

Welcome to Notifyd



30-60-90
Day Plan

PURPOSE:

To provide a plan that promotes successful implementation strategies and action items to follow in the first 90 days of your Notifyd subscription.

GOAL:

Following this plan will ensure a successful adoption of the Notifyd App and maximize the value you are receiving out of your subscription.

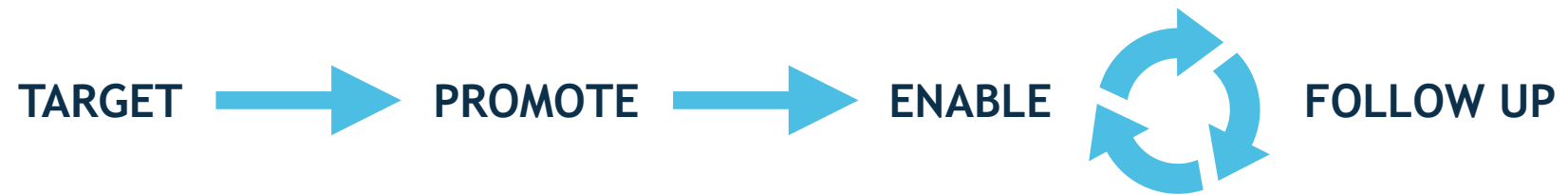
Agenda

- Objectives Outline
- 30 days: Implementation Goals & Key Actions
 - Targeting End Users
 - Clinician Value
 - Attainment Model
- 60 days: Execution Goals & Key Actions
- Dedication
- 90 days: Goals & Key Actions
- Summary

Objectives Outline: The 3-Steps

1

Implementation:



2

Execution:



3

Dedication:



First 30 Days: Implementation

GOALS: To identify and segment each group of end users and divide amongst office. (1 Day)

Target

Promote

Enable

KEY ACTIONS:

