



CASE STUDY

From Vision to Execution: How Wellstar and Metaimpact Are Aligning Strategy and Systems

OVERVIEW

As Wellstar launched a bold five-year plan to reimagine care delivery, leadership faced a familiar challenge: how to turn vision into action across a vast network of hospitals, departments, and partners.

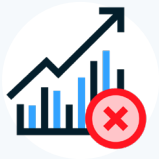
Wellstar partnered with Metaimpact to build the digital infrastructure that supports this transformation, aligning strategy, unifying data, and empowering system-wide collaboration.

THE CHALLENGE

A Bold Vision, Blocked by Siloes

Wellstar's executive team had a vision: unify their sprawling network of hospitals, teams, and initiatives under five strategic themes — from consumer access and engagement to team member wellness to community impact and care delivery.

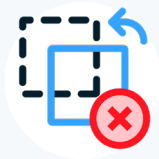
But operationalizing that vision proved difficult.



Tracking the progress of work within the five strategic themes was challenging.



Data was siloed in data tools, and spreadsheets, and project trackers.



Performance management lacked a shared system to connect projects to outcomes.



Leaders struggled to get a single, actionable view of the strategic plan.

Without a unified system, it was challenging to:



Align hospital and system priorities



Track the work happening across the system



Collaborate and share best practices system-wide



Roll up work and impact into one clear, connected picture

This wasn't just a data or IT challenge. It was a systems alignment problem. Wellstar needed a purpose-built solution to manage the **network of work** happening across the health system.



THE SOLUTION

A Connected System for a Coordinated Future

Wellstar partnered with Metaimpact to power the digital infrastructure behind the transformation.

Instead of data trapped in silos, Metaimpact integrated it all — pulling project context from project management tools, performance metrics from across the system, and raw data from 110+ sources into one intelligent, collaborative platform.

Together, Wellstar and Metaimpact:

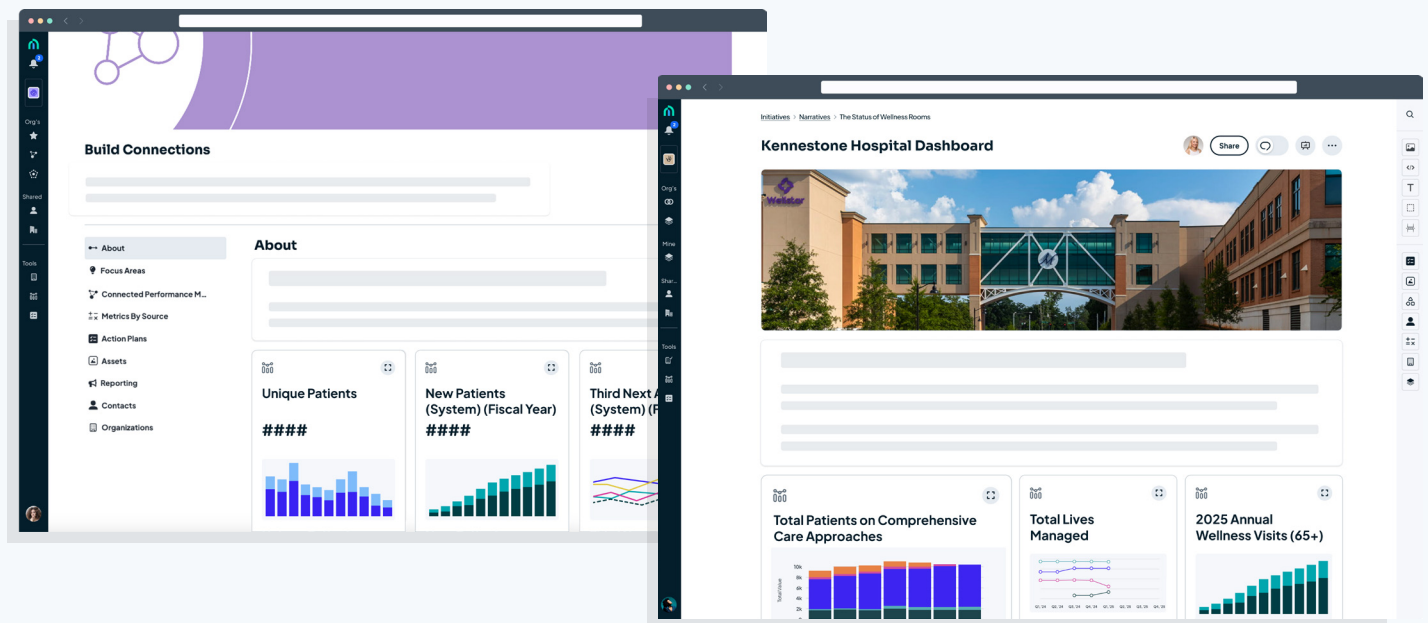
Digitally structured the enterprise's 5 strategic themes, each with nested focus areas and projects

Built shared workspaces to unite teams across departments and locations to collaborate in real time across every layer of their work

Ingested data from 110+ sources and linked initiatives to measurable goals, providing apples-to-apples comparisons and shared learning

Visualized real-time data in interactive dashboards and quarterly executive reporting

Embedded metrics and insights in context — from “team member engagement” to “unique patients” at a specific hospital — and showed how each ladders up to enterprise strategy



Now, every hospital can see what's working elsewhere — and act on it. Executives can go from high-level strategy to project-level impact in seconds. Teams at every level are aligned on shared goals, metrics, and action.

