

Queensland Health x Bynder

Helping to streamline communication for
Queensland's largest healthcare provider in
the wake of COVID-19



**Queensland
Government**



ABOUT QUEENSLAND HEALTH:



Queensland Health is the public health service in Queensland, Australia, ensuring all Queenslanders have access to a range of healthcare services aimed at achieving good health and well-being.

Employees: 97,000+



Highlights

- Background:** On a mission to “*support the health and wellbeing of every Queenslander*”, Queensland Health oversees the Australian state’s public health and hospital systems, delivering services that range from hospital patient care, mental health programs, to public wellbeing initiatives.
- Challenge:** Queensland Health’s Creative team supports the state’s hospital and health departments with a range of digital assets—whether it’s branded stock photography or confidential government documents. Since COVID-19, the team needed to share these assets with hospitals quickly and securely. Health guidelines were changing thick and fast, so delivering accurate, up-to-date information and assets was essential.
- Solution:** The team needed a solution that was, in their words, “*idiot-proof*” to use, safeguarded confidentiality, and promoted collaboration with the wider healthcare network. Bynder is now the launchpad for all strategic communications, providing a single space for storing, collaborating on, and sharing key assets with hospitals.
- Result:** Queensland Health has cut down on duplicate assets/repeated work, boosting asset reuse by **75%**. Since the pandemic, they’ve also doubled the size of their asset library as their usage and adoption grows. In fact, all the hospitals they support now use Bynder to collaborate with Queensland Health, fostering stronger relationships between both parties.

400⁺
active users

18,000⁺
assets stored

113,000⁺
assets downloaded

85%
faster at finding assets

“ We’ve got over 120 hospitals in Queensland and Bynder has been really useful during the COVID pandemic for sharing assets with hospitals. It’s a great way of sharing large files securely and ensuring they’ve got the latest information about COVID.

Rohan Young

Creative Team Lead at Queensland Health

About Queensland Health

Queensland Health is the Australian state's largest healthcare provider. Through a network of 16 hospital and health services, they provide services aimed at achieving good health and well-being for all Queenslanders.

Situation

Whether it's photoshoots at a local hospital or creating shareable factsheets on the government's latest COVID-19 guidelines, no one day is the same for Queensland Health's Creative team. When you're tasked with creating and sharing strategic communications with over 120 hospitals, having a central (and remote-friendly) space to organize, share, and collaborate on content is vital.

Particularly since COVID-19, the Creative team has been under pressure to get assets created and in the right hands quickly and with strict confidentiality. Likewise, with government COVID-19 guidelines changing often, it was essential to have key assets up-to-date and distributed from A-B as smoothly as possible.

"A lot of the stuff we work on is confidential government communications. So the Bynder asset library has been a brilliant way of sharing graphics, documents, and videos with all the different hospitals across the state."

Challenges + previous system

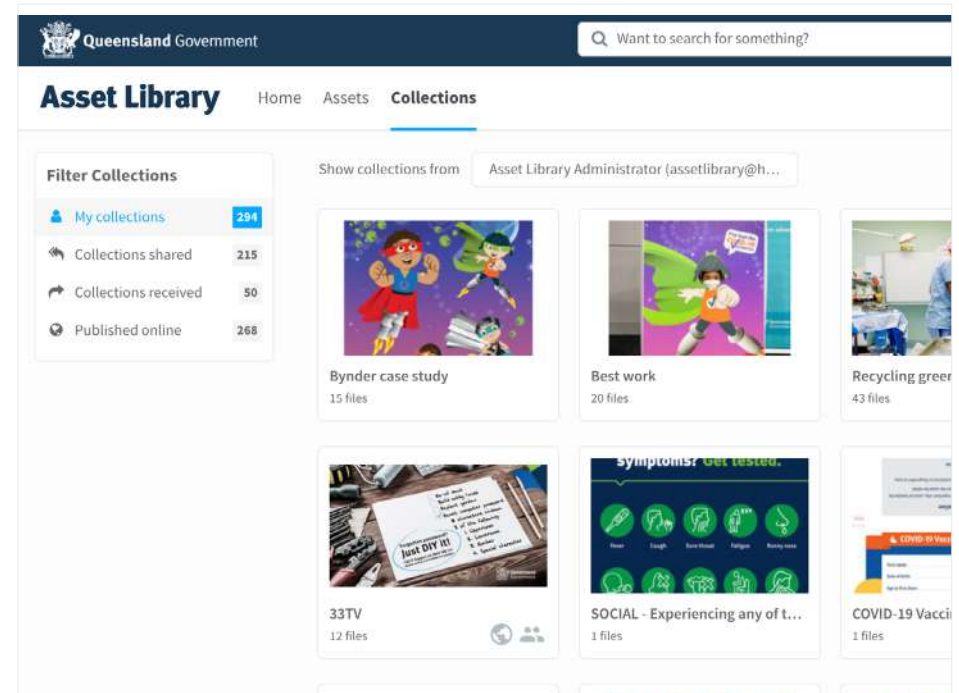
“One of the biggest concerns we have is sending out incorrect or out of-date information.”

