



Humana



About Humana

Humana was founded in 1961, evolving into a health benefits company with the goal of becoming the most trusted name in health solutions. Today, it has more than 28,000 associates committed to providing innovative healthcare solutions to consumers and customers. Focusing on the tenants of people, choice, engagement and innovation, Humana offers employee communication tools that are both secure for the healthcare industry and effective at fostering people-centric collaboration.

Humana offers a range of products and services in addition to group health insurance. These lines of business serve the military, individuals, seniors, and many others. Humana also offers specialty products, and other innovative consumer initiative products, services, and partnerships that are focused on consumers.

The Humana Socialcast Employee Community

The Humana Socialcast employee community didn't start as a directive from company executives, but started as a grass roots movement by the company's employees. Consumer social networks have become popular for users of all age groups, and become a way for many to connect with friends and family online. A small group of Humana's IT staff wanted to experiment with bringing a social network into the company, and see if it could help with internal communication.

In May of 2009, Greg Matthews, director of consumer innovation, started experimenting with a social network. Mathew says, "For the first couple months, just a few dozen people were using it; but it really hit hockey-stick growth around April or May, to the point where [had] over 3,000 people using it." This rapid adoption and growth of the social network caught the eye of management, as they were surprised by the growth through just word of mouth alone.

With roughly 10 percent of the 28,500 Humana employees using this social network, management saw the benefits of open communication and collaboration, and started reviewing all possible social network vendors. While reviewing its social media policy, along with industry and government data privacy regulations, Humana needed to find a service that provided enterprise level features, integrations, and administrative tools while deployed behind their firewall. That's when Humana found Socialcast.

"Socialcast knocked down the knowledge silos and increased response time to critical questions asked."

Socialcast provided all the features and administrative controls Humana needed, like easy integration into SharePoint and Lotus notes, while providing an On-Premise, Behind the Firewall, solution. Socialcast's simple, and easy to deploy virtual appliance proved to be the best solution for keeping data inside the control of Humana IT and complying with government and industry regulations.

Humana now focused on implementation across the organization, staying focused on not forcing the adoption of Socialcast. Employees had become comfortable with social networks in their personal lives, but hadn't experienced its value in the workplace. Through messaging from management, and education on what and how to use the tool, The Humana Socialcast Employee Community was where employees were now going to connect with other employees, and get the information they were looking for. Executives started using the Socialcast community to communicate with employees, removing walls of communication that once stood between them and employees. Humana was quickly seeing the power in using Socialcast, as it was leveling the company and allowing people's voices to be heard. "It's about people being able to access the right information quickly," Matthews says. "They can share information, make connections with people, and understand different departments. In a company this size, it's easy to become fragmented."

Humana is now seeing a transformation in how employee communicate with each other and share valuable knowledge. Instead of human knowledge being kept in closed silos, it was now being shared across the company, creating a new level of collaboration. The Humana Employee Community is changing the culture of Humana, making it easier for employees to be heard, share knowledge and for employees to connect.

Source: "Humana staff's grass-roots case for social media", By Lindsey Miller, <http://www.ragan.com/ME2/dirmod.asp?sid=&type=gen&mod=Core+Pages&gid=EA21BB8C2E904>

