Creating a Non-Negotiable Feature

Getting the Most Out of Your App

Introductions & Housekeeping

Agenda

1 Why User Adoption?

2 What is a Non-Negotiable?

3 Examples

4 Plan to Implement

5 Open Discussion

Why focus on user adoption?

Your customized hub, branded to your agency

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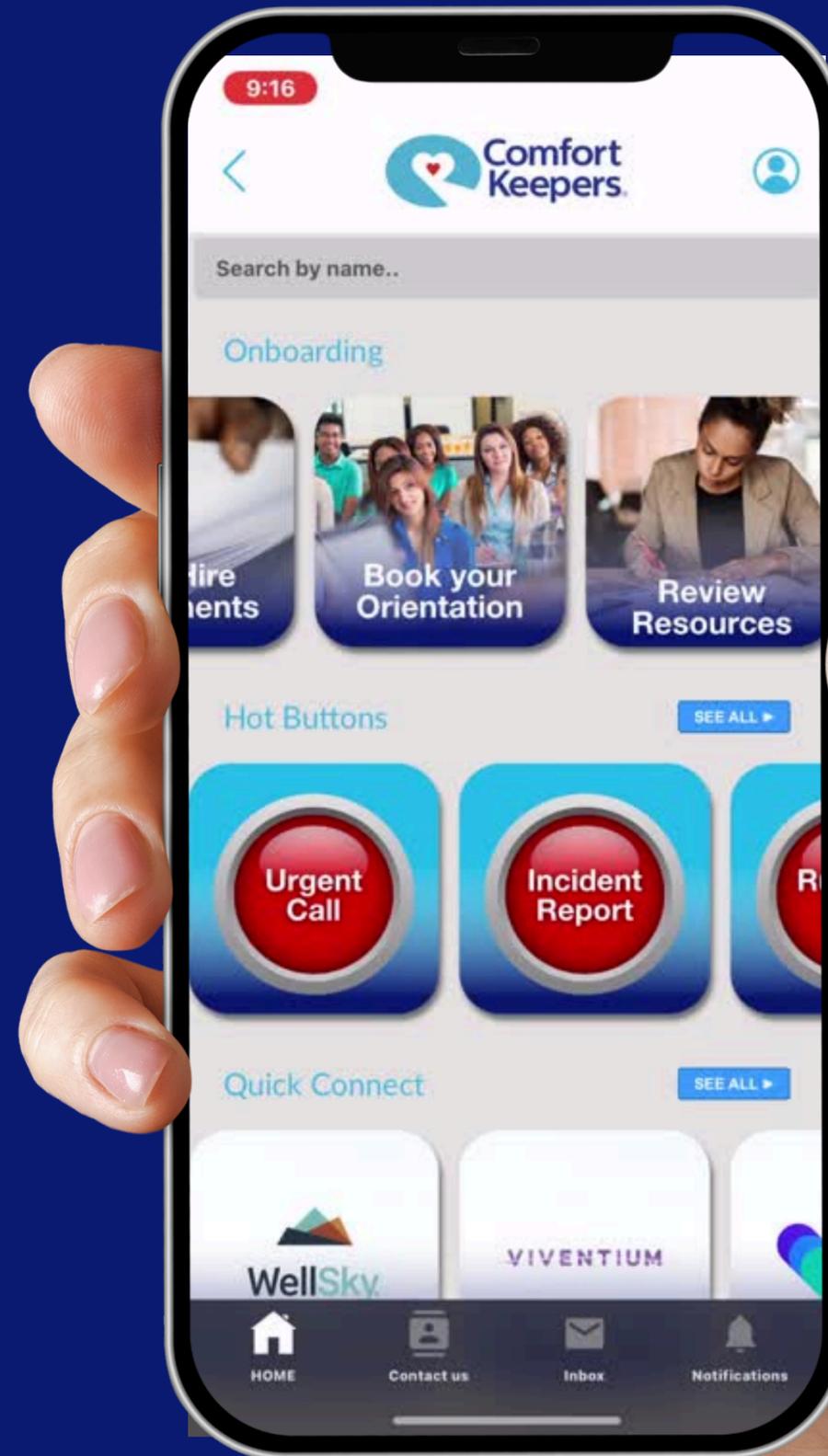
Get everyone in one place.