Before Bynder, Queensland Health relied mostly on email for sharing assets with colleagues and hospitals—a method that was not only slow and restrictive when it came to large files, but also something that didn’t meet the high-security standards required from a government operation.

Likewise, the Creative team also had to contend with government legacy systems for managing their creative assets, but they were often clunky to use and not ideal when collaborating digitally. In the wake of COVID-19, time was of the essence in supporting hospitals with up-to-date, confidential assets as quickly and securely as possible.

In a nutshell, Queensland Health needed a solution that could:

- Be used intuitively and conveniently, i.e. it’s “idiot-proof” and doesn’t require significant training or tech know-how to use



- Offer 24/7, any-location access to accommodate remote and flexible working—a must-have in the backdrop of a global pandemic
- Share creative assets no matter the format or size to hospitals and health departments as and when they needed it

Solution

From branded social media graphics to confidential communications on COVID, Bynder is the go-to digital space for Queensland Health's content library.

By organizing their files via a tailor-made taxonomy structure that makes it easy to find and use the latest files, they can locate what they need in an instant and always share accurate, up-to-date communications with hospitals and health services.

By adopting a **DAM** solution that is simple to use and tailored to both office and remote-working environments, getting colleagues—and hospitals—to use the platform has been a smooth, straightforward process.

Centralized asset library

“Our asset library has really come into its own in the wake of COVID. It was critical to get information out quickly, accurately, and securely. After two years, it's really helped us build strong relationships with the hospitals and health services.”

Simple, secure file-sharing

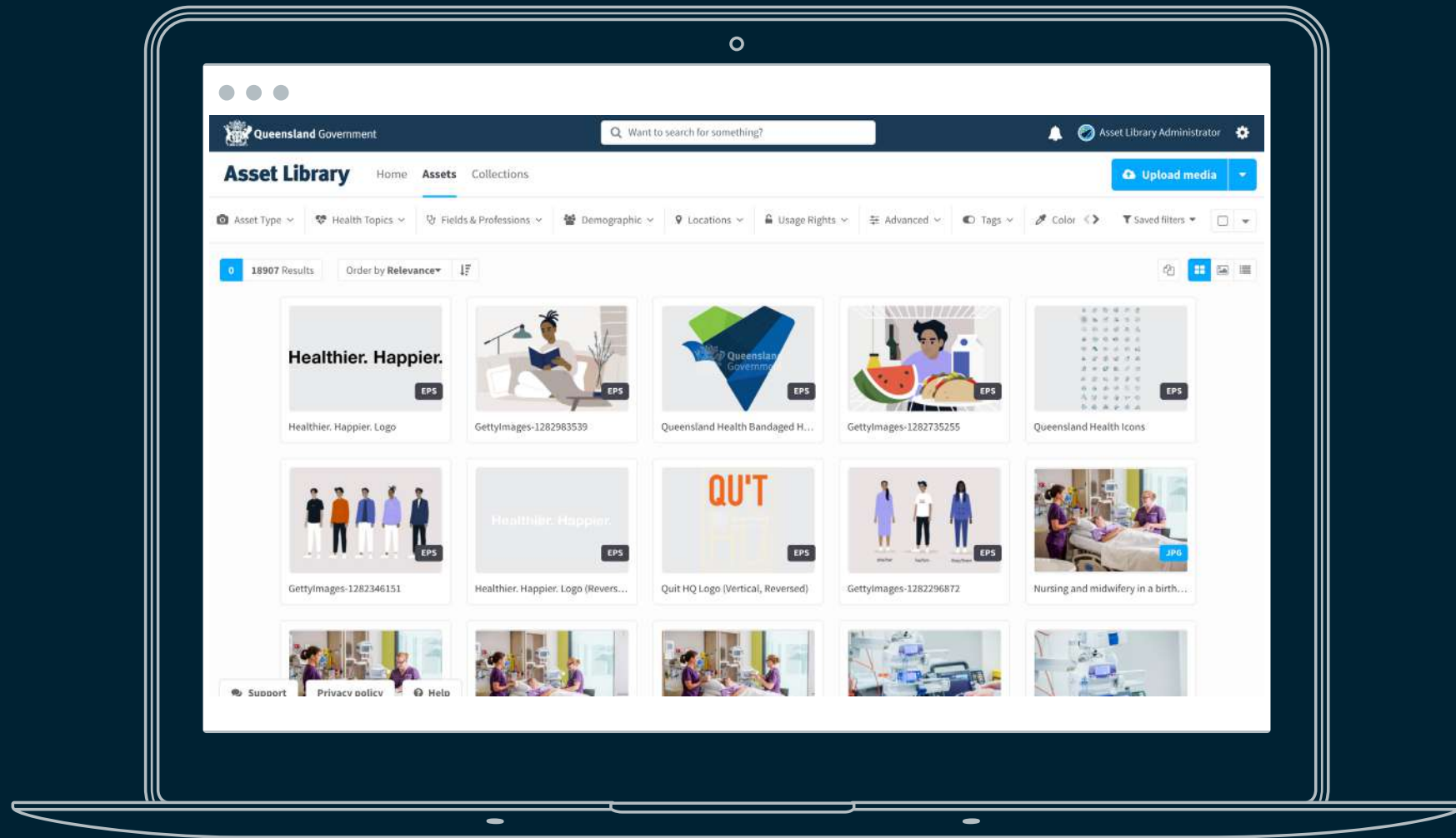
“Bynder's Collections feature has been a really valuable resource for us. We don't have to worry about file size limits or the recipient having an account—we can just send out a shareable link to a collection of files directly. It's secure, but also accessible.”