 Print Active Nursing Roster

 Target End Users Based On Value

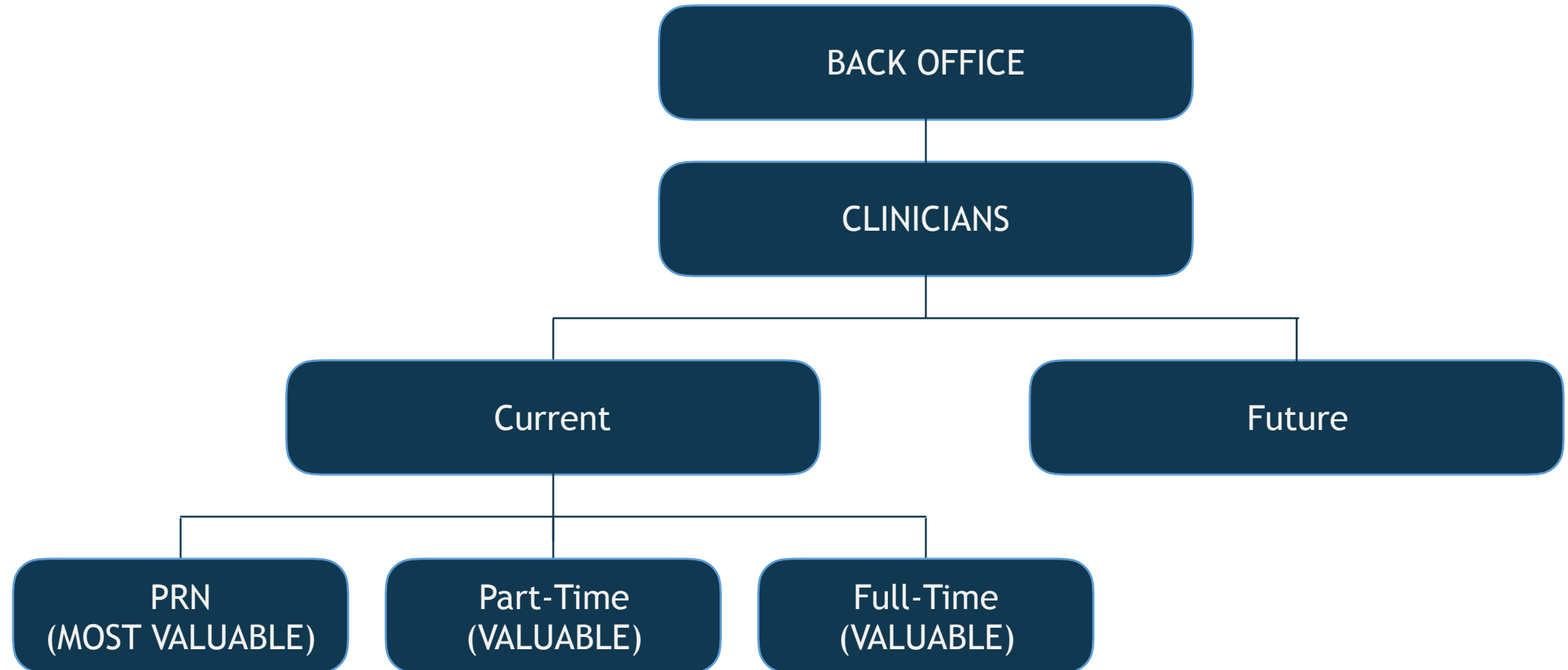
 Divide Amongst Office

 Set Goal To Complete Lists + Enable

 Get Everyone On Same Page Regarding Goals/Actions

 Hold Team Accountable

Targeting End Users



First 30 Days: Implementation




GOALS: Call through lists and introduce/promote Notifyd. (2/3 Days)



Target

Promote

Enable

KEY ACTIONS:

-  Learn Clinicians Value
-  Develop Value Statements
-  Call Every Clinician On List

-  Promote Notifyd benefits to Clinician
-  Hold Team Accountable

Clinician Value

GOALS: Effectively paint value to the clinician to encourage adoption.

In order to do this, you must think of how this benefits the Nurse/Aide/Therapist. Often times, clinicians who work in home health will work for multiple agencies/have other jobs. Sometimes when you call them for work and are sent to the voicemail box, it is because they are on the job and cannot easily answer the phone. Notifyd gives them a quick and easy way to get you the information you need that doesn't require them to answer a phone call.

KEY VALUES:



Less Phone Calls From Office



Easier To Communicate On The Job



Quicker Access To Shifts/Work



Shift Reminders

First 30 Days: Implementation




GOALS: Enable all clinicians and follow up on download status. (1 Day)




Target

Promote

Enable

KEY ACTIONS:

-  Enable Office Staff
-  Enable Clinicians
-  Follow Up Mass Calls/Text

-  Follow Up, Follow Up, Follow Up
-  Start Communicating With Notifyd
-  Hold Team Accountable

Attainment Model

KEY ACTIONS:

Time Frame	Total Users
End of 30 days	75%
End of 60 days	90%
End of 90 days	100%



Promotion Tactics:

Must effectively demonstrate value to the clinician. Think, “What is the nurses benefit of having this app,” instead of focusing on what it can do for you and the office. Each nurse must receive a phone call prior to enabling and a text message after.



Inclusion in Orientation:

