

Reinforcement Communication Templates

To spur action among specific users or departments (ED, hospitalists, etc.) we recommend a short series of emails sent from the CEO, CMO, Chief of Staff or Project Sponsor to the selected recipients to encourage their adoption and utilization of the Photon system.

Objective:

- Increase the number of active users
- Increase the volume of Photon-initiated consultations & secure messaging
- Decrease response times to accelerate timely & accurate patient care

Strategies:

- Provide tools, training and processes to timely & accurately care for patients
- Encourage HIPPA-compliant means to communicate about patients
- Align tools and processes to the hospital's mission statement
- Track metrics, adoption and engagement - seek to understand rationale for outliers

Recommended Send Dates

NOT INTENDED TO BE SENT TO ALL USERS

7 DAYS PRIOR TO GO-LIVE:

Reinforcement Email #1

- *Description:* To be sent after reviewing user reports and identifying that adoption is low within a critical user group.

5 DAYS PRIOR:

Reinforcement Email #2

- *Description:* Review Usage reports of above sub-group and send a follow up if usage and adoption is not growing significantly

3 DAYS PRIOR:

Reinforcement Email #3

- *Description:* At this point the first two emails have been sent over a 3-day period and you have offered up yourself to answer questions about the system.