



# Redbooth and Box at Centers Health Care: **Better Together**

Just watching Benjamin Diamond work is exhausting for anyone not used to doing 50 things at once. As Director of Planning, Engineering & Improvements for Centers Health Care, he is responsible for staying on top of multiple multimillion-dollar construction projects, as well as maintenance issues across the consortium of 25 nursing and rehabilitation centers and more than a dozen other healthcare-related operations in New York and New Jersey.

Ben gets it all done with the help of Redbooth and Box Enterprise. With Redbooth, he always knows what needs to be done, and when, and who is responsible for getting it done. With Box, he can share large engineering files both internally and with contractors, keeping them synched with each participant's PC and devices for offline access. The integration between the two makes attaching a file from Box to a Redbooth task as easy as uploading it into Redbooth. That is important because he wants those documents tracked in the context of the associated construction and building maintenance projects he manages.

Before adopting Redbooth, Ben said, "it was very hard to understand who was responsible for what. I wanted to make sure it was very clear who was responsible for every step along the way. That is infinitely valuable for our organization."

Ben is an enthusiastic and engaged Redbooth user – always suggesting product improvements but also impressed by how much the product has improved in the time Centers Health Care has been a customer. "I don't have time to migrate to some other solution – I'd rather invest the time to make it better," he said.

Ben specifically chose Redbooth because of its relative simplicity. Knowing he needed a better way to track and manage projects, he initially looked at some of the more traditional project management tools like Microsoft Project. The drawback he saw was the learning curve involved would be a project in and of itself. "It would require a



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fulltime person just to manage it, and that's not what we're looking at," Ben said. "I didn't want something that was too heavy. I wanted something that was deployable."

In general, Ben said the KISS (keep it simple, stupid) principle is central to his philosophy of how to get work done – and not only in the realm of software.

Multitasking his way through our meeting, he let us sit in on a conference call where he was sorting through the details and daily crises of a construction project. At one point, he cut through a debate about rewiring a building Centers Health Care would be sharing with another tenant, saying that since his organization would be occupying most of the building that detail amounted to a relatively unimportant footnote. "We don't need to spend time, effort, and money on separating the utilities – I prefer a simple approach."

Similarly, he thinks anyone who argues Redbooth should be more like a traditional project management tool like Microsoft Project is missing the point of what a more flexible and agile platform can do for an organization. Sometimes, that means being more creative to accomplish your goals with relatively lightweight tools, but it also means not being locked into someone else's idea of how projects should be organized.

Box is similarly streamlined, focused, and wonderful, he said. "The permission levels are fantastic." Box and Redbooth together are even better, he said, and he hopes to see the two companies continue to make the integration deeper and better. For example, he would love to see tighter integration of Redbooth and Box on mobile devices as well as on the web.

Redbooth and Box are used most intensively by his core team of engineers and planners, but they are constantly collaborating with facilities and maintenance directors at each location, employees in the purchasing, contracts, and finance groups, and outside contractors. Facilities managers who were initially skeptical of switching to a new mode of communication and collaboration changed their minds when they saw how much easier it was for them to track maintenance requests.

Ben discovered Redbooth (then known as Teambox) and picked it as a simple web-based product that was highly rated by its users and affordable for his organization. Redbooth's use of social media

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conventions like profile pictures, @mentions, notifications, and hashtags simplifies training and adoption, he said. At the same time, Redbooth is squarely focused on working smarter, not social chatter.

## How Centers Health Care Uses Redbooth

Every project Ben's team manages is tracked through Redbooth, and no engineering change request or maintenance activity takes place until it is entered into Redbooth, approved, and assigned to someone with a specific deadline. For one current \$35 million construction project, he has a separate Redbooth project for just the zoning aspects and it in turn has many tasks, subtasks, and associated files and conversations. He personally tracks hundreds of active projects at any one time.

Tracking activity through Redbooth is far superior to trying to unravel email threads, he said, although email still has its place. "My goal would be to get it to 70% Redbooth, 30% email," Ben said. The activity stream mode of communication allows him to get notifications about tasks that directly concern him (through an @mention, assignment, or by following the task) but also to have an eagle's eye view "of where everything is at," he said.

As a director, Ben also uses Redbooth to monitor and adjust the workload assigned to different people and to track hours and costs associated with different projects. Using hashtags associated with purchase and project numbers, he can quickly search for tasks and communications associated with any specific activity. He travels a lot, so being able to keep tabs remotely is critical.

He recently added a safety and security contractor that Centers Health Care does a lot of work with to his Redbooth account, telling this partner he wanted to see updates on key milestones and tasks they are responsible for recorded in Redbooth rather than communicated by email "because it's just so much more efficient," he said.

Ben is so committed to Redbooth that even when doing something else, he often has Redbooth open in a second monitor for his computer (as he showed us with a webcam while doing a Redbooth HD Meeting with our product integration team). And it doesn't stop there – he also has a 60-inch monitor in his office permanently locked to the Redbooth dashboard and refreshing every 180 seconds to give him an overview of everything taking place. Redbooth is one of his

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home screen apps on his iPad and iPhone because it's so important to his work.

“So if you want to talk about invested users, I don't think you get any more invested than that,” he said. “It would take me a year to try to switch, even if I wanted to – and I don't see any reason to.”

## Power and Flexibility

Whether for a person or a team, the value of agility and flexibility can't be overstated, Ben said. In other words, you have to plan as well as you can, but you also have to be light on your feet when the time comes to change plans.

“In my day, there's maybe 30% I can plan for and 70% where I have to organize myself so I can react effectively,” Ben said. As a volunteer fire fighter in his spare time, he made this comparison: “As a fire fighter, there is a limit to the things you can plan. Instead, you have to prepare to be able to react effectively.”

Part of that is making sure you have the right tools for the job, and that you can trust them to work when it counts. For the fires he puts out during the workday – every crisis that crops up related to construction glitches or inspections in a heavily regulated industry – two of Ben's trusted tools are Redbooth and Box. 

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### About Redbooth, Inc.

Redbooth is the award-winning platform that empowers teams and companies to collaborate, communicate in real time, and achieve breakthrough productivity. Redbooth is used by more than 6,000 companies across the globe to transform the way they work, including Al Jazeera, App Annie, Deutsche Telekom, eBay, Harvard University, Nvidia, the Red Cross, ReMax, Spotify, Thomson Reuters, Volkswagen Audi, Warner Brothers and Western Digital. Founded in Barcelona in 2008, the company is privately held and headquartered in Redwood City, California.

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