



# *backstitch*

Lookbook



# Reach All Team Members, On Every Device









# Craft *Better* Employee Content

The screenshot displays a web application titled "Our New Nursing Informatics" in a teal header. The browser address bar shows "studio.backstt.ch". On the right of the header, there is a user profile for "Jane Doe". A dark sidebar on the left contains a "TOOLS" menu with icons and labels for "Button Creator", "Feedback Tracker", "PDF Version", "Poll Builder", "Post Summary", and "Share to Twitter". The main content area features a rich text editor with a toolbar. Below the editor, the article "The Lowdown" is displayed, containing text about nursing informatics, a paragraph about healthcare organizations, a paragraph about electronic health records, and a paragraph about DCNA. A section titled "Feedback: How can technology help drive patient satisfaction?" lists "Reduce Wait Times", "Improved Accuracy", and "Better Access To Care". At the bottom, a snippet from "HealthcareIT News" is visible, titled "How nursing informatics helps eliminate 18".

Our New Nursing Informatics

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Feedback Tracker

PDF Version

Poll Builder

Post Summary

Share to Twitter

**The Lowdown**

"If you make things better for your nurse, you make things better for your patient." By leveraging nursing informatics, reduced documentation time is reduced for head-to-toe assessments by 20 percent, which is equivalent to about 35,000 working hours returned to nurses directed back to patient care.

In an industry populated with physicians bemoaning too many clicks, healthcare organizations need to create a culture that believes IT will do more than just improve patient care.

Electronic health records and other technologies need to help clinicians improve workflow.

For DCNA, that meant first zeroing in on its nursing team.

**Feedback: How can technology help drive patient satisfaction?**

Reduce Wait Times Improved Accuracy Better Access To Care

DCNA went live with a three-year optimization project in May 2016 to simplify the EHR in the acute care venue. The health system has used Cerner technology for over 10 years and needed to update the systems to make things easier and give nurses a hand in using the technology.

HealthcareIT News

**How nursing informatics helps eliminate 18**



# Automated Translation, Summaries and More

The screenshot displays the 'studio.backstitch.ch' web application. The header includes the 'b' logo, the text 'Our New Nursing Informatics', a user profile for 'Jane Doe', and navigation tabs for 'CLIPS', 'ASSETS', and 'TOOLS'. The left sidebar lists several tools: 'Button Creator', 'Feedback Tracker', 'PDF Version', 'Poll Builder', 'Post Summary', and 'Share to Twitter'. A 'Translate Post' modal is open in the center, showing a text editor with a rich text toolbar. The modal's title is 'Translate Post'. It features a language selector set to 'English to Spanish' and a 'Replace Selected Text' toggle. The text area contains a paragraph about the Backstitch platform, a quote from Jordan about communication, and another quote about the importance of communication. At the bottom of the modal are 'CANCEL' and 'INSERT' buttons. The background shows a preview of a blog post with various text elements and images.

studio.backstitch.ch

Our New Nursing Informatics

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Feedback Tracker

PDF Version

Poll Builder

Post Summary

Share to Twitter

Translate Post

English to **Spanish**

☐ Replace Selected Text

La plataforma Backstitch permite a las compañías crear intranets personalizables para una variedad de comunicaciones, desde enviar boletines de noticias y agregar contenido externo a optimizar la mensajería y el entrenamiento para diferentes trabajos dentro de la organización. La empresa también puede supervisar el compromiso para asegurarse de que la mensajería se está viendo y no se pierde en las bandejas de entrada de los empleados.

"Cuando la gente se comunica mal o pierde las cosas, divide su cultura y las personas no son llevadas a la única visión de su organización", dijo Jordan.

"La comunicación es un motor fundamental de cómo funciona una empresa, por lo que no hacerlo es la diferencia entre un lugar que nadie quiere trabajar, y un lugar donde la gente está emocionada de venir cada día".

Jordan dijo que cree que la cultura de la comunicación está empezando a cambiar.

CANCEL INSERT

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Access To Care

DCNA went live with a three-year optimization project in May 2016 to simplify the EHR in the acute care venue. The health system has used Cerner technology for over 10 years and needed to update the systems to make things easier and give nurses a hand in using the technology.

HealthcareIT News

How nursing informatics helps eliminate 18

# One-Click Surveys and Polls

The screenshot displays a web browser window with the address bar showing `studio.backstt.ch`. The website header features the logo "Our New Nursing Informatics" and a user profile for "Jane Doe". A left sidebar contains navigation links: CLIPS, ASSETS, and TOOLS. Under TOOLS, several options are listed: Button Creator, Feedback Tracker, PDF Version, Poll Builder (highlighted), Post Summary, and Share to Twitter. The main content area shows a "Poll Builder" modal window. The poll question is "Are you familiar with your employee benefits". It includes four response options: "Yes" (green), "Somewhat" (yellow), "No" (red), and "Response" (green). Each option has a corresponding colored circle and a text label. At the bottom of the modal, there are three buttons: "ADD RESPONSE", "CANCEL", and "INSERT". The background of the website shows a blurred image of a modern office interior with large windows and people working at desks.

