoapBox built on their existing culture of innovation and virtual community by giving employees a more effective channel to share their ideas and insight. Employees have shown high levels of engagement with over 25 percent adoption rate in three months and more than 70 percent of users interacting with the software on a regular basis.

Engagement has improved for leaders as well. All ideas are being reviewed and any idea that receives 25 or more positive votes gets an official response. Of these, roughly 80% have either been successfully implemented within the organization, or are actively being considered or worked on.

Some of the results from a recent feedback survey validate the engagement benefits of their SoapBox Community:

- “It allows free expression with positive results of being heard and thoughts considered. A feeling that you have a voice in your work and care for patients.”
- “We are being heard, and responded to.”
- “We are receiving very good suggestions from employees, and when those suggestions are implemented or are acted upon, it is broadcast immediately to employees signaling that the organization is listening.”
- “Great way to share info, ideas in safe forum.”

2 Enhanced Innovation Capability and Capacity

The way that Saint Elizabeth handles SoapBox ideas cuts through the typical organizational challenges that get in the way of implementation and expands the innovation capacity of the organization.

One of the most valuable results to come in the first months of launching SoapBox was the creation of a robust yet fluid and responsive system where new ideas can be evaluated and implemented to create value. There are set forums for discussing ideas and there is transparency as to who is accountable for each idea.

3 Valuable Insights to Inform Strategic Priorities

Many of the ideas on SoapBox relate to strategic initiatives that are already underway. These ideas add extra insights and real-time business intelligence on key topics related to Saint Elizabeth's social purpose. With these insights, more effective solutions can be realized based on having employees aligned and engaged in the conversation.

Two examples are:

- **TECHNOLOGY AND MOBILE STRATEGY** – As Saint Elizabeth is working to leverage technology in a number of ways, they were able to integrate ideas from SoapBox into their technology and mobile strategy. For example, the organization recently initiated a major rollout of new tablets and smartphones to team members across the country. The devices have been customized for use in home care, incorporating many of the suggestions that employees have raised, such as new and broader selection of apps.

- **BEREAVEMENT STRATEGY** – As experts in end of life care, Saint Elizabeth was able to use SoapBox to continue to build its knowledge in this area by tapping into employee insights around supporting conversations. For example, team members shared the impact of caring for a someone who that passed away. As the discussion continued, they shared techniques and best practices from across the country to help support both the family of the client and members of the health care team.

Summary

Saint Elizabeth is using SoapBox to enrich the care experience by tapping into the collective wisdom of their national team of nurses, personal support workers, rehabilitation therapists and support staff.

The organization successfully launched SoapBox by framing the discussion around strategic priorities, generating awareness and excitement at all levels of the organization and setting up a robust yet fluid structure to manage sustainable innovation.

Using SoapBox, Saint Elizabeth is achieving levels of employee and leader engagement, improved innovation capacity and valuable insights to inform strategic priorities.

**Employee Engagement Benefits**

The dynamic community at Saint Elizabeth coupled with a strong and engaged leadership team, is contributing to employee engagement in many ways.

**You get a sense that you are creating something magical.**

SoapBox is really tapping into the wisdom from employees who are out there in the community caring for people.”

Madonna Gallo
Community Manager of Saint Elizabeth

SoapBox is a SaaS platform that helps organizations manage the innovation process. Visit soapboxhq.com for more information.