



HEALTHDOERS
NETWORK
AN INITIATIVE OF **nrhi**

Accelerating Work Through Networking and Collaboration

A CASE STUDY ON USING A SPECIALIZED ONLINE COMMUNITY



The Virginia Center for Health Innovation (VCHI) is an independent, non-profit organization dedicated to accelerating value-driven models of wellness and healthcare throughout the state. VCHI guides innovation in healthcare delivery and payment reform by convening key stakeholders to collaborate, share ideas and spread their work on value-driven models.

VCHI's work centers on effective collaboration and engagement across multiple stakeholder groups, so having a platform where they can share ideas, access resources and collaborate is a critical part of their success.

“ We wanted to focus on what we needed and what we thought was going to be the most valuable to the members of the Innovation Network. After doing some research, I found HealthDoers and it seemed like a really good fit. ”

— Ashley Edwards,
VCHI, Chief Innovation Officer

HealthDoers.org

**PRIVATE
COMMUNITY**



Discussion
Forum



Resource
Library



Events
Calendar



Community
Management

Like other professionals who run specialized online communities, Ashley Edwards was keenly aware that user engagement can be difficult. Implementing efforts to increase engagement can be a particular challenge for community managers who tend to have many other responsibilities with their organization. As Chief Innovation Officer, Edwards' purview is deep with a wide scope of accountability, so **HealthDoers'** offering of community management tools and staffing was appealing.

"When VCHI started we were a very unique organization," says Edwards, citing that at the time of their inception—in 2012—having multiple stakeholder groups working toward one goal was not common practice.

"Over the last seven years, we have seen other organizations across the country crop up that are similar. So when I first explored HealthDoers, seeing other organizations—engaged in similar work—using the HealthDoers platform was really positive."

When VCHI made the decision to migrate to a HealthDoers' private community, the task was somewhat daunting. The data migration would mean moving over 2,000 users to a new platform. But the HealthDoers tech team ensured a smooth, seamless and swift transition by partnering closely with VCHI and their existing vendor.

In addition to the community management tools and functionality, the exposure to the HealthDoers Network also proved to be beneficial for VCHI.

"Exposure to other organizations and people that are doing similar work through the greater HealthDoers Network has been valuable," Edwards notes.

"I've learned about things that other people are doing. Not just on our platform, but through the HealthDoers Hub and the various webinars. So that exposure and the opportunity to share our work has been the most valuable."

Edwards adds that the staff support from HealthDoers is an important benefit, "The community management support has given me another layer of comfort— I'm not the only one watching the site and if I need help or have a question, I have someone with more experience in community management that I can go to—so that's been great."

VCHI plans to leverage the HealthDoers private community for some of their upcoming innovation projects and is looking forward to finding ways to use the platform to engage the academic community in their work.

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The HealthDoers Network is the **Premier Network** for Health and Healthcare **Changemakers**