

The Leukemia & Lymphoma Society: Enhancing Collaboration and Efficiencies



THE RESULTS



Initial launch garnered 65% adoption rate, highest company adoption



Decreased Open Enrollment emails by 86%



Bridged the gap between silos across the organization



Industry: Non-profit health organization
 Founded: 1949
 Headquarters: Rye Brook, NY

The Challenge

The Leukemia & Lymphoma Society (LLS) has grown to employ more than 1,100 staff members across the United States and Canada. LLS has a total of 56 chapters, each functioning as its own office. Each chapter runs six main fundraising campaigns per year and it became almost impossible to share knowledge and information across locations, which stifled efficiency and productivity. As a result, LLS was becoming increasingly siloed as the organization continued to grow with its outdated technology.

LLS wanted to provide staff real-time access to news, information, people, and resources — any time, any place. They were previously relying on a custom, homegrown intranet that was visually unengaging, lacked a clear governance structure and relied on single ownership.

Before choosing Simpplr, LLS conducted three 60-minute internal staff sessions to uncover the top challenges staff faced. Four takeaways emerged: (1) current intranet was outdated and difficult to navigate; (2) staff needed a quick and easy way to find accurate resources, information, and news; (3) there was a huge issue with email overload; and (4) staff wanted to cross-collaborate, share information, and recognize each others' successes.



Outdated intranet



Email overload



Stale, inaccurate content

“We’ve felt fully supported throughout our intranet journey. Our Simpplr customer success manager worked hand-in-hand with us to provide guidance for strategy, implementation, and execution. The easy-to-use technology made this transition easy for staff across the organization, as well as all the stakeholders involved.”

– Sandra Salviejo

Director, Communications

The Solution

Having gone through failed intranets in the past, LLS knew that executive sponsorship was critical to the success of an intranet launch. LLS appointed IT and Communications to shortlist solutions that address organizational challenges. LLS wanted a solution that (1) is engaging and user-friendly, (2) facilitates cross-functional collaboration, (3) enables shared responsibility/accountability across multiple departments, (4) integrates with existing technology, and (5) can be accessed from anywhere.

Communications partnered with IT and found Simpplr to satisfy all their requirements. In just 3.5 months, LLS launched “The DROP” and utilized Simpplr’s federated administration to establish cross-functional governance. Simpplr’s intuitive interface democratized ownership across the organization, enabling non-technical employees to manage sites and keep content fresh and up-to-date. In addition, “The DROP” was launched with cohesive branding elements that reflected the LLS mission and values.

The success of “The DROP” was largely due to a focus on content strategy and building awareness. Content strategy was a vital component and LLS launched Simpplr by publishing and opening up access to business-critical information and resources across all 56 chapters and its corporate headquarters.



Create a trusted source
for information



Improve
productivity



Enable
collaboration

The Results

Simpplr helped LLS achieve its goal to foster a collaborative culture and enhance productivity. Since the implementation, LLS has seen high engagement across the chapters, enabling staff to share knowledge and recognize each other’s successes. LLS has experienced an 86% decrease in open enrollment emails now that resources are accurate and accessible within the intranet. Staff can now search and find information quickly, including the most popular content: holiday calendars, fundraiser resources, news, and company updates. Furthermore, Simpplr has enabled LLS to bridge the gap between people and culture. LLS staff are connecting with one another, celebrating birthdays, promotions, and new hires through Simpplr’s social feed.

LLS’ orchestrated efforts have easily made “The DROP” the trusted source of information. Before, LLS’ silos were stifling cross-team collaboration and efficiency. Now, LLS celebrates its culture of connection, collaboration, and recognition. LLS has empowered the entire organization to continue to fight for what matters to them most: curing blood cancers.

About Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is a global leader in the fight against cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care. To learn more, visit www.LLS.org.

To learn more, call +1.877.750.8330 or visit simpplr.com