Our New Nursing Informatics

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Feedback Tracker

PDF Version

Poll Builder

Post Summary

Share to Twitter

Poll Builder

Are you familiar with your employee benefits

Yes

Somewhat

No

Response

ADD RESPONSE CANCEL INSERT

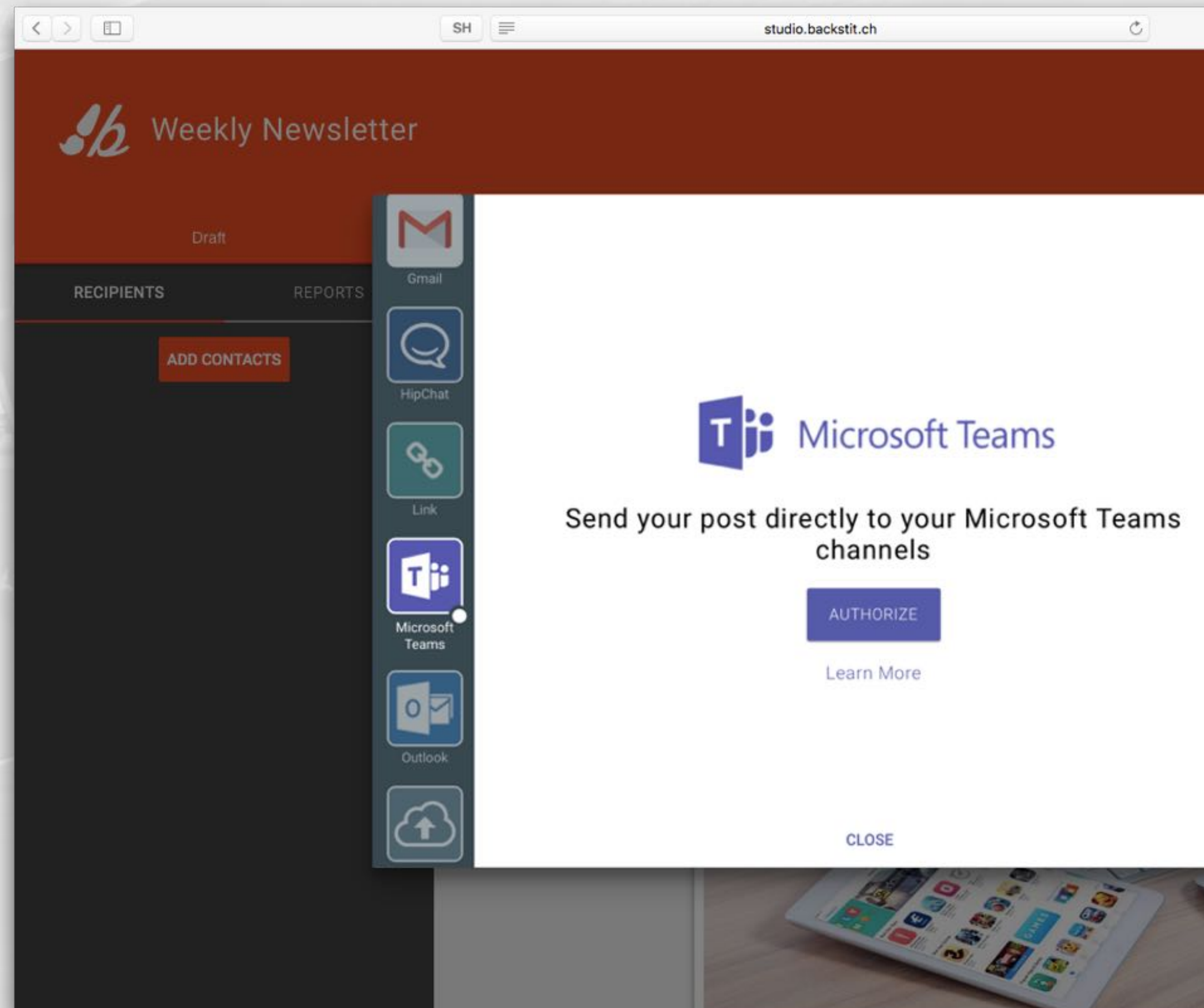
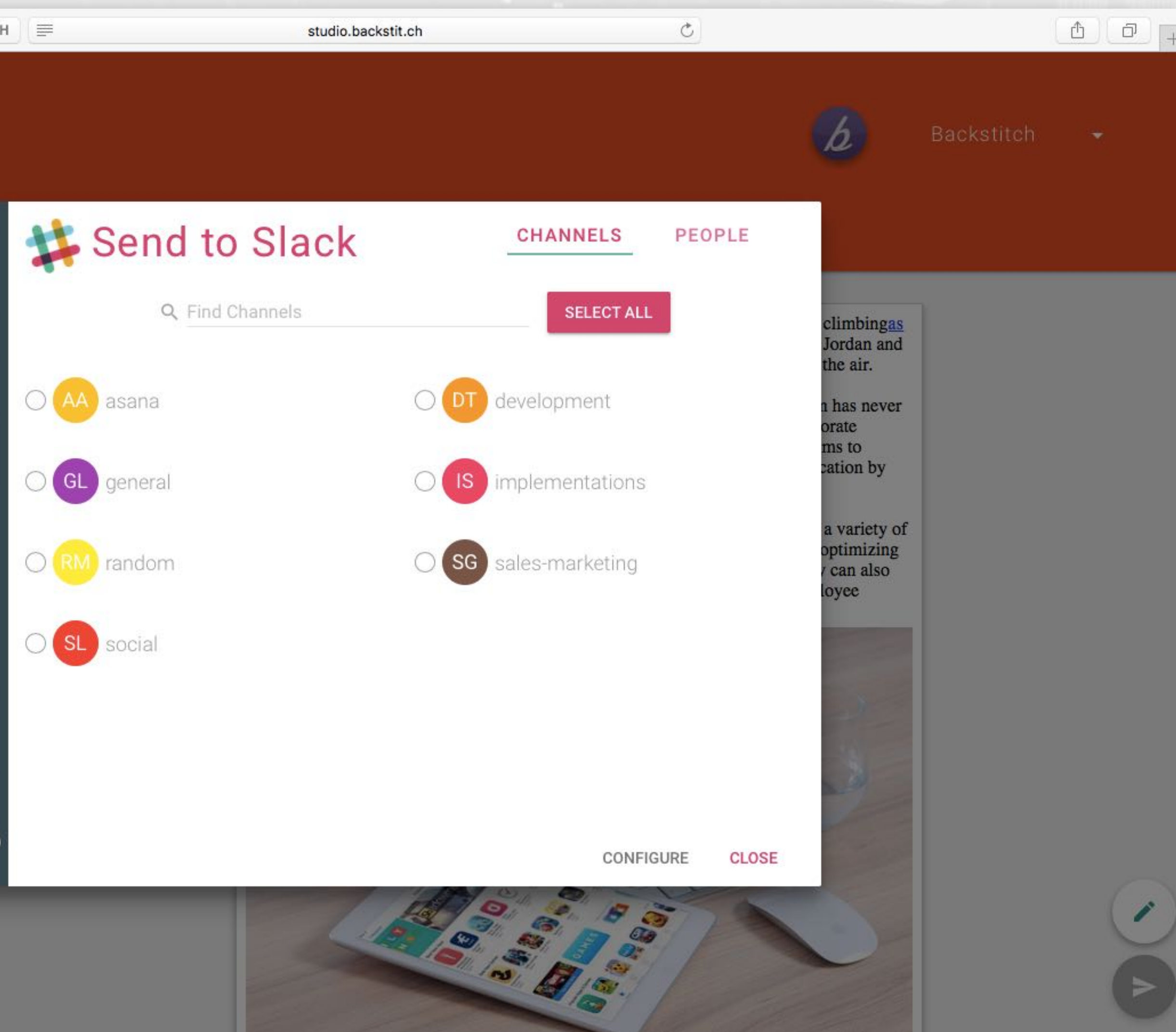
DCNA went live with a three-year optimization project in May 2016 to simplify the EHR in the acute care venue. The health system has used Cerner technology for over 10 years and needed to update the systems to make things easier and give nurses a hand in using the technology.

