

e+cancercare



e+CancerCare is a leading provider of outpatient cancer care services including radiation therapy, chemotherapy, PET/CT cancer imaging, physical therapy, and counseling support. Founded in 2002, the Nashville-based organization has grown to nearly 300 employees, working out of 24 centers in ten states, and operates some of the most clinically advanced and financially successful outpatient cancer centers in the nation.

e+CancerCare knows that healing is about more than just medicine, and endeavors to provide comprehensive support for patients' physical, emotional, and mental health.

For a company that does such important work, it's paramount that operations run smoothly behind the scenes. But with a team of busy employees who are always on the go, it's tough to effectively communicate, leaving staff members unaware of important information and announcements. "We used to send emails for basically everything, and people just wouldn't read them," said e+CancerCare's Employee Relations Manager, Annie Taylor. "We did an employee engagement survey a few years ago, and it was clear that a lot of people didn't like the way things were communicated. So we wanted to figure out how we could make this better for people."

Airbo turned out to be a perfect solution. "It's a great way to get people interactive," said Annie. "And it really helps when we need a response or action from people. There's a much quicker turnaround for things like that." In addition to increasing communications' effectiveness, Airbo also helped Annie get her work done faster. "Having it has been really helpful for time-saving," Annie said. "I like the ease of the system, and I never really have trouble using it. And there are so many options! There are plenty of Tiles that are already created for us. We can just go in there and copy whatever we need." Annie enjoys creating her own Tiles as well, and frequently posts new original content in addition to using Airbo's pre-made content.

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Annie has found that other e+CancerCare employees both enjoy Airbo and have an easy time using it. "We usually describe it as 'work Pinterest,' and they really understand that," she said. "We've had a lot of positive employee feedback... We used to get complaints about the amount of emails we were sending, and now we have this new tool where people can look at work communications and it's fun. We're really happy with it."

E+CANCERCARE'S TILES

