

# Encompass Health Uses Private Podcasting to Keep Employees Engaged During COVID-19

## THE ISSUE

Encompass Health, which is composed of an 80% mobile workforce, was needing a secure and engaging way to get important updates and learnings out to their dispersed employees. They had been creating webinars and videos, which took too long to create, produce, curate and get properly vetted. And when the COVID pandemic hit, it was more important than ever to get necessary COVID-19 updates out as quickly as possible.

## PROGRAM TACTICS

- Encompass Health instantly started recording, editing and publishing podcast episodes even within the same day if needed.
- Because average Encompass employees have an 18 minute drive time in between patients, episodes were strategically structured to be between 15 and 18 minutes long.
- Storytelling was a large aspect of their podcast program and allowed them to motivate employees and highlight acts of kindness. One example was an episode describing a fundraiser where an Encompass employee raised money to buy iPads for nursing home patients so they could FaceTime with their families during the pandemic.
- Encompass Health used podcasting to highlight health and wellness topics including how to eat healthy when employees are in the car and how to reduce stress during COVID-19.
- Encompass found the more often they published an episode the higher their listenership and uStudio usage was.

## THE RESULT



### QUICK INFO

Encompass Health is now able to get urgent information out more quickly than their previous mediums



### DIRECT MESSAGE

Through a podcast, Encompass' executive-level leaders could directly dispel any COVID-related rumors to their employees and explain their strategies for moving forward.



### MORE PODCASTS

As a result of Heather's podcasting strategy, Encompass has increased their podcast release cadence and therefore given their employees more opportunities to consume important material