HealthcareIT News

How nursing informatics helps eliminate 18



# Publish to New & Existing Channels



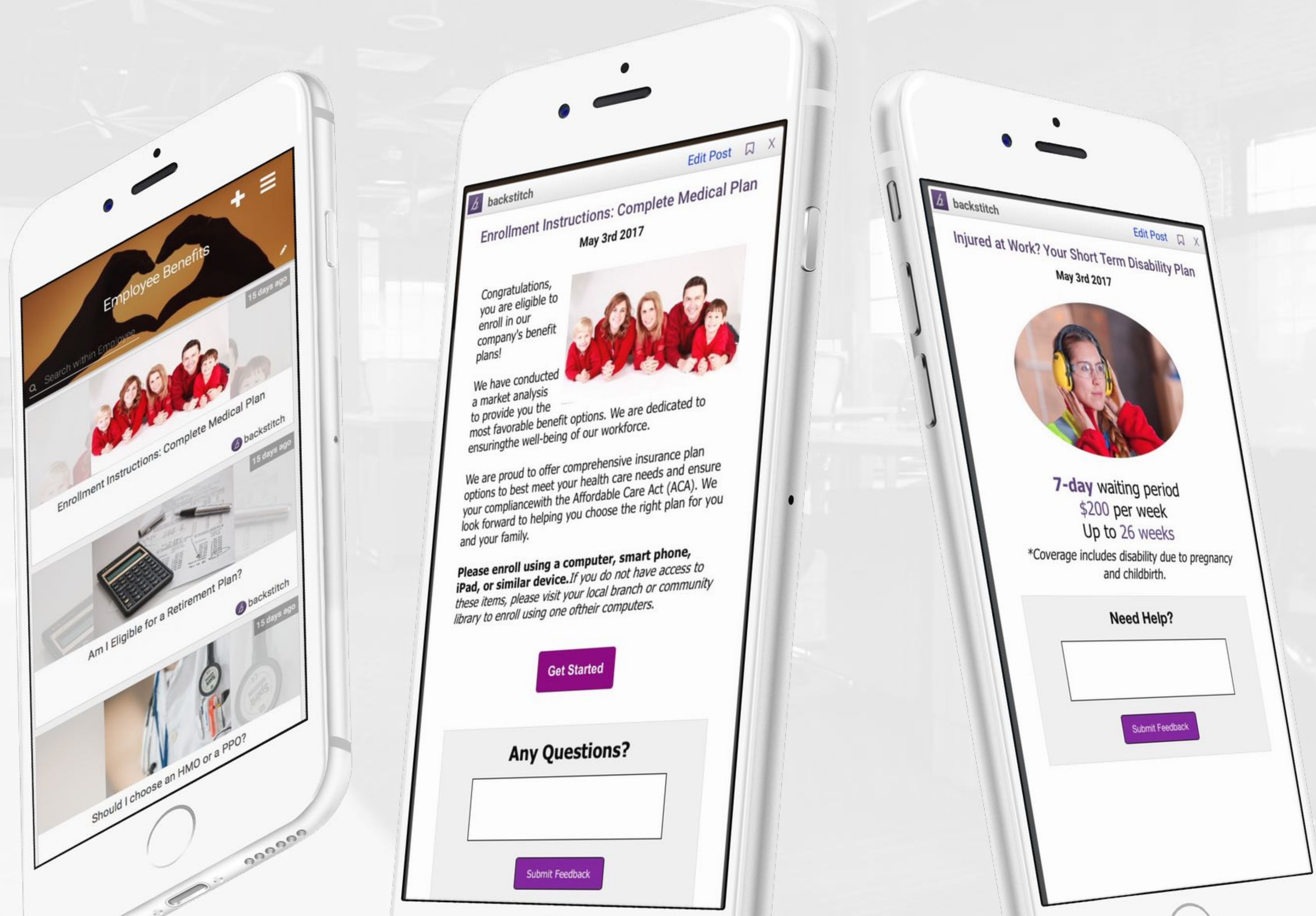


# Securely Authenticate All Employees





# Access Materials in the Field





# Monitor Industry and Competitive News

backstitch demo.backstitch.ch

Search

**Petra Exits Midwest Automotive Designs**  
Private Equity Profess...  
a day ago

**Southlake Equity Group Closes Fund**  
Private Equity Profess...  
a day ago

