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# **Phase 3 | Platform Roll Out – Soft Launch**

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**System Set Up**

* Website content and information on how to embed widget(s) on a website
* Care Opinion logo

**Training and Support**

* Support via phone, email and videoconferencing with Care Opinion staff as required

**Communications**

* Hard copy and/or digital promotional materials

resources provided

## Purpose

This phase sees the platform launched in soft launch services, with consumers being made aware of the platform through key messaging and communications, and staff engaging and actively,

1. feeling assured of their safety within the platform
2. actively asking consumers to share their stories
3. appropriately responding to stories told on the platform
4. sharing learnings from the platform with interdepartmental colleagues.

## Desired outcomes

### Organisation

* Staff and/or volunteers are assisting consumers to share their stories where this is appropriate.

### Set-Up

* Processes are established to:
  + actively support staff in soft launch services to engage with the platform
  + equip and support responders to respond to stories appropriately.
* Board Members and Consumer Advisory Councils/Groups are set up on the Care Opinion platform to receive weekly digests.

### Communications

* Consumers of soft launch sites:
  + are aware of the health service organisation’s partnership with Care Opinion
  + are invited to share their stories of care experiences
  + know how they can share their story and that it will be responded to
  + believe their feedback is genuinely welcomed by the team.
* The Communications/Marketing/Web Development team(s) have scheduled an update to the health service organisation’s website to go live in Phase 4, prominently displaying:
  + a commitment to welcoming and responding to narrative, relational feedback in the online environment
  + Care Opinion Australia’s logo (high resolution, no pixilation)
  + a blurb about the platform clearly stating that Care Opinion Australis is independent to the health service organisation, that stories are moderated for anonymity and safety, public, and will be responded to publicly.
  + a call to action with a button (link) leading to a story telling page and/or a widget (either the stories widget or the storytelling widget).
* Stories are being shared on the platform and are being responded to.

## Timeframe

It is recommended that Phase 3 is completed within one (1) month of Phase 2’s completion.   
  
*This is four (4) months after the subscription contract (Service Agreement) has been signed and returned to Care Opinion Australia.*

## Phase 3 Action Plan

| **Action** | **Stakeholders involved** | **Resource provided** | **Timescale for delivery** | **Activity Owner** | **Progress** |
| --- | --- | --- | --- | --- | --- |
| Design, develop and schedule a website update to go live at the beginning of Phase 4 with:   * information about the health service organisation’s partnership with Care Opinion * a personalised invitation to consumers to share their stories * stories and/or storytelling widget * logo and blurb about Care Opinion on homepage | * CEO * Project Lead * Communications Team * Site Administrator | Website content and information on how to embed widget(s) on a website  Care Opinion logo |  |  |  |
| Staff training:   1. Identify and coordinate key stakeholder groups’ attendance at their relevant training sessions (Responding, Invitation Links). 2. Ensure staff members of soft launch services have attended the requisite training and have access to resources and support. | * Project Lead * Site Administrator | Campaign and Events Calendar |  |  |  |
| Officially launch the platform in soft launch services:   1. Print and distribute hard copy co-branded promotional material to soft launch services for prominent display 2. Add promotional material (e.g. stickers, business cards) to discharge papers and appointment cards 3. Send out electronic invitations (containing Invitation Links) to select consumer groups to share their stories | * Site Administrator * Communications Team * Soft launch services | Hard copy and/or digital promotional materials |  |  |  |
| Set Board Members and Consumer Advisory Council/Group Members up to receive weekly story digests | * Site Administrator |  |  |  |  |
| Add Care Opinion stories widget to staff intranet | * Communications Team | Information on how to embed the Care Opinion stories widget(s) on a website |  |  |  |
| Meet with Care Opinion team to discuss readiness to progress into Phase 4 | * Project Lead * Site Administrator |  |  |  |  |