



Case Study

Invuse works with over 300 stakeholders, patients, and IT leaders **to support merging NHS Trusts** with new intranet and website services





Introduction

The University Hospital Sussex NHS Foundation Trust (UHS) was formed by the merger of the Brighton and Sussex University Hospitals NHS Trust (BSUH) and Western Sussex Hospitals NHS Trust (WSHT) on 1 April 2021.

The previous trusts each had an intranet and website that provided vital content for their own target audience. The University Hospital Sussex NHS Foundation Trust (UHS) now faced the task of replacing the 4 existing platforms with a new intranet and website to present the now united aims of the new trust.

Invuse was appointed by the recently merged University Hospital Sussex NHS Foundation Trust (UHS), to undertake a website and intranet discovery. The research would identify the key requirements for the new unified website and intranet, and make recommendations for suitable web platform options.



Challenges

- Brighton and Sussex University Hospitals NHS Trust (BSUH) and Western Sussex Hospitals NHS Trust (WSHT), as individual trusts, had previously followed **very different approaches and priorities** for their individual websites, intranets and digital real estate.
- The new trust had a set of new values to achieve collectively. **Blueprints for the new services had to be aligned to the new set of values** and ensure users that were part of the project were made aware of these.
- User journeys and habits were very different across both organisations. The website and intranet discovery had to **capture requirements to simplify merging platforms**, and remove duplication.
- The trusts were already merging and therefore **the new platforms were urgently needed to avoid any confusion** for patients moving forward.
- Each trust had its own set of digital applications that hosted important data, which would need to be integrated with the intranet/website. The discovery needed to **help the new trust's IT department evaluate each application**, to understand how to approach this, where to merge data and which platforms to keep or retire moving forward, based on the data being hosted on each.





Goals

After the merger of Western Sussex Hospitals NHS Foundation Trust (WSHT) and Brighton and Sussex University Hospitals Trust (BSUH), the University Hospital Sussex NHS Foundation Trust (UHS) was seeking a partner to lead the discovery phase of work to develop new digital platforms.

The website and intranet discovery project aimed to identify the key requirements and blueprints for a new intranet and website. The research would allow University Hospital Sussex NHS Foundation Trust to merge four independent platforms into two, fully integrated, services, which would be used by over 10,000 members of staff, and 850,000 patients across West Sussex.

The website and intranet discovery would provide:

- In depth research into the engagement and current perceptions of platforms based on user and stakeholder surveys and user testing and interviews.
- An understanding of the different user personas accessing services within the new trust through a detailed discovery project.
- A collection of reports to be used by University Hospital Sussex NHS Foundation Trust (UHS) to inform the creation of a website and intranet meeting the needs of all the stakeholders and users.
- A clear and defined project path that the new trust could follow. The project path would provide the trust with the requirements needed to identify, procure, and partner with a chosen supplier, and to launch their new services based on the outcome of the discovery.



Solutions

The Invuse team conducted an in-depth research phase that identified and engaged stakeholders, business leaders, patients and professionals across both trusts to understand the challenges and frustrations each user demographic had with the existing websites and intranets. 155 intranet users and 165 website users completed a survey, detailing their experience and perceptions of the platforms and provided qualitative feedback.

From this, 22 workshops were held to understand what these users and stakeholders would deem as success on the newly merged intranet and website.

The final part of the discovery focused on prioritising the requirements gathered with the different user demographics using the MoSCoW methodology. Requirements were identified, reviewed and prioritised into project features. These were then further refined into:

- Required
- Desired
- Optional
- Technical
- Non-technical requirements.



This was then presented for validation with the project delivery team, and wider business.

The findings were used to conduct thorough market analysis to provide the trust with efficient options to consider for their new platform.

Interviews were organised with potential suppliers including both on-premise and cloud-based options to understand if they could meet requirements from a solution, service, culture and technical constraints standpoint.

Invuse's conclusions highlighted risks and benefits, including:

- Price
- Browser compatibility
- Integration with existing applications
- End users vs Editorial experience

The market solutions available were ranked, based on must haves and desired requirements, highlighting the risks and benefits for each.

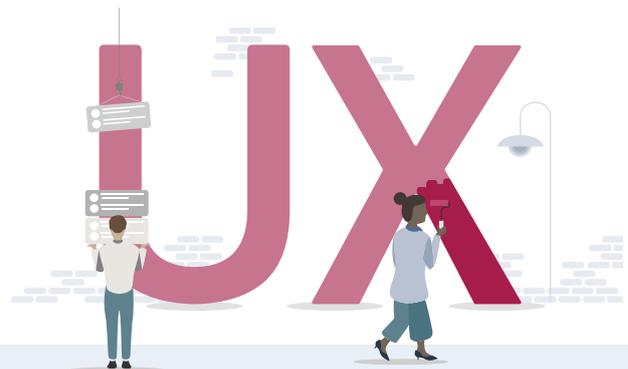


Results

The success criteria as defined between Invuse and the NHS trusts at the very beginning of the project, was to ensure that by the end of the project the new trust had a solid understanding of the options available and the recommendations for the new intranet and website projects.

The trust was provided with the following in-depth research reports, to support them in creating a business case for change:

- Intranet and Website Recommendations
- Stakeholder Research
- User Scenario Testing
- Website User Research
- Intranet User Research
- Website User Personas
- Intranet User Personas



The reports offer detailed findings to help stakeholders understand the cost of their future project. The trust was provided with extensive knowledge of their user demographics, and a clear understanding of what their next steps should be. Additionally, the reports focused on overcoming the challenges previously faced by the user demographics, while part of the previous trusts, and offered priorities to address improving the user experience within the new platforms.

With solid foundations in the research and reporting from Invuse, the University Hospital Sussex NHS Foundation Trust has the opportunity to design and build services that focus on their end users, and in return save the trust time, money and resources in the future.



Why Invuse?

The University Hospital Sussex NHS Foundation Trust chose to work with Invuse due to our in-depth knowledge of user research, and our focus on ensuring digital communication services are built and backed by focusing on real end-user challenges and data analytics rather than intuition and assumptions.

Our background with UK Government and NHS, designing intranet services that are currently utilised by 47% of Civil Servants, has provided us with a thorough understanding of how NHS Trusts are expected to deliver information to their user demographics.

We offer competitive pricing, and promise to support our customers, not only in the discovery phases of a project but throughout design and implementation.

The Invuse Discovery Process



“ It was really interesting working with a range of user demographics to understand their frustrations with the current services. Knowing the detailed research analysis and reports presented to the UHS team, provided an invaluable evidence base for the development of their new website and intranet was hugely satisfying. ”



Keri Harrowven
Digital Workplace Consultant



Please get in touch to learn more:

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