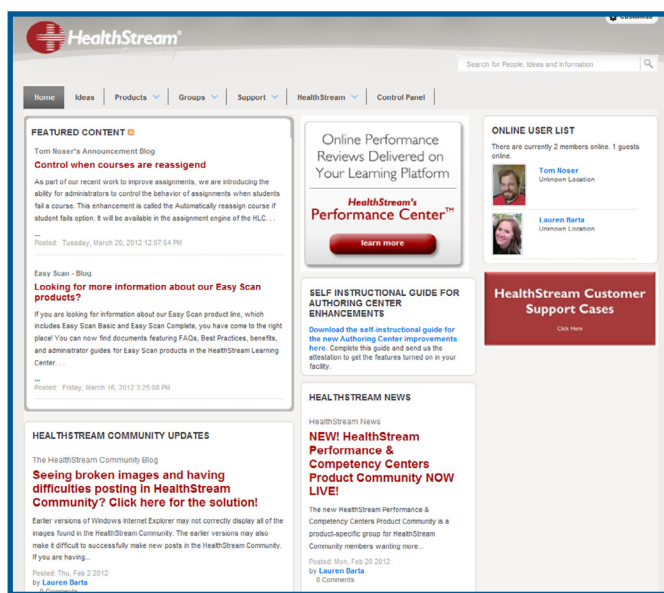




HealthStream Drives Innovation with Social Customer Service and Reduces Support Calls

Thousands of healthcare providers, including approximately half of U.S. hospitals, rely on HealthStream as their partner for improving clinical and business outcomes. HealthStream (NASDAQ: HSTM) is dedicated to improving patient outcomes through the development of healthcare organizations' greatest asset: their people.

Its unified suite of software-as-a-service based solutions are used by approximately 2.8 million healthcare organization employees in the U.S. for training and learning management, talent management, performance assessment, and managing simulation-based education programs.



HealthStream built an online community hub for product support and ongoing customer communications.

Challenge

Enhance customer communications and reduce support costs

HealthStream wanted to enhance its customer service model with new social tools that were becoming the norm for online product support and digital communications. Customers can call HealthStream's support center to report and resolve an issue, and it wanted to provide customers an additional avenue for support online in order to reduce inbound calls as well as support costs.

HealthStream envisioned an online hub where customers could find vetted, reliable support 24/7 by engaging fellow customers and HealthStream employees. In addition, it wanted to capture data about its customers and how they were accessing support to better understand the customer experience.

Solution

Built online support community to strengthen customer relationships and enable customers to crowdsource questions

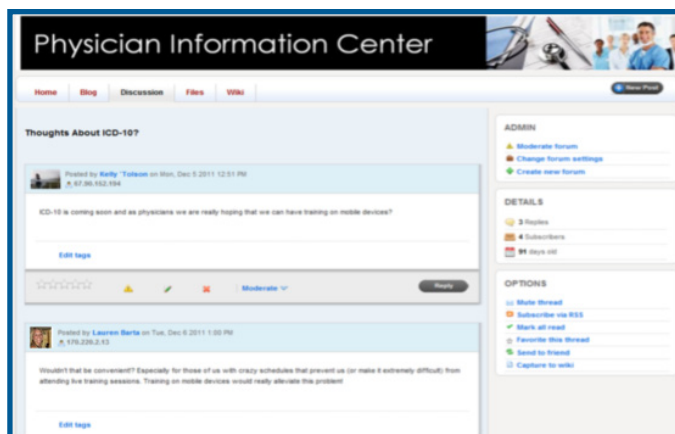
HealthStream launched an online community for its customers, comprised mostly of nurses and healthcare professionals, to get rapid support for the products they use, solicit advice on best practices for the software, and create a more personal area for ongoing customer conversations.

"I love that Telligent's platform is customizable and easy to use for a non-technical person. I can quickly create the community design and layout I envision to accomplish our business objectives."

Lauren Coppola, Associate Product Manager, HealthStream

HealthStream blogs frequently, providing customers with up-to-date information on the news that impacts them the most - product enhancements, upcoming release dates, industry news and tips for using their products. HealthStream showcases this information on its community home page as “features” to serve up the most relevant, recent content to customers and to encourage open communication.