**Webster Exits MooreCo**  
Private Equity Profess...  
a day ago

**Albertsons is reportedly considering a takeover of Whole Foods**  
Business Insider  
a day ago

**Shea Moisture Just Made A Lot Of Its Consumers Very Upset**  
FC Fast Company  
a day ago

**Greystar expands its IR team with four new hires**  
AltAssets Private Equi...  
a day ago

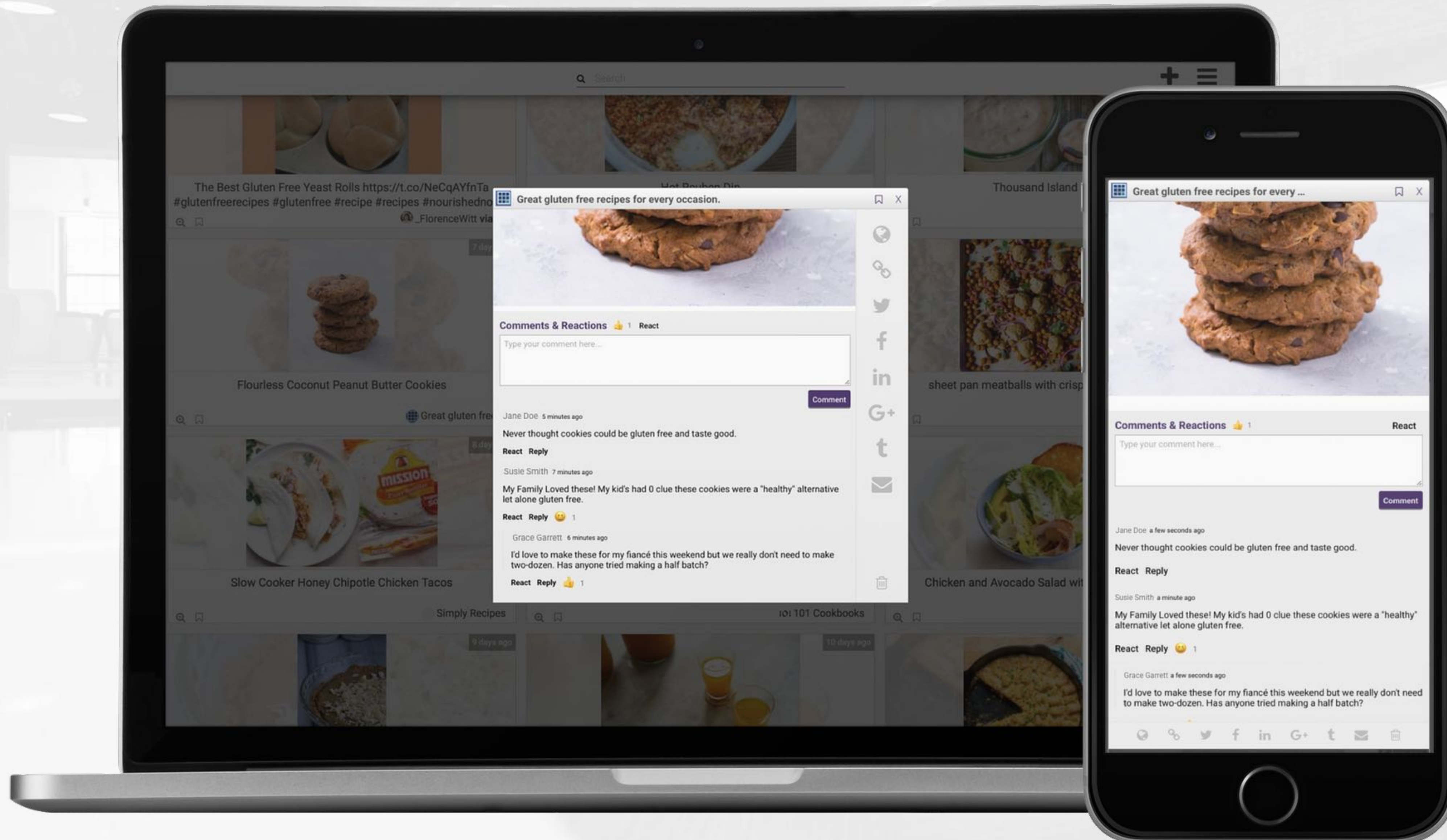
**Why The GOP's Border Tax May Hurt Imports -- And Who Loses If It Does**  
Forbes - Business  
a day ago

