Collaborating across teams to improve content

By Cheryl Krajna



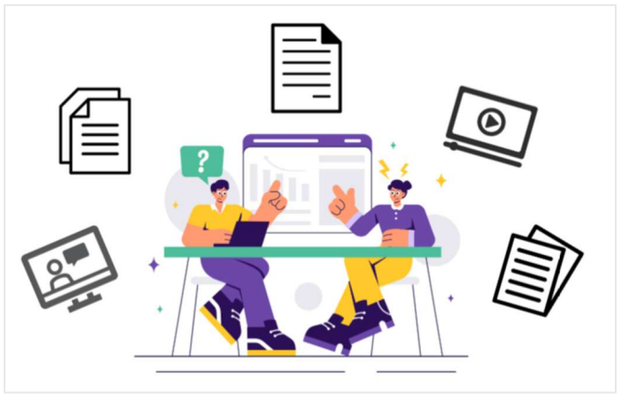
- Nearly 40 one-pagers in English and Spanish
- More than 20 articles on a member help site
- One particular paragraph appeared in more than 30 pieces of content. If that wording changed, more than 30 pieces of content would need revision.

That's a fraction of how much Nonstop Health educational content I kept current and compliant. When I was tasked with decreasing that number, I gathered various teams around a table to decide together what to keep as is, what to consolidate, and what to eliminate.

A few weeks before the meeting, I asked participants to rate those nearly 40 one-pagers on a scale of 1 to 5, with 1 being "I never use it" to 5 being "I use it all the time." We decided to eliminate half, using those rankings to determine which ones stayed and which ones were retired.



A few were close calls; for example, three one-pagers tied with a rating of 2.6. I asked anyone with strong feelings one way or another to "make the case" for that piece. After some interesting discussion, and a bit of give and take, we had our final list of one-pagers.



Then I turned the conversation toward "wish lists."

- What should new content look like?
- What new content did we need?
- What else should we add?

To get the conversation started, I shared examples of content from our competitors. What did they like about them? What, if anything, should we adopt?

Results

- Slightly more than half of the one-pagers were rolled into one of eight core miniguides, providing the same information to members and clients in a different format.
- The reduction in materials made upkeep easier and faster.
- It also meant that Member Support Team members had fewer documents to search through when they needed to provide information to someone on the phone, and Implementation Team members had fewer documents to explain to new clients.