



A Large Regional
Healthcare Network



Adobe Workfront

A healthy dose of connection between diverse marketing and creative teams



About the Client

With more than 10 nonprofit hospitals and some 4,000 doctors, this client serves upwards of 1 million patient visits a year. And with 20,000+ employees, it's one of the largest employers in the state. In many ways, this organization is healthcare in its region.

Naturally, serving the communications needs of such a large organization is complex. "It's a little weird how we're set up here," says the Manager of Marketing Technology. "We have different support teams, like marketing communications, creative services, paid media, social, PR, et cetera. But we also have marketing teams that support the service lines specifically. There's a team that manages the cancer care portion, and another team for hospital care, or ortho, or brain and spine."

The challenge

As the org has grown, so have the walls between teams. "One of our biggest issues is the silo issue," says the Director of Marketing Technology. "You know, all of the teams working on their piece of business, on their service lines. There was really no cohesive glue holding all these things together. And a lot of things were happening without other people knowing about it."

The variety of technologies made coordination difficult, too, including Salesforce, Google Analytics, Sprout Social, Widen (digital asset management), iContact (email), and Conductor and Content King (both SEO), among many others. The unique compliance environment of the healthcare industry added another layer of complexity, with its specific review, approval, and audit requirements.

What was needed



Coordination across teams



Transparency across teams



Change management and support



Regulatory compliance capabilities

Leaders recognized the need for coordination and historical capture through a single Operational System of Record (OSR). "If you don't have that one source of truth," the Manager of Marketing Technology says, "then everything becomes chaos. You can't scale in an organized way." But previous experiences with project management systems left them wary of the pitfalls of low uptake.

"My biggest concern," she says, "is the system turning into a graveyard of tasks that nobody completes, nobody updates. Adoption and change management is the hardest part of the job."

How WNDYR helped

Step one was taming the digital jungle of apps, platforms, and tools. WNDYR implemented Adobe Workfront as the operating system of record (OSR). Multiple departments across the client's marketing division, with unique operating specs, required custom configuration by WNDYR. This brought visibility of all project timelines, milestones, and resourcing into one easily accessible place.

Central to this effort was mapping various teams' processes and identifying opportunities to find efficiency through standardized workflow management. WNDYR help the client redesign and optimize these processes using Adobe Workfront, and further enhanced the optimization by automating parts of the process using Fusion.

"Fusion has been a lifesaver for us," the Manager of Marketing Technology says. "It's improved our efficiency greatly."

WNDYR has continued to work with the client, first, to train leaders and project managers on how to really get the full functionality of Workfront; then, to support wider adoption as real-world usage sparked further questions and needs. "It's one of those projects that you can try yourself," the Director of Marketing Technology says, "but we would have been using it in a much more basic way."

What we delivered

- ✓ Implemented Adobe Workfront OSR
- ✓ Extensive training
- ✓ Automated tasks with Fusion
- ✓ Ongoing adoption support

What's next for the client

The Director of Marketing Technology is looking forward to expanding Workfront to more teams, and adding more automations. "Now it's getting the entire team on board, and seeing how they work," he says. "Where can we improve on those processes? Where are some of the redundancies that we can remove, or automate?"

Establishing strong standards for data in Workfront is another priority. "Where I want to go now," the Manager of Marketing Technology says, "is OK, now you know the system. Now you know how to work things. Now let's do it right. You're putting in the tasks. You're converting them to projects. Are you setting dependencies? Are you setting the right end times and due dates?"

Those data governance standards will enable the kind of reporting that project managers previously could only dream of. "I'm working with WNDYR on building an awesome dashboard for the team," the Manager of Marketing Technology says.



Was it worth it?

After talking to colleagues at other organizations who tried to implement Workfront on their own and failed, the Manager of Marketing Technology is convinced WNDYR's help has made all the difference. "Having WNDYR has been the key to success," she says.

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Every time I had questions, WNDYR was there. Without WNDYR to keep us all on track, there is no way we would've gone to the point where we are now.

Manager of Marketing Technology

About WNDYR

Our global team provides the ultimate service solution to effectively onboard teams into Adobe Workfront.

We bring our deep expertise to assist clients in optimizing their work-flows and partnering with them on a further journey of development inside their organizations.

Contact us at sales@wndyr.com