

## **Photon Implementation Executive Overview**

We are excited to begin the process of implementing Photon at your facility, and are looking forward to working with your organization in the coming months.

In the course of implementing our products at other hospitals, we have learned that it is very important to complete some critical tasks up-front, and well before we begin to conduct actual end user training sessions. If the hospital follows this roadmap, or “Playbook” while providing clear leadership, direction, and communication the implementation process will be a success.

### **Support**

The Photon team consists of Executive Management and Implementation specialists. We will be involved in all aspects of the Implementation Project and will be on site for the initial project review, the kickoff meeting, as well as through the initial training and subsequent follow up support. Our Relationship Managers will also schedule and conduct multiple **Follow Up Support** meetings with your Project Sponsor to manage and measure progress during each implementation site visit as well as during the post-implementation period. The purpose is to review and discuss, among other topics:

- Project status and milestone completion (Pre-“Go-Live”)
- Photon Usage and Activity Reports (Post-“Go-Live”)
- Accountability for ensuring consistent usage of application by end users

### **Executive Leadership**

The Leadership Team’s most critical factors for ensuring organizational success are dependent upon actively communicating:

- The required use of Photon for all Consults and Secure Messaging
- *All penalties/repercussions when Photon is not used*
- The early adoption and utilization of the application

The Executive Leadership Team involved with the Photon Project Plan should consist of the C-Suite and applicable Corporate, Division, Region resources:

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)
- Chief Financial Officer (CFO)
- Chief Medical Officer (CMO)
- Chief Nursing Officer (CNO)
- Chief Compliance Officer (CCO)

Another major requirement of Executive Leadership will be to identify the key members of the Project Team & drive accountability for project participation & success.

## **Project Team**

A vital component for ensuring a successful implementation is dedicating the necessary resources, including a Project Sponsor (PS). This team is ultimately responsible for the success of the project, as well as the ongoing management of product utilization. The team should consist of:

- Project Sponsor - Chief Operating Officer (COO), or individual designated by the CEO
- Backup Project Sponsor(s) – Access Administrator(s)
- CIO/CTO
- Communication Team – Dir. of Marketing/Business Dev.
- Chief of Staff - or physician of similar capacity (Champion)
- Lead Emergency Medicine physician (Champion)
- Lead Hospitalist (Champion)
- IT&S Director / Designated Staff

Note: *Project Sponsor* will be responsible for scheduling all Implementation training sessions and ensuring the communication plan is carried out (e.g. posting of provided marketing materials, adding the [www.photonapp.net](http://www.photonapp.net) link to the intranet and/or all desktop stations, as well as informing end users of all training dates and official “Go-live” date, etc.).

## **System Management Team**

This team will consist of personnel that must provide constant involvement during each implementation site visit and beyond. In addition to the Project Sponsor, several of the following individuals overlap from the Project Team (***Utilization of your current processes and staff who provide access to PHI is recommended***):

- System Administrator (SA)
  - Access Administrator(s)
- Education & Training Staff (ETS)
  - IT&S
  - Clinical
- Technical Support Staff – Level 1 (if not ETS team)
- Backup SA(s)
  - Medical Staff Services/Credentialing
  - HR/IT
- Materials Management
- Department Chairs – End User Leaders (Physician Champions)

**System Administrator (Backup SA)** - Generally the facility Access

Administrator(s) are responsible for:

- Attending a scheduled 4 hour training session (Visit 1)
- Providing constant coverage throughout each site visit to confirm or validate every end user trained (Visit 1-3)
- On-going set up & deletion of system end users as requested by Medical Staff Services (Physicians), Department Directors or Managers (Support Users, RN's, Tech's, etc.)
- Assigning various access level roles & permissions for users relative to PHI (Photon added to permissions request form)

*It is important to understand in selecting these key individuals, that System Administrators hold the "Keys to the Kingdom" and are the gatekeepers of the Photon system.*

**Education & Training Staff** - Responsible for completing our 3-step training & certification process, including but not limited to:

- Attending a 2 hour scheduled training session (Visit 1)
- Attending a 30 min. scheduled Reports session (Visit 2)
- Observe & conduct 1:1 EU training, 5 person min. requiring constant involvement throughout each site visit (Visit 1-3)
- Ensuring their assigned end users (physicians, providers and support users) are using Photon in their daily process of consulting providers & communicating via secure messaging
- Helping users with any app related questions or issues
- Driving overall adoption and usage
- Passing our "**Train the Trainer**" certification exam to become your reliable internal post-implementation Photon system resource

**Technical Support Staff (Level 1) if separate from ETS:** Responsible for:

- Attending a 2 hour scheduled training session (Visit 1)
- Learning the application thoroughly to address all Level 1 support issues for your physicians, providers and/or support users using Photon in their daily process of consulting on-call providers & communicating via secure messaging
- Available to assist EU with any questions or issues related to the application, as well as troubleshooting connectivity or device issues (e.g. Wi-Fi network, device settings)
- Passing our "**Train the Trainer**" certification to become your reliable internal post-implementation resource for your Photon system

**Department Chairs (Physician Champions)** - Generally a Specialty or Department Chief/Lead Physician, and are responsible for:

- Attending a scheduled 1 hour EU training session (Visit 1)
- Championing the application and the improvement in process/workflow by utilizing Photon amongst their fellow physicians in their daily process of consulting providers & communicating via secure messaging
- Driving overall adoption and utilization within their circle(s) of influence (End Users they communicate with regularly)

### **End User Community**

- Photon “End Users” are those providers, support users and staff that will be trained to use the application to engage in sending and receiving *consultations* and/or *secure messaging*, in the course of treating and caring for their patients
  - o Photon will initially train end users in two critical areas: Emergency Medicine & Hospitalists, as well as pre-designated On-call specialists/departments
  - o Photon trainers will supervise hospital Education and Training Staff (ETS) while they train end users as part of the initial Photon implementation, insuring they can adequately train additional end users post-implementation

### **Implementation Progress Meetings**

We will conduct Implementation Progress Meetings once a week while on-site, to track progress on all fronts and to prepare for monthly post-implementation support calls. Included in these meetings:

- Facility Project Sponsor & Backup Sponsor
- Facility Project Team
- Photon Implementation Team Lead
- Photon Relationship Manager (RM)

Note: The Hospital’s Project Team will work with the Photon Implementation Team to review project milestones, assign accountabilities, and ensure that project milestones are achieved.

## **Communication & Marketing**

No matter how successful the Photon integration, training and implementation process is at the hospital, there will be many knowledge gaps across the facility in departments that are not early adopters of the technology. A well-developed **Communication Plan** will need to be prepared by the hospital's Marketing/Communications staff & at a minimum should include:

- Communication to be sent to End Users (EU) and appropriate department leadership & hospital staff
- Communicate details regarding the current and future roll-out of Photon throughout your organization
- Posters, media, newsletters in physician “high-traffic” areas of the hospital – a “toolkit” created to support implementation & ongoing usage to be provided by Photon
- Communication to the hospital's external network of providers – ‘Patient Share’ feature
- Press releases
- Organizational Publications – Local/Regional/Divisional/Corp.