**We asked 6 Wall Street recruiters about the hottest trends in hiring**  
Finance  
a day ago

**If You Wear Scrubs, You'll Want To See These By FIGS**  
Forbes - Business  
a day ago

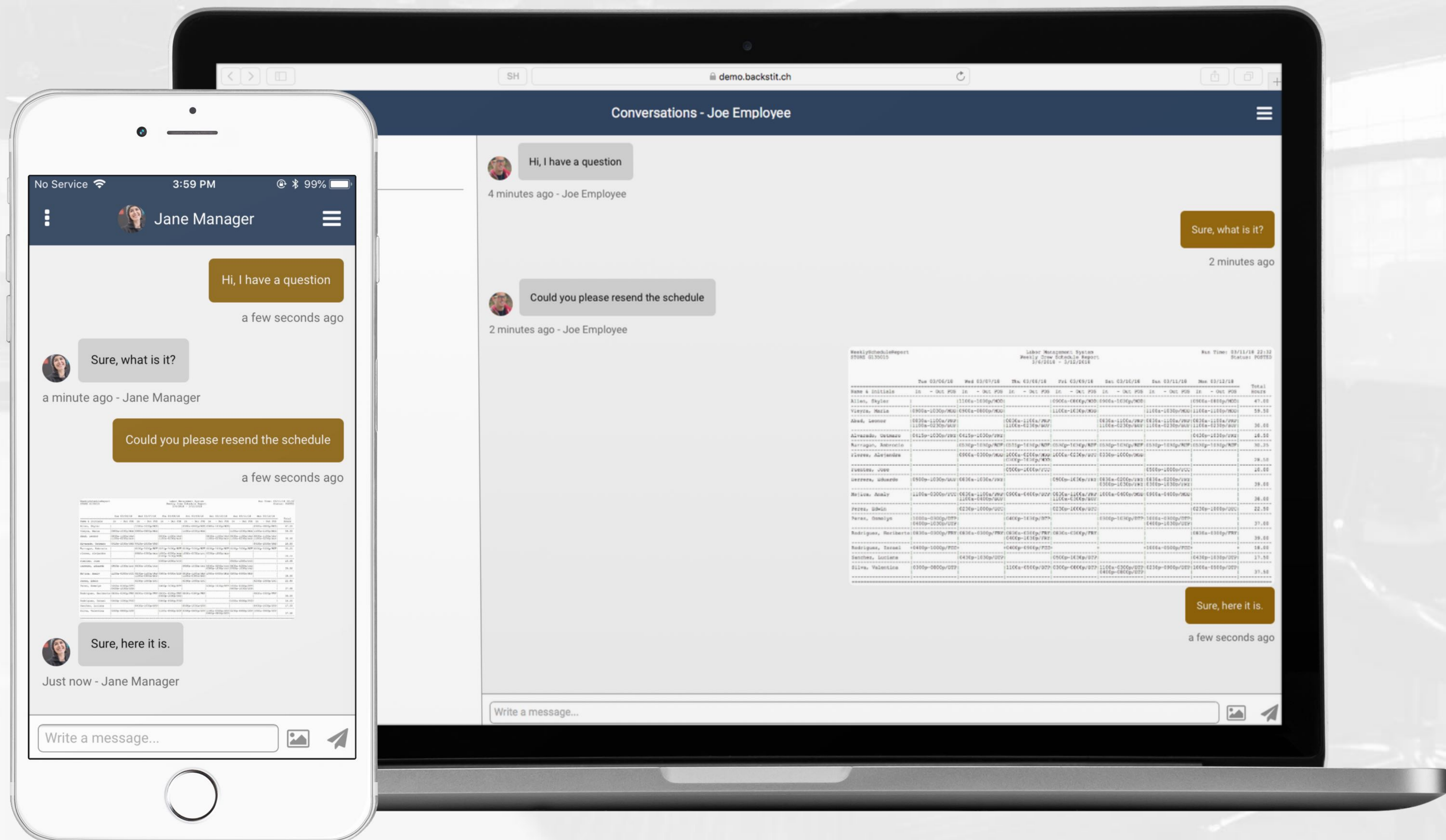


# Encourage & Drive Conversations



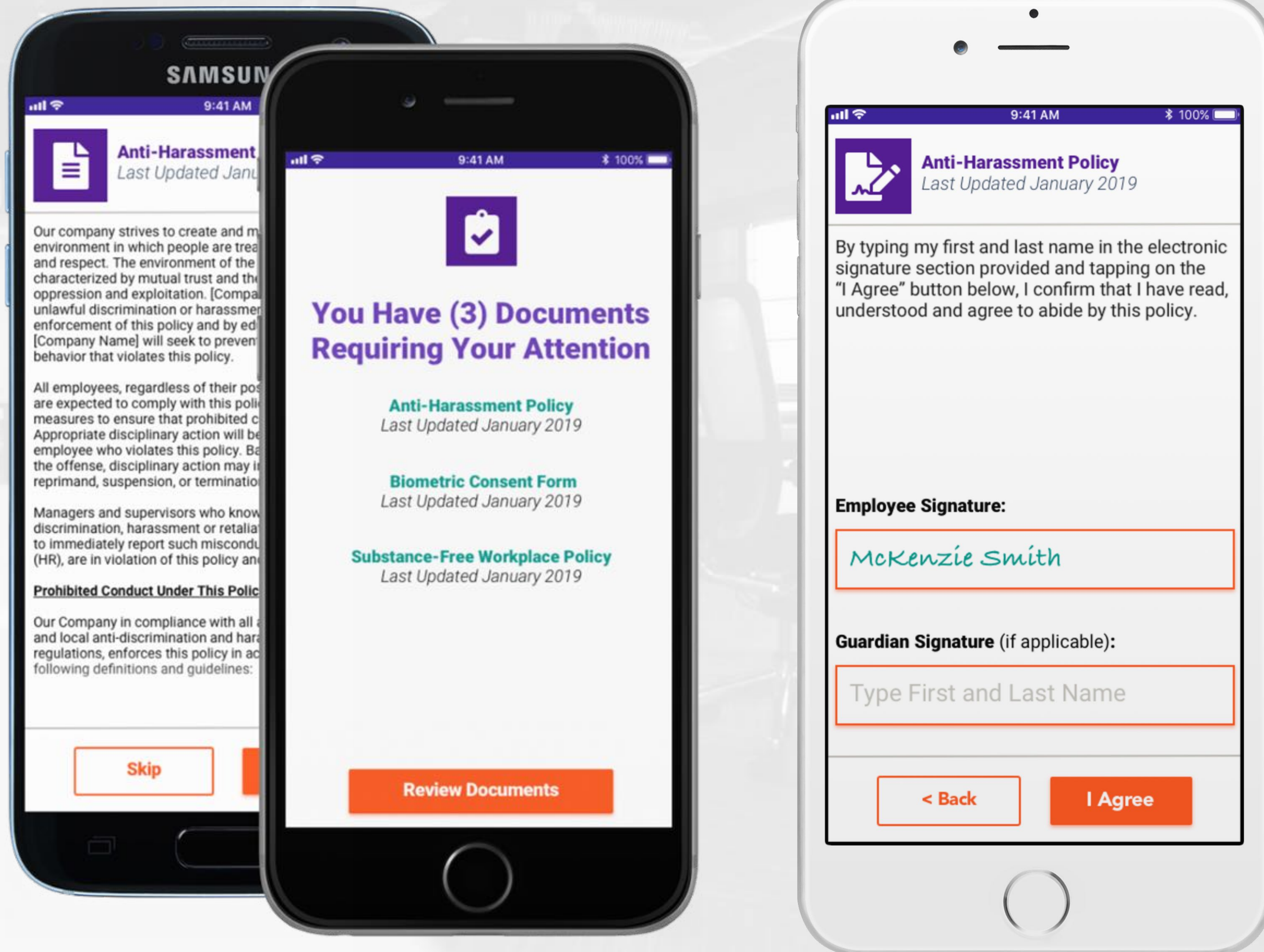


# Promote Real-Time Communications






# 100% Paperless Employee Documents

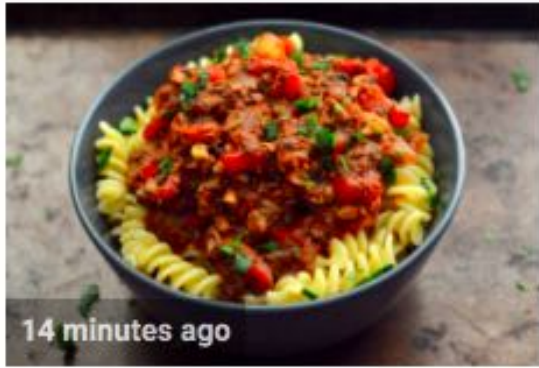




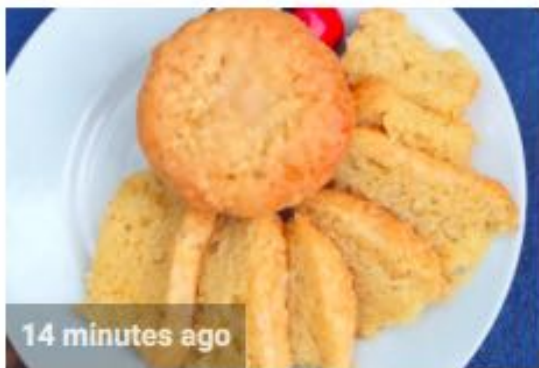
# Provide Curated Wellness & Safety Content




Search




Mushrooms Are The...  
14 minutes ago




The gluten-free lem...  
14 minutes ago




Namaste and have a...  
<https://t.co/9Vh4SE>  
14 minutes ago



Coachella: What Is I...  
<https://t.co/SdOGyc>  
15 minutes ago



#Vegan #Pecan #Pi...




Gluten Free Recipes

Search within Gluten Free Recipes


HIDE DUPLICATE POSTS

UNFOLLOW


EDIT




Easy Enchilada Sauce  
a day ago  
Great gluten free ...



Simple Spring Salad with Roasted Strawberry Dressing  
{Gluten-Free, Dairy-Free, Soy-Free, Sugar-Free, Vegan}  
a day ago  
Gluten Free Recipes ...



