



# CUSTOMER READINESS APPENDIX D

## ADOPTION WORKSHEET

Getting all clinicians and staff on board with using new technology and tools can be a challenge. This worksheet focuses on end-user satisfaction and successful long-term adoption. It will enable you to identify key stakeholders and end users, develop solution deployment strategies, identify organizational goals and measurable outcomes, and create a plan for user education and communication.

**Please complete each of the sections below. Once all sections are complete, you can email this worksheet to [spokservices@spok.com](mailto:spokservices@spok.com).**

STAKEHOLDERS AND CHAMPIONS		
Key Stakeholders	<p>Identify individuals for the following roles:</p> <ul style="list-style-type: none"> <li>• Clinical executive sponsor, such as a CMO or CMIO