



**T H E C A S E**

# A Leading Nonprofit Healthcare System

How one of the largest networks  
of physicians seamlessly transitioned  
to Nasdaq's Governance Solution



## THE CASE

## Nonprofit Healthcare System

**The Challenge**

The company was unhappy with the functionality and customer support of its current provider and needed to find a new partner.

**The Solution**

Nasdaq Governance Solutions provided a reliable, streamlined and easy-to-use solution for its board members and physician staff.

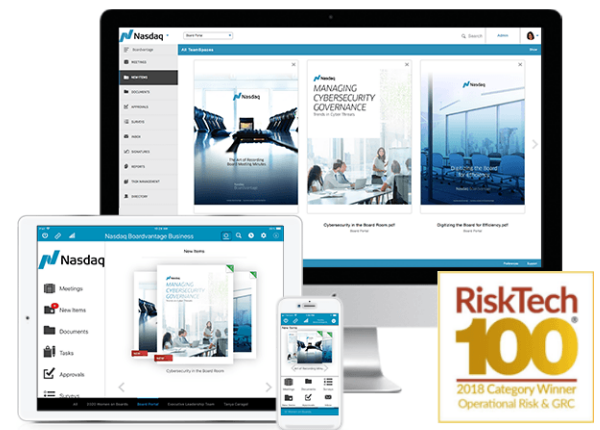
**The Benefits**

The company experienced a seamless transition from its previous provider. Time-saving, integrated workflows provide its board members with the materials they need in a timely manner.

## Recognizing When Change Is Value Adding

Managing board meeting materials, building a robust reference library for its board of directors and implementing multiple layers of security for communication practices with the board, are just a few ways the company implements governance best practices. The Program Manager for Corporate Governance quickly recognized that the company had an opportunity to enhance and streamline their governance practices as the organization considered a new board portal provider.

The company has been at the forefront of digitizing its governance practices, having used a board portal solution since 2012. However, it was still not possible to address comprehensive governance, security, and communication needs. The board members and board chair did not feel there was an adequate improvement with respect to user experience and efficiency. Therefore, the company's search for a better way to manage its board challenges continued.



**" I THINK THAT NASDAQ BOARDVANTAGE IS AN EXTREMELY VALUABLE PRODUCT."**

– Program Manager for Corporate Governance

## "THE PEOPLE AT NASDAQ AND THE GOVERNANCE INSTITUTE HAVE BEEN TREMENDOUS THROUGH THE PROCESS OF TRANSITIONING FROM OUR PREVIOUS PROVIDER."

In the Spring of 2017, the company began exploring alternative solutions and They decided on Nasdaq Boardvantage due to its intuitive interface and partnership with The Governance Institute, a service of NRC Health. Users loved the ease-of-use, Touch ID login, and how quickly they were able to upload materials and create board books that could be easily edited.

### Nasdaq Boardvantage— An Easy Choice

Once the decision was made to transition to Nasdaq Boardvantage, the teamwork and collaboration between the company, The Governance Institute, and Nasdaq was tremendous. The process of transitioning from the company's previous provider was seamless, paving the way for successful adoption and usage. Meeting schedules, charters, bylaws, and articles were all migrated with ease. The intuitive interface was instrumental when setting up users and folder structures across various TeamSpaces. The amount of time it takes to create their board books using the Edit & Link feature, has been reduced to half.

### Key Features & Plans To Expand

The ability to update the board book within seconds has been vital to the company's success in adopting Nasdaq Boardvantage. From a user experience perspective, having a single login to gain access to different boards is a valuable feature that saves

time and frustration for board members. The company has quickly realized the additional value of bringing its processes under one solution, as committees have begun to use the Approvals module and explore ways to rollout the Surveys module for managing board assessments, conflict of interest questionnaires, and short individual surveys. Additionally, the company would like to implement use of the Task Management module upon additional advisory into best practices.

Nasdaq Boardvantage serves as a comprehensive reference library. It is a repository for just about everything staff and board members need access to. The value that the company has seen in providing their organization with one central location for board members to access board-related content has made every aspect of board meetings and collaboration among board members and committees simpler and easier to manage.

### How Can Nasdaq Boardvantage Help Your Team?

Nasdaq Boardvantage helps hospitals and health system boards, leadership teams and committee members to elevate their governance. Users can easily access meeting information and confidential documents in the portal with multiple layers of security. Additionally, Business Associate Agreements (BAAs) are available to U.S.-based customers in order to help them meet their obligations under HIPAA and HITECH. Hospitals and health systems can manage board- level challenges more effectively and transparently so they can focus on what matters: setting strategy, overseeing operations, achieving best practices, and serving the community.

With increasing regulatory requirements, looming cybersecurity risks, and growing demands on board members and senior leadership, the need for a solution that automates and digitizes paper- based workflows for communications and documents has never been greater.



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