Gluten Free Huevos Rancheros Recipe  
3 days ago  
Simply Gluten Free

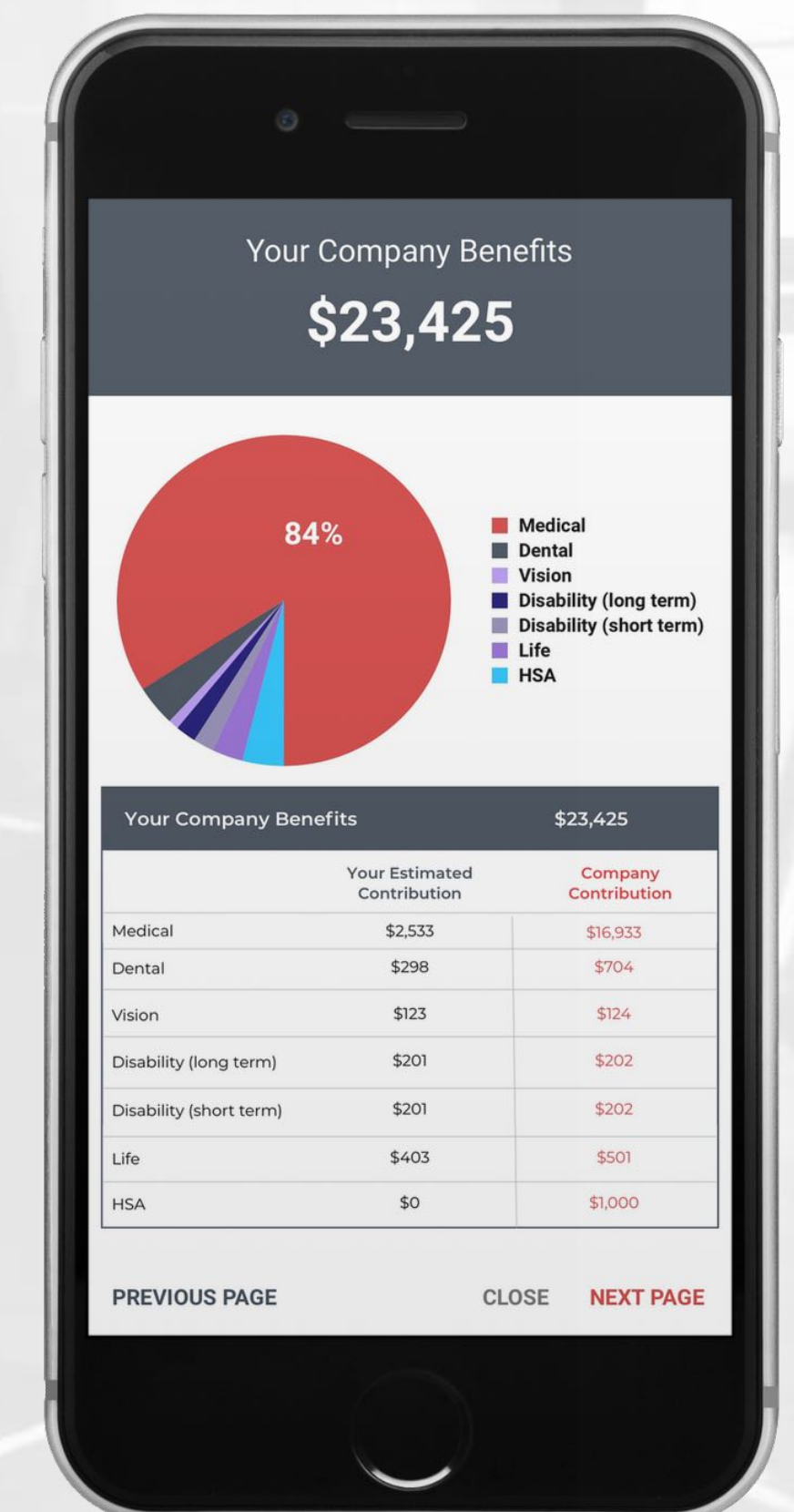
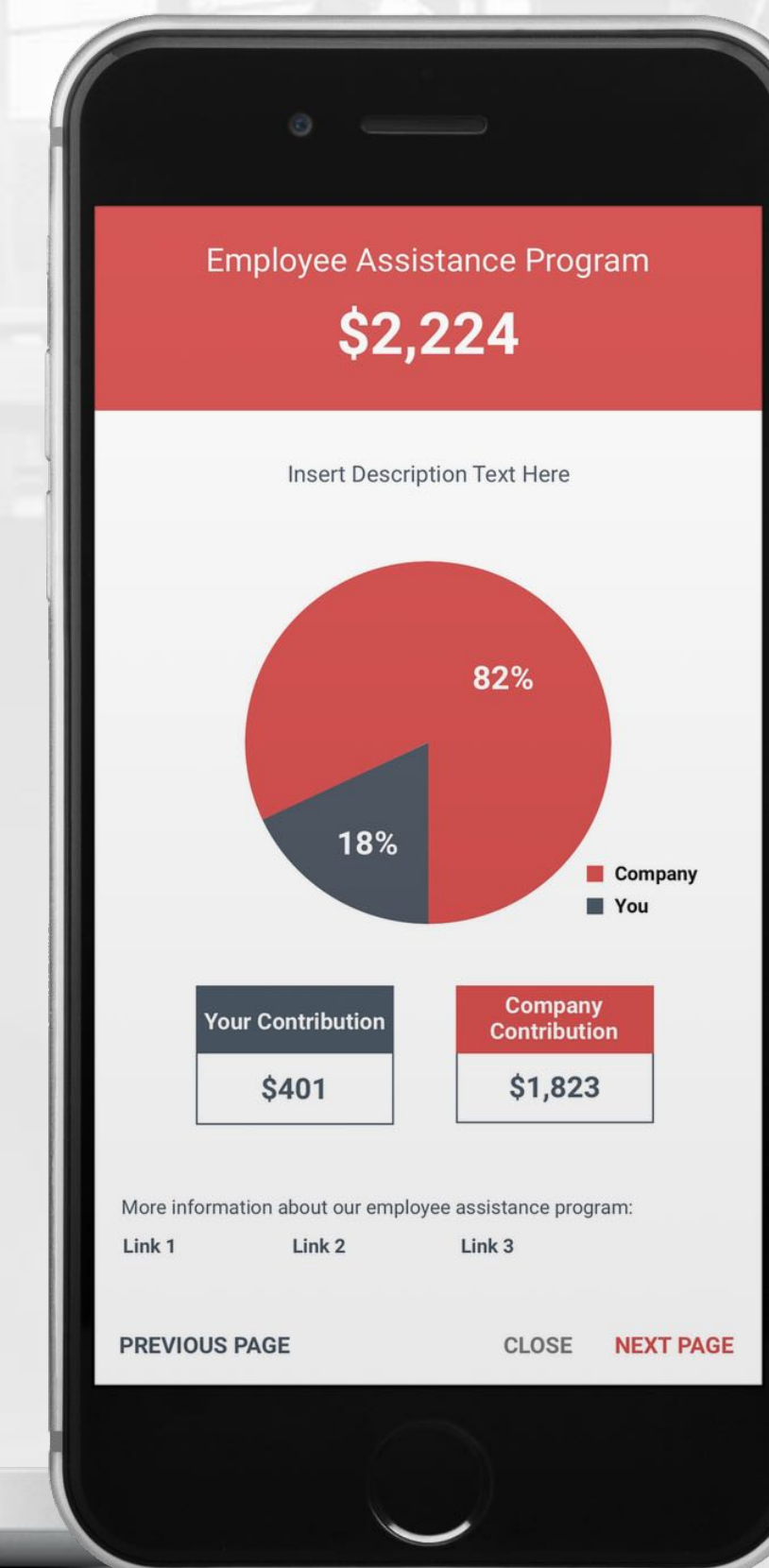
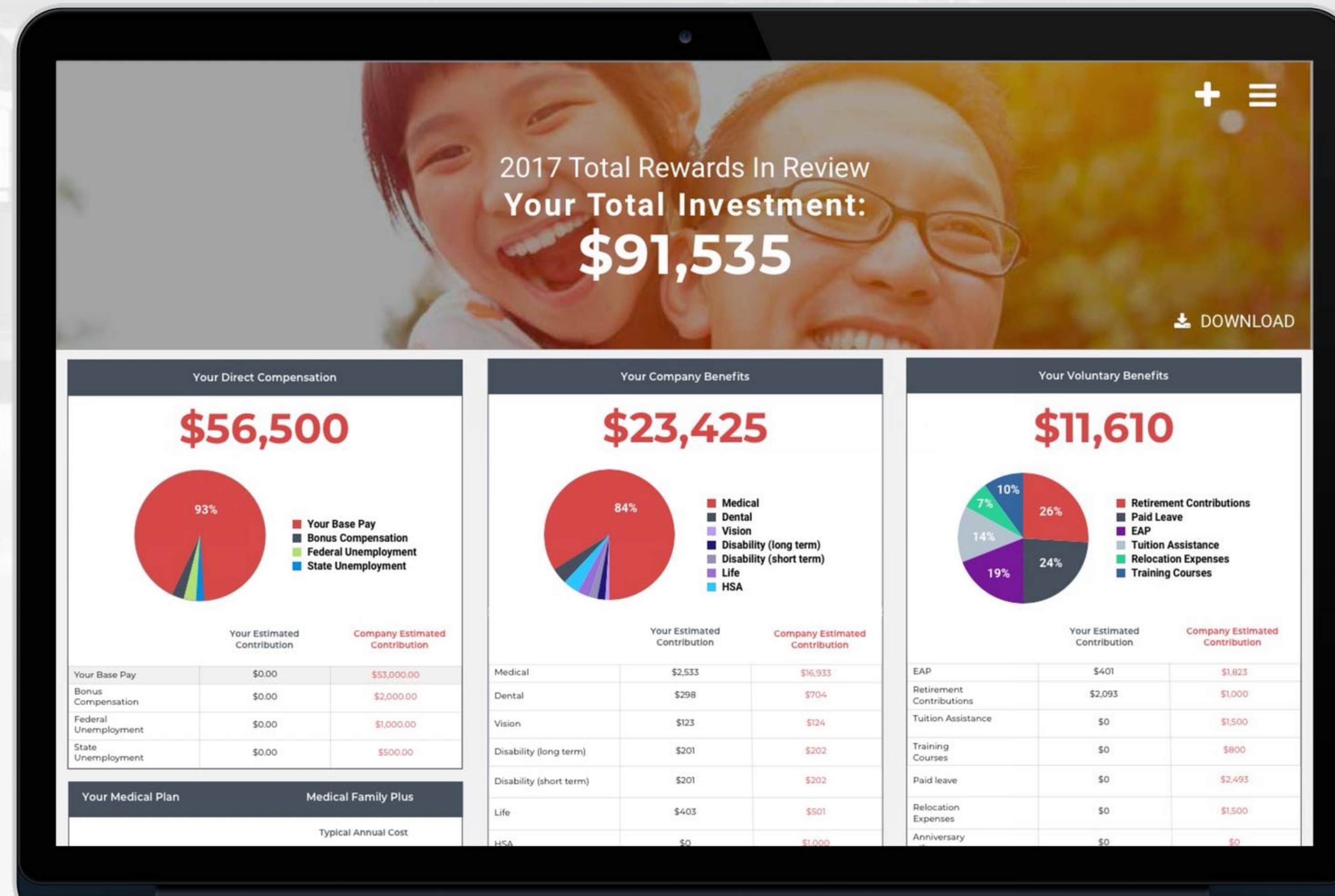


SPRING BEAUTY: MY FAVORITE NATURAL PRODUCTS  
4 days ago



# Deliver Modern Benefits Education

## Open Enrollment, Benefits Guides, Total Rewards Statements









# Automate Personalized Digests

