

From disconnected to thriving: Quartz Health Solutions builds a digital community for a remote-first workforce with Simplr



Quartz

THE CHALLENGE

Quartz's outdated intranet was difficult to use, lacked collaboration tools, and failed to support a remote-first workforce.

THE SOLUTION

Simpplr delivered a modern, intuitive, and engaging platform to unify the employee experience, support collaboration, and improve transparency.

THE RESULT

Quartz created a vibrant digital hub that's collaborative, measurable, and aligned to its people-first culture with a stunning monthly login rate of over 99%.

Industry:

Healthcare

Use cases:

Remote workforce

Employee engagement

Internal communications

Leadership visibility

Why simpplr:

Ease of use

Collaborative features

Engagement analytics

Flexibility by department

Modern UI



“Simpplr helps us create a people-first digital workplace. It's easy, collaborative, and engaging—and it's now central to how we connect and communicate with our teams.”



Rachel Berens-VanHeest,
Director of Internal Communications and
Employee Experience

A digital overhaul for a people-first mission

Quartz Health Solutions, a regional health insurance provider across Wisconsin, Minnesota, Illinois and Iowa, faced a major shift: transitioning 75% of its workforce to remote roles. Owned by three health systems, Quartz operates independently and prioritizes a people-first culture for both members and employees.

But its legacy intranet, inherited from a hospital partner, was holding the organization back. The platform required advanced knowledge just to post content, lacked social features, and had zero collaboration functionality. As digital connection became essential, the intranet's limitations grew more visible.

"It was confusing and so complicated that it actually prevented employees from using it. We needed something engaging and easy," says Rachel Berens-VanHeest, Director of Internal Communications and Employee Engagement at Quartz Health.

The leadership and communications teams knew they needed a fresh start—one built on usability, connection, and clarity.

Building connection, one department at a time

Quartz selected Simpplr after an extensive evaluation.

The goals were clear:

Provide a clean, intuitive user experience

Make it easy for employees to find, share, and engage

Empower departments with autonomy while maintaining governance

Track what works (and what doesn't) with simple metrics

From launch, Simpplr enabled Quartz to reimagine its intranet as a true digital community. Departments now run their own sites, company-wide content is more social, and newsletters feature contributions from across the organization.

And for Quartz, people-first means data-first too: Metrics dashboards help justify initiatives, shape messaging, and even challenge low-impact projects.



Why Quartz chose Simplr

Centralized communication with social engagement

Clean interface and collaborative features foster ongoing interaction.

Built-in analytics for leadership alignment

Dashboards help demonstrate ROI and drive continuous improvement.

Supports autonomy and structure

Departments have freedom to manage their sites within clear guardrails.

Flexible, scalable, and people-first

Easy to use across remote and hybrid teams, no matter where they are.

A platform that keeps evolving with the business

Quartz uses Simplr not just to push content, but also to create connections. Top-performing content includes team photos, stories, and even pet pics. Leveraging Simplr's newsletter functionality gives the Quartz team the ability to meet employees in their inbox as well as on the intranet.

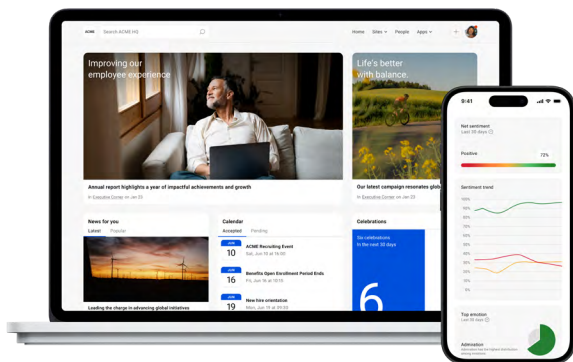
And with clear adoption, measurable engagement, and leadership support, the intranet continues to grow with the company — reflecting Quartz's culture and supporting its people-first mission every day.



Consistent 99% login rates and 84% newsletter open rates further highlight the platform's critical role in keeping employees informed and engaged.

About Quartz Health Solutions

Quartz Health Solutions is a health plan management and administrative services company that offers a variety of health insurance products and services. The company leverages their intranet, Prism, to deliver a comprehensive employee recognition strategy that's generated impressive usage and engagement metrics.



About Simpplr

Simpplr transforms the employee experience to create a more connected, engaged and productive workforce. Harnessing AI, our Simpplr One™ platform provides employees with personalized single-point access to the people, information and resources they need to succeed and thrive. For over a decade, Simpplr has been a trusted partner to 1000+ leading brands, including AAA, Eurostar, Penske, Moderna, and Snowflake, creating transformative digital workplaces. Simpplr is headquartered in Silicon Valley, CA, with additional offices in the UK, Canada and India. We are backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures and Tola Capital. Learn more at simpplr.com.

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