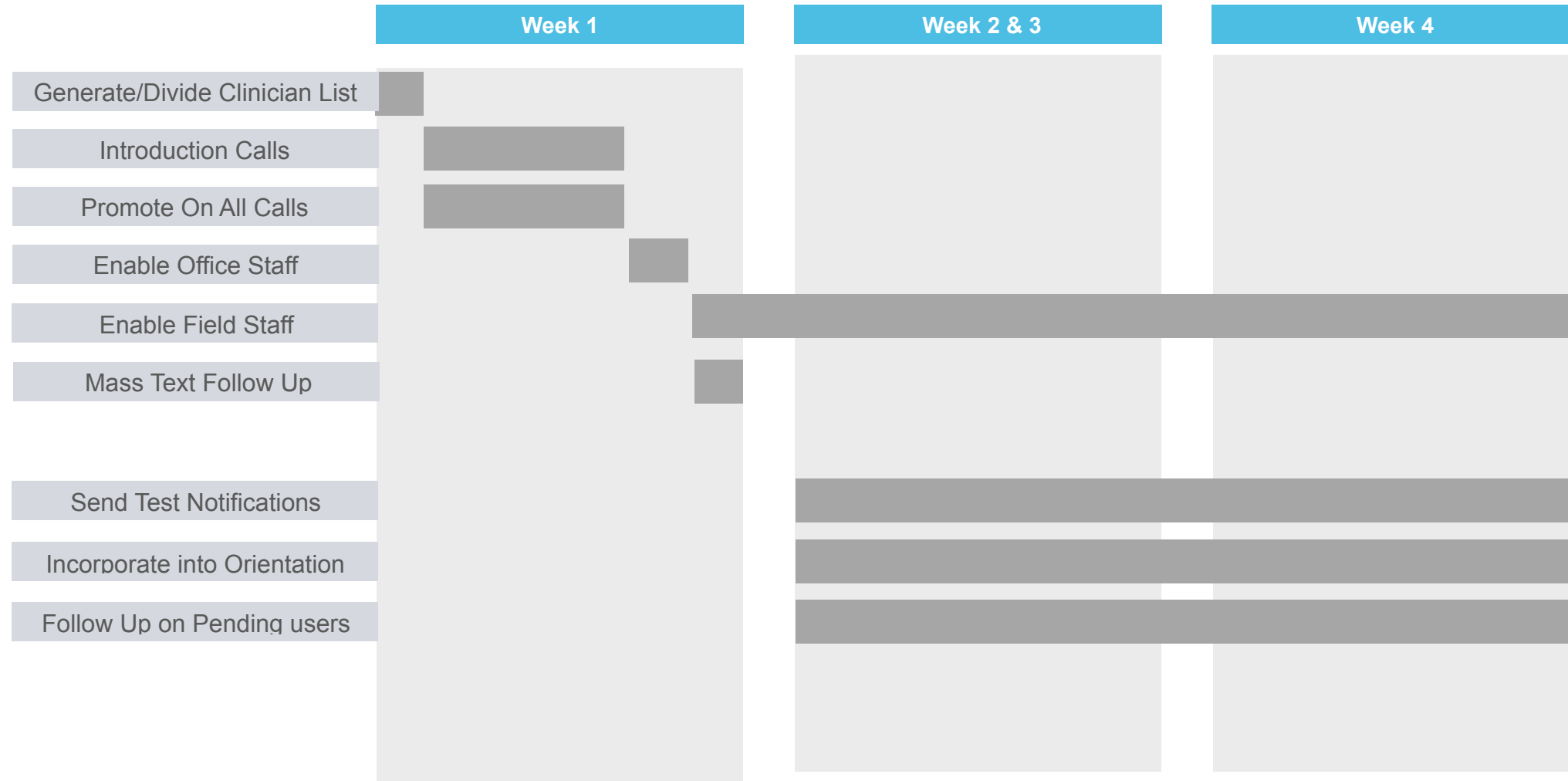
Must include brief Notifyd training in orientation class. Ensure all new nurses are leaving with the app downloaded and have responded to test notification.



Retargeting/Enforcement:

Must actively encourage clinicians to respond and adopt this method of communication. You are the one who sets the standard and expectation when it comes to standards use.

Implementation Summary



Next 30 Days: Execution

GOALS: Learn everything Notifyd can do for your office.

Retrain

Identify

Execute

KEY ACTIONS:



Schedule Retraining



Understand What Notifyd Can/Can't Do



Organize Individuals From Applicable Roles



Attend Retraining

Next 30 Days: Execution

GOALS: Identify which Notifyd Features are most valuable to you as an organization

Retrain

Identify

Execute

KEY ACTIONS:

 Select Key Features To Implement

 Set Goals For Execution

 Execute

Next 30 Days: Execution

GOALS: Implement and Execute on these features.

Retrain

Identify

Execute

KEY ACTIONS:

 Implement into hiring process

 Create A Sense Of Urgency

 Create Habit

 Stay Consistent

 Smile

 Follow Up

90 Days And Beyond: Dedication




GOALS: To identify and segment each group of end users and divide amongst office. (1 Day)

Retarget

Enforce

Prosper

KEY ACTIONS:

-  Determine Unresponsive Users
-  Contact Notifyd to establish email/text plan
-  Re-pitch Value To Clinicians

90 Days And Beyond: Dedication



GOALS: Identify which Notifyd Features are most valuable to you as an organization

Retarget

Enforce

Prosper

KEY ACTIONS:

-  Review and determine which features are working best for your organization
-  How can you maximize those features

90 Days And Beyond: Dedication

GOALS: Implement and Execute on these features.

Retarget

Enforce

Prosper

KEY ACTIONS:

 Push the habit

 Measure the results

 Celebrate victories

Action Items

30 Days - Implementation

Print Clinician List

Target + Divide Amongst Office

Build Value Statement

Make Introductory Call to Each Clinician

Promote Notifyd on All Calls

Enable Office Team For Notifyd

Enable Clinicians For Notifyd

Send Follow Up Enable Mass Call/Text

Implement Notifyd Training in Orientation

Follow Up With Pending Users List

60 Days - Execution

Schedule + Attend Retraining

Identify All Notifyd Features

Select Most Valuable Features

Implement Features

Enforce Responses

Follow Up With Pending Users List

90 Days - Optimize

Retarget Unresponsive

Creat Habbit

Execute