



## How Akron Children's Hospital uses Trumba to **save time** while **delighting users**

### Situation

Akron Children's Hospital has been caring for children since 1890, and its pediatric specialties are ranked among the nation's best by *U.S. News & World Report*. With two hospital campuses, regional health centers and more than fifty primary and specialty care locations throughout Ohio, the health care system provided more than 1.2 million patient encounters in 2021.

Each month, the staff may host as many as twenty-five events for employees, medical professionals, children, and families. To help visitors and staff select the event that they wish to attend, the hospital uses an online calendar.

"Historically, we have used a calendar system built by our website designer," said the hospital's Digital Media Manager, Jim Arnold. "It was a functional system. However, it had certain limitations."

Those limitations prompted Jim to search for a replacement. Jim, as well as the hospital's Electronic Media Specialist, Cyndi Ott, wanted to have a calendar platform that was intuitive and easy to use. One that could streamline the process of posting multi-date events and integrate with software packages such as Apple Calendar and Microsoft Outlook would be ideal.

"I also wanted the ability to make changes to a previously posted event and have the system automatically notify the registrants," added Cyndi.

After an extensive search, Jim selected Trumba because it was a robust calendar that fit the hospital's needs. "Everyone I called really liked Trumba," he said. "That gave me high confidence that it would be good for us, and it proved to be that."



Trumba has been  
a company that's  
**easy to work with.**

From the  
implementation of the  
product to resolving  
any issues or making  
any changes we need  
to make the product  
work in the way we  
want it to work,  
**the Trumba team has  
been there."**

---

**JIM ARNOLD**

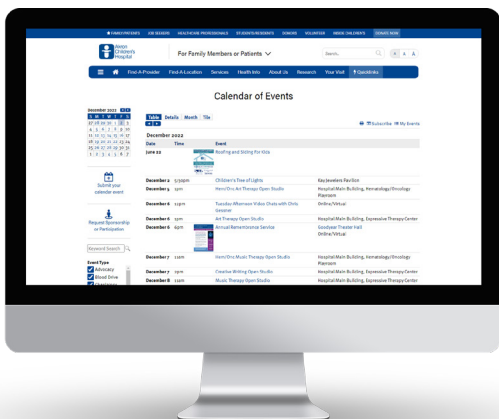
Digital Media Manager  
Akron Children's Hospital

## Solution

Trumba is an innovative event calendar publishing tool that helps organizations more effectively publish, promote, and communicate their events online. It enables organizations to connect key audiences with their events, transforming those events into unique and highly valued experiences.

Integrating Trumba on websites is seamless. There are no downloads or the need to navigate to a different site to display calendars. "Trumba handled the integration while most events were canceled during the COVID lockdown," said Jim. "That, and the user transition to Trumba, was seamless."

Now, with Trumba, Cyndi's workflow is much faster. "Adding multiple events takes just seconds when it used to take minutes," she said. "Also, the system is so flexible. It's easy to make revisions and additions as needed."



[www.akronchildrens.org/calendar.html](http://www.akronchildrens.org/calendar.html)

## RESULTS + BENEFITS



**Time Savings**—"With the old system, I had to manually add each day with events that had multiple dates. It could take as much as eight minutes per event," said Cyndi. "Now, with Trumba, it's just *click, click, click*, and I'm done adding multiple dates."



**Content Management System (CMS) Integration**—Trumba has the flexibility to integrate calendars with Drupal, SharePoint, WordPress, and other CMS platforms.



**A Better Product for the End User**—When compared to the previous calendar system the hospital used, Trumba was a better product thanks to its easy-to-use, intuitive interface. "The frustration level has reduced dramatically," said Jim.



**Excellent Customer Service**—"Even if the customer service team we contact doesn't have an answer, their approach is to escalate the issue to Trumba's development team to investigate what options we have for a solution," said Cyndi.



**Easy Online Registration and Payment**—"We're now able to take payment registration for parent education courses and medical education conferences," said Jim. "That's a huge benefit for the hospital."