



Client: Stanford Children's Hospital



Name of Chatbot: Coach ACE - Applied Coaching Edge



Area of Focus: Corporate Training

Stanford Children's Hospital is a healthcare network in the California Bay Area that is dedicated specifically to pediatric and obstetric care. Stanford Children's Hospital is the teaching hospital for Stanford Medicine, one of the top ranked medical schools in the country.

What was the challenge Stanford Children's faced?

Stanford Children's Hospital was in need of a reinforcement tool for their Applied Coaching EDGE training, a carefully designed conglomeration of diverse leadership skills. This program was designed to empower leaders to adapt to rapid growth and the accompanying culture change which created a need for effective leaders.

Because the training program was filled a considerable amount of material, Stanford needed a way to help participants remember, review and apply important details and information post-training. In addition, because the audience is made up of senior leaders who are notoriously busy and hard to engage, Stanford needed an effective and measurable way to engage this demographic without turning them off.



What was the goal of the chatbot, Coach ACE?

Coach ACE was designed to help improve retention and application of the Applied Coaching EDGE content so that vital information learned in training could be applied in various leadership capacities.

What was Coach ACE like and how did it work?

Coach ACE messages users three times a week for 12 weeks, offering tips, reminders, accountability, and links to resources on each of the EDGE modules in order.

“

... captured the essence of our training programs in simple text messages.

Sampurna Sikdar

”

88% Active
User Rate

310 Senior
Leader Users

The coach also includes the added option of an on-demand menu that users can access at any time to get information on any of the modules right from their phone.

Once a week users are asked survey questions on the improvement to their own coaching and the overall effectiveness of the mobile coach.

What were the results?

Since launching in September 2015, Coach ACE has seen an 88% active rate among its audience of over 310 senior leaders. Coach ACE is viewed as an innovation and

provides program managers with important participant engagement data to monitor the efficacy of this important Applied Coaching program.

Stanford is currently working on three additional Mobile Coach projects.