THE OUTCOME

From Fragmented Efforts to System-Wide Progress

Wellstar's transformation is underway — and accelerating.

9

departments and 16 hospital locations already live, along with the executive team

50+

more departments queued for launch

350+

collaborative workspaces created

110+

distinct data sources, 350+ metrics and 20+ quarterly executive reports driving system-wide insight

But beyond the numbers, Metaimpact is shifting the mindset:

Leaders can see performance and the work driving it — in one place.

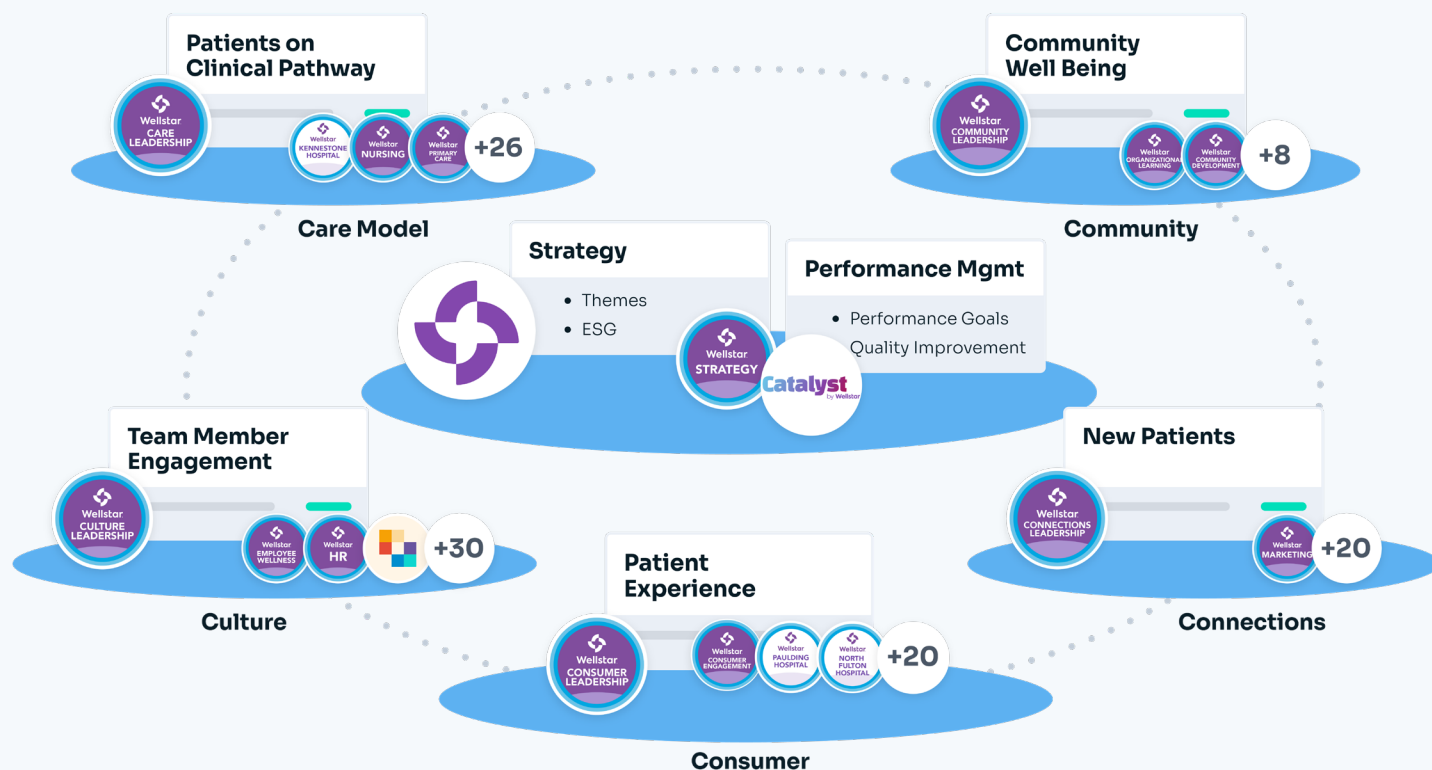
Hospitals are learning from each other's successes.

Best practices are no longer hidden — they're shared and scaled.

Conversations across the organization now start with: "Can Metaimpact help with this?"

Wellstar's Digital Network for Health Access

Creating an ecosystem of care powered by an persistent digital infrastructure to align internal and external stakeholders





The Bottom Line

Metaimpact didn't just improve reporting — it reshaped how a major health system thinks, works, and learns.

As Wellstar continues to scale its transformation efforts, Metaimpact is the connective tissue — aligning people, projects, and progress across the system.

“Successful collaboration between teams to drive towards shared goals can be difficult without transparency in performance. Metaimpact has been a true partner in empowering our teams, leaders, and community partners to work together on building a healthier, more sustainable future.”

Brandon Melton

Assistant Vice President, Strategy Deployment, Wellstar