No more misplaced or miscommunicated assets

“We can easily keep track of the different file versions when updating assets, making sure that only the latest version goes out to our clients.”

Better collaboration

“I think the hospitals are seeing the added value that we can create. Recently, we had a photo and video shoot where kids were getting their vaccines for the first time. We were able to share the photos and video interviews with hospitals across the state on the very same day. So Bynder has really made it more accessible for our stakeholders to get information and assets quickly.”



Queensland Health's Bynder portal

Key benefits

While the healthcare industry at large can be slow to change when it comes to digital transformation, COVID-19 has made it a necessity for providers to adapt their ways of working and remain committed to the health and well-being of its citizens in the post-pandemic world. For Queensland Health, Bynder has been a key part of this digital journey.

“It’s been a really effective tool now that a lot of us are working from home. When we’re out of the office, we have access to working files in Bynder, so that if we get an urgent call on the weekend, we can work from home easily.”

By having one central workspace for all their assets, the Queensland Health team has promoted a culture of self-sufficiency whereby key stakeholders can upload, access, edit, and share content—without complicated process bottlenecks and unnecessary dependencies on others.

That way, they have the peace of mind to focus less on excess admin, and more on what’s important: supporting their network of hospitals and health services.

“ We estimate that if 10 people in our organization spend 1 hour a week searching for files, that equates to 3.25 months being wasted each year. And we have around 100,000 people working at Queensland Health. So the time and cost savings are massive. Not to mention the costs saved from preventing the duplication of assets.

Rohan Young

Creative Team Lead at Queensland Health

What's next for Queensland Health?

In the past 1.5 years, the Queensland Health team has doubled the size of their asset library with Bynder—aiming to continue that upward trajectory of productivity going forward:

“We’ve set ourselves the goal of doubling the size of our asset library every year. Because what we’re discovering now is that we’re sharing assets with hospitals, and they’re then happy to share their own assets as well to be hosted in Bynder. So it’s growing a lot more rapidly than just us creating stuff. It’s evolved into a great collaborative tool for sharing.”

With so much collaboration now taking place in the digital space—coupled with a growing network of external stakeholders—Queensland Health are also looking into the use of Bynder’s Brand Guidelines module and creative automation tools to centralize and speed up other stages of the content lifecycle.



“We’re not at that stage yet. But it’s definitely something to explore later on down the track.”

“Bynder has actually brought us closer to a lot of our customers because they are seeing the value that it adds, and even saying: ‘Hey, can we share some of our stuff with you?’ Which is going to help more hospitals in the future. So it’s become a nice community of mutually exchanging assets that has a lot of impact.

Rohan Young

Creative Team Lead at Queensland Health



About Bynder

Bynder is the fastest-growing DAM service, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

For more information, please visit our website

www.bynder.com.