Driving the Driven: Increasing Personal Development Through Content Curation

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• The process for the content curation would follow this timeline:

Step 1: Create a new “Hot Topics” webpage based on an area of relevant content
  • Example: Accountability

Step 2: Once this new page is created, a group of content will be published on the start date of the webpage

Step 3: A targeted advertisement email will be sent out to LVHN colleagues to bolster interest

Step 4: After two weeks of the original publication, an additional item of content will be added to the webpage

Step 5: When this additional content is published, another targeted email will be sent out to notify colleagues that there is updated information to develop more skills

• This process will then repeat with other topics of interest
• In addition to the timeline of content curation, topics for the website were selected based on two factors. These factors were:
  1. The results of the LVHN Employee Survey. The lowest scoring questions were analyzed and content was gathered based on these topics. The decision to analyze the survey results will ensure the interest of the professionals within the network.
  2. Research done on core competencies that are important to the future of the network. These competencies include aspects such as cultural awareness, media literacy, and emotional and social intelligence, which will help professionals to grow their skillset as the future of healthcare progresses.

• In order to increase these numbers, the OE department must look at the content being published on their site, as well as the topic of the content.
• A content curation plan should be put into place to drive interest to the webpage.
• The plan consists of a content calendar, a tool that aids in the organizations of content that will be published on to the OE website.

• This shows a snapshot of the content calendar. Each item includes the date it will be published, the type of content, where it will be published, a description, and the link to the physical content

• The next steps for this project is to implement the content calendar.
• Once the plan is in place, the topics of interest and relevance, as well as the emails driving traffic to the website, it is predicted that the overall traffic of the website will increase.