

Team of two serves 180k stakeholders, increasing engagement by 857%

A prominent company, serving its country's Department for Health and Social Care, is the largest provider of bank workers to a national state healthcare provider. The organization's insight team consists of two analysts whose insights impact 180k registered health professionals across 50 client Trusts. Serving such a broad stakeholder group presented immense challenges and by leveraging the Infodesk platform, this team of two is able to share hyper-target insights and respond to ad-hoc requests at scale.

The problem

The organization's insight team was interested in monitoring updates in the healthcare market, global labor markets, and national and regional regulations. This seemed like an insurmountable task with limited labor resources and such a broad array of monitoring areas. In addition to the monitoring problem, the organization needed to formalize a process to produce digestible deliverables that could be hyper-targeted to specific stakeholder groups and distributed with ease. The desired deliverables included timely alerts, weekly newsletters, and monthly strategic reports. As of today, the team shares these key deliverables with 1,250 internal staff.



The goal

The goal was to configure a system that allowed for broad-based monitoring serving the healthcare and recruitment sectors specifically, using advanced pre-filtering to increase content relevancy and cut out the noise that was inevitable with hundreds of thousands of pieces of content being published in these sectors each month. Additionally, deliverable production needed to be systematized to allow the team of two to scale their deliverable volume without sacrificing the quality of insights.

"Infodesk's platform has become our library of insights, activating a new level of intelligence sharing across the organization. Communication has exponentially increased, underserved stakeholder groups now have access to relevant insights specific to their department, and there is constant strategic thinking between the executive team and commercial teams."

Researcher For Chief Executives Office

The solution

- A **one-stop shop** for the comprehensive surveillance of commercial property insurance updates and market moves, ensuring key insights are not missed, and enhancing proactive risk management.
- **Ai-powered filtering** to minimize information noise, delivering precisely curated insights from open web and premium information sources (e.g., Lexis Nexis etc.) reducing the risk of overlooking vital market trends, risks amongst insured clients, and regulatory sources.
- **Deliverable production suite** to rapidly derive insights, build newsletters, reports, and dashboards, and send to stakeholders all from the same platform. Make these deliverables on brand and highly engaging to increase the engagement rate and ROI of the insights across the enterprise.



Outcomes & impact

The implementation of an integrated regulatory intelligence solution has driven significant improvements:



Gone from a system serving the Chief Executive to providing 67 Senior Leaders with key insights that are utilized for tactical and strategic decision-making organization-wide.



Created the single source of truth for insights across the organization.



Increased research efficiency due to a highly structured workflow and ad-hoc request process.



Intelligence silos have broken down and strategic communication is at an all-time high.

Intelligence. Activated.

From intelligence to impact. Infodesk drives informed action. Infodesk gives you the clarity, confidence and proof to act, when action matters most. Infodesk is the SaaS solution that transforms intelligence into action. It helps teams identify what matters, embed insights into workflows and stay prepared for anything, with full traceability and design optimized for high-pressure environments.

[Learn more](#)