HealthStream created product-based groups for customers to ask support questions, find helpful information and have conversations about how to better use the products. “Customers can initiate a question and answer format to find a solution to their issue or start discussions related to using the products based on their particular needs,” says Coppola. “Fellow customers frequently answer product questions for other customers.”



Customers can ask each other support questions or start discussions about products.

“Our community VIPs help to decrease the amount of time HealthStream employees are needed to answer support questions,” says Coppola. “The solution and surrounding conversations are then archived in the community for other community members to search in the future so support agents don’t have to answer the same questions repeatedly.”

HealthStream moderates the conversations on an ongoing basis to ensure that everyone finds the answers they’re looking for and to see which topics are trending in the community. They can quickly check to see which discussions are most active and engaging by viewing the number of replies.

In addition, HealthStream employees can check to see when the discussion began in order to decide when to respond.

“The community enhances our role as a partner, not just a vendor, in our customers’ eyes. As we continue to improve our community’s functionality and navigation, our customers see us actively seeking avenues to better interact with them, gather critical feedback, and provide useful resources.”

**Kathryn Frame, Marketing Coordinator,
Customer Programs**

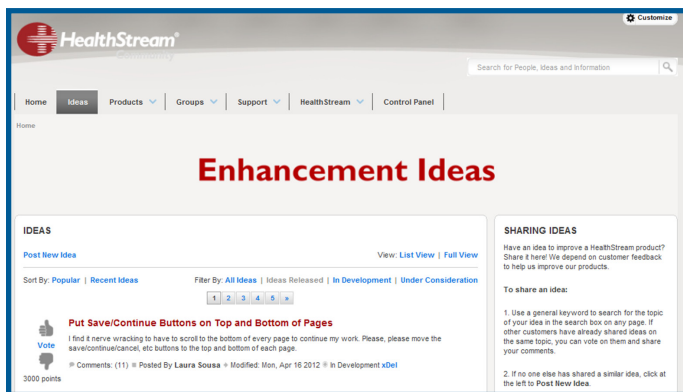
Community members can also submit a support ticket if they prefer to get help through a traditional channel. In addition, product documentation is available in wikis and file galleries. Videos and instructional materials center on best practices for optimizing the use of HealthStream’s software.



Customers access product information, tutorial videos and more in the community.

Customers create profiles in the community outlining their educational background and professional experience, which helps them network. Networking in the community also helps to put a face to a name when customers meet at the company’s annual conference.

Community members are also actively enhancing HealthStream's product R&D by submitting ideas for product improvement. "We have received hundreds of product ideas and many have been implemented. For example, we updated our password reset option and provided a more convenient way to print class schedules," says Coppola.



Customers submit product ideas and are able to track the status of their enhancement ideas.

"Our customers quickly respond to our questions about new ideas for using HealthStream products," says Coppola. "They provide helpful insights for using HealthStream products in new ways to make their day-to-day tasks easier and more efficient. Overall, the ideas submitted by our customers enhance our products and services."

"The community has given me a very positive opinion of the professionals who work for HealthStream. It's always nice to get 'inside information' from HealthStream employees when they participate in discussions or answer questions in the community; it shows that they are actually concerned about ensuring the best possible end-user experience for the customers."

**Matt Newman, e-Learning Specialist,
Education Services, Mercy Regional
Health Center**

Results

Reduced support calls and enhanced products through collaboration

- > **Increased new product feedback:** HealthStream invites customers to submit ideas to incorporate into product development and enhancement, resulting in hundreds of ideas submitted and many implemented. This resulted in increased customer satisfaction and product improvements from which other customers currently benefit.
- > **Enhanced customer communications and relationships:** HealthStream is actively engaging customers to keep them up to speed on company and products updates. In addition, it educates customers by delivering ongoing training and educational resources, such as videos and documentation, and supports active conversations between customers who share best practices for HealthStream's products.
- > **Reduced support costs:** HealthStream reduced its inbound support cases since customers can now search the community for help and get peer advice.

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