....

Communicate. Caregivers are rarely at a computer, but almost always on their phones. Create a **secure** and effective tool to stay in touch with remote workers.

Connect. Cultivate a space where caregivers connect, access resources and tools all branded to your agency. **Reinforce your brand and your values.**

Centralize. Keep everything in one place. Multiple tools, apps and web logins will cause confusion. One centralized hub with **digital doorways** makes it easy!

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Communicate

Connect

Centralize

The problem:

Understanding caregivers' resistance to technology

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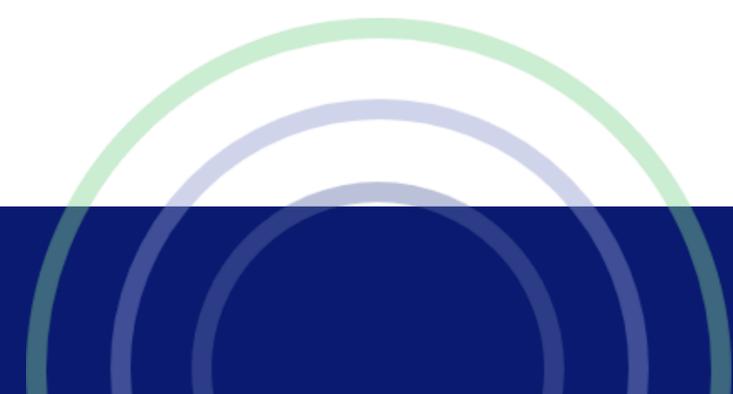
Barriers to Adoption

- Admin team buy-in

- Lack of understanding

- Fear of change

- Login Fatigue

- Older phone/not tech literate

- What's in it for me?

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The solution:

Provide immediate
value
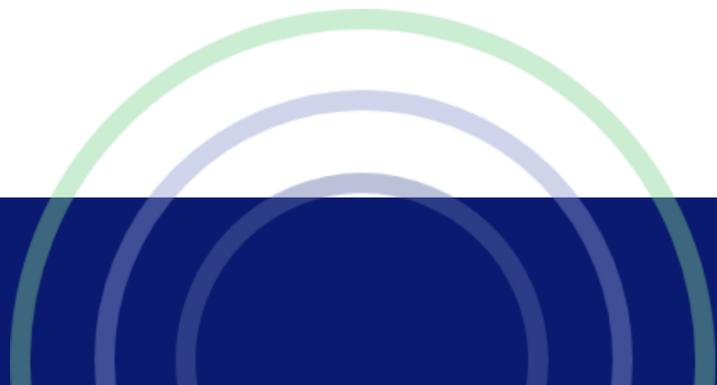
Simple 4 Pillars Strategy

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Clear Communication Of Benefits

You built this for them! Your app is not just another tool!

01

Onboarding and Familiarization Support

Offer brief hands-on training sessions. Give them confidence in using the tool.

02

03

04

Incentives & Peer Endorsement

Motivate and inspire them to give it a try. Whats in it for them?

Non-Negotiable Features

Directly impact their daily workflow so they **see the immediate value.**
The App makes it easy to....

To alleviate concerns and boost caregiver adoption, the ideal approach combines all four pillars.

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2 plans for adoption

1) New Caregivers

2) Existing Caregivers

New Caregivers

New Caregivers are the low-hanging fruit. Make them **digital from birth** by utilizing the app in your onboarding process.

- The ultimate professional onboarding tool.
- ONE app to rule them all!
- Explain WHY <u>you created this for them</u>
- Walk them through key features
- Encourage open communication & show how
- Make it **top of mind** as the 1st place to look

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Existing Caregivers

These can be a bit more challenging as they may be more set in their ways and resistant to change. We have found that these **strategies can move the needle**:

- Run a contest with administrators

- Create a contest or challenge

- Utilize existing EMR to promote usage

- Bring them in for an "Orientation Refresh."

- Do educational webinars

- Create a **Non-Negotiable Feature**

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Communication of Benefits

THE WHY

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Administrative
- Need to fill out an incident report
- Certification updates
- I need to update my paperwork

Payroll & Benefits
- Where do I access?
- How do I get same-day pay?
- How do I enroll?

Life Emergencies
- I'm running late
- I can't make my shift
- My schedule changed

Resources
- How do I order scrubs?
- Do you have discounts for rideshare?
- I can't find my handbook.

Client Concerns
- I need urgent help
- How do I treat this ailment?
- The family is making a request

Software
- I can't remember my log in
- I can't find the training app
- How do I redeem my points?

Daily Communications

Agencies receive an exorbitant number of calls to the office from caregivers because there is no clear communication plan in place.

The solution:

Your Non-Negotiable Feature
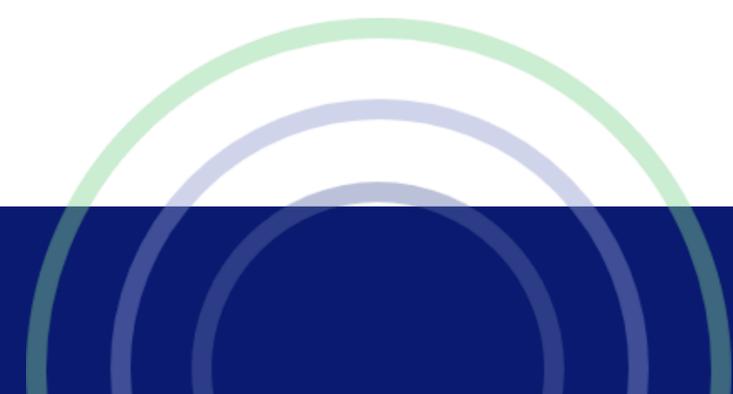
What is a Non-Negotiable Feature?

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A non-negotiable feature is a function in the app that your caregivers **need** and **can't get anywhere else.**

Identifying Your Non-Negotiable Feature
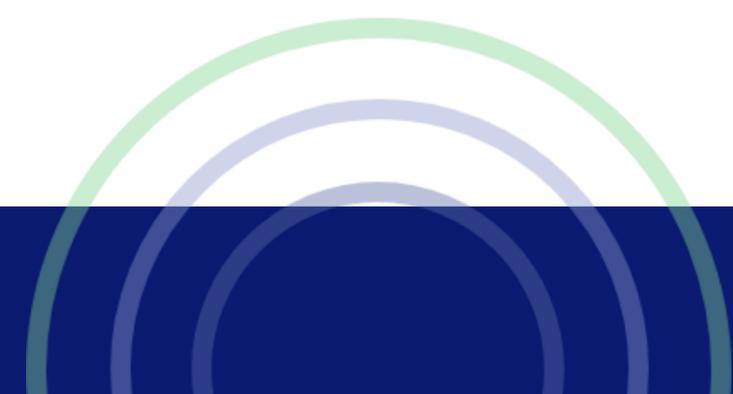
The Ideal Non-Negotiable
THE TRIFECTA

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BETTER FOR THE ADMIN TEAM

01

LESS FRICTION

02

MORE SECURE/ ADDS DOCUMENTATION

03

EASIER FOR THE CAREGIVER
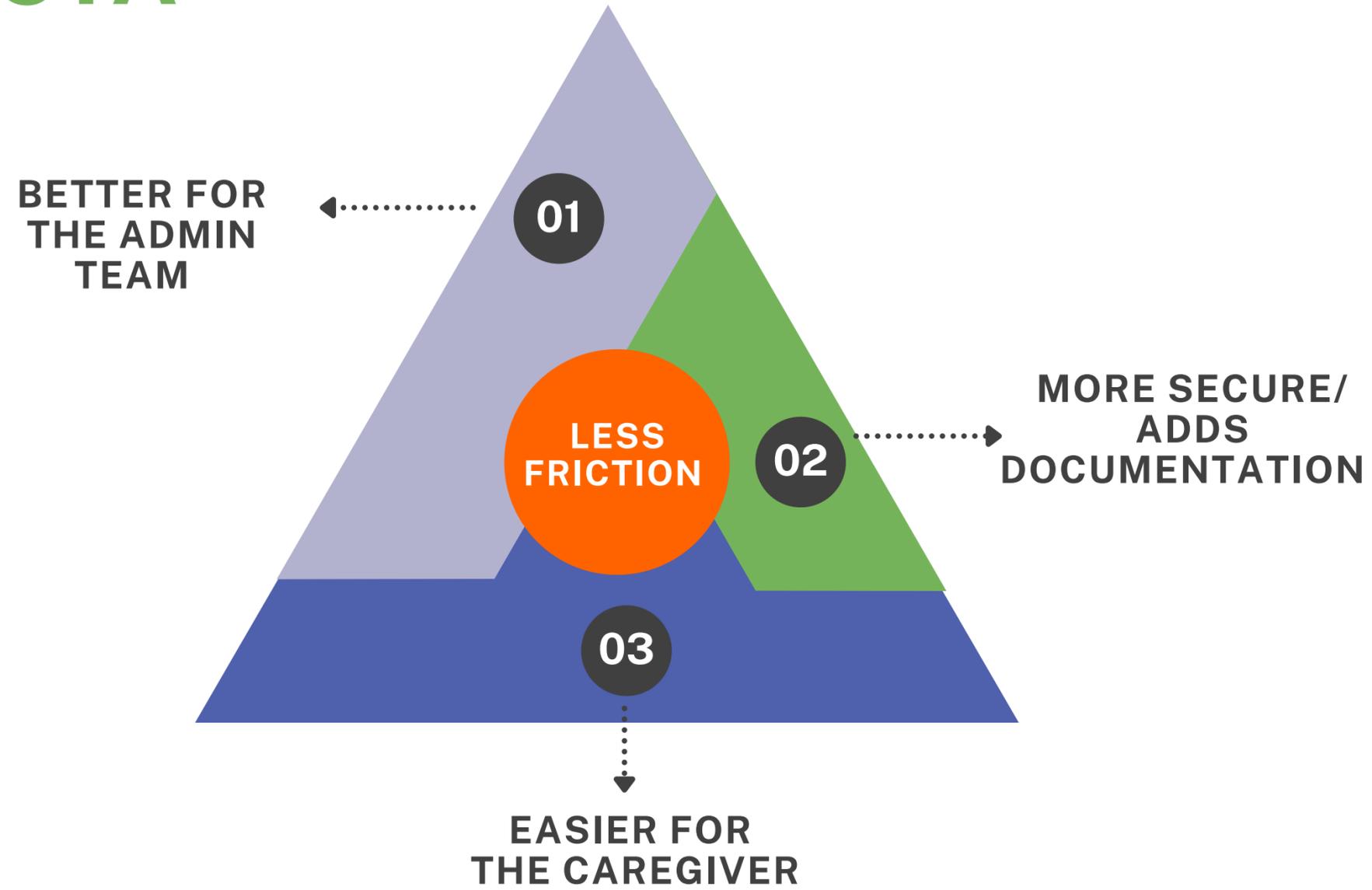
The Ideal Non-Negotiable
INCIDENT REPORT

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BETTER FOR THE ADMIN TEAM

Instant, get in email and can react faster

01

LESS FRICTION

02

MORE SECURE/ ADDS DOCUMENTATION

No paper, secure, can add pictures

03

EASIER FOR THE CAREGIVER

Can do it quickly, easy to document, no need to drive to the office
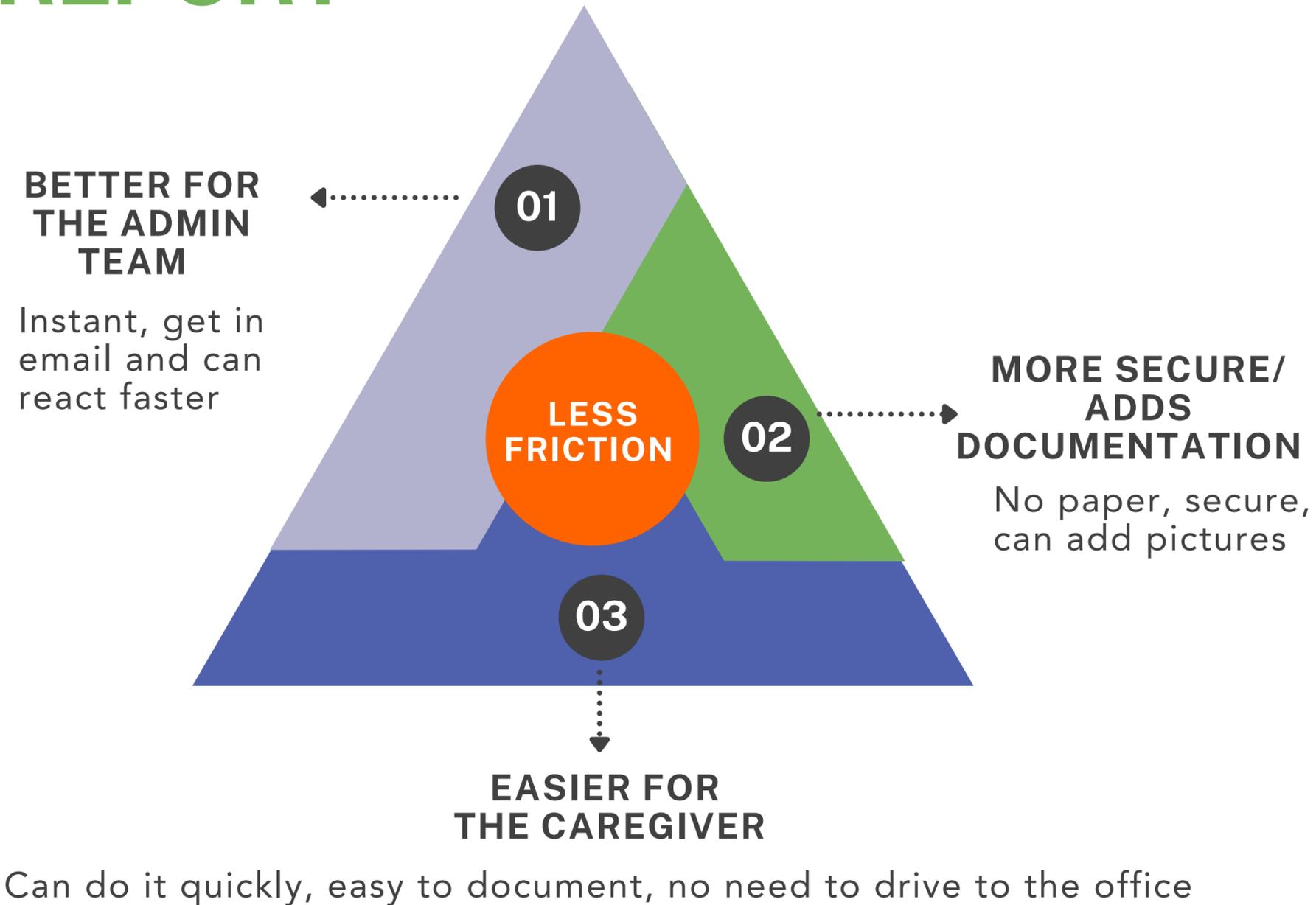
Example Features Include:

- Paid time off form

- Incident reports

- Reimbursement forms

- Form to get supplies

- Update DL/Insurance /Certificates

- Available Shifts

- Training and compliance checks

- Secure chat for immediate communication

Non-Negotiable Worksheet

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Centralize Tools — Makes it easier to access

- EMR - MAIN SYSTEM
- EVV

- PAYROLL
- NEXT DAY PAY
- BENIFITS

- REWARDS
- TRAINING PLATFORMS

Connect & Support — Makes it easier to get resources /help

- TRAINING VIDEOS
- HOW TO GUIDES FOR SOFTWARE

- EMPLOYEE HANDBOOK
- UNDERSTAND PAY STRUCTURE
- UNDERSTANDING BENEFITS

- LOCAL RESOURCES
- CAREGIVER HEALTH AND WELLBEING
- COMPANY EVENTS

- CONNECTION - COMMUNITY
- RECOGNITION
- MENTORING PROGRAM

Communicate & Administrate — Non-Negotiable Feature Found here

- HOT BUTTONS/ QUICK CALL
- DIRECT MESSAGE
- GROUP CHAT FOR CASE WORK

- INCIDENT REPORT
- PAID TIME OFF FORMS
- REIMBURSEMENT FORMS

- UPDATE DL/ INSURANCE/ CERTIFICATES
- TAKE TRAINING TESTS

- I WANT MORE HOURS
- BONUS SHIFTS - ONLY AVAIL HERE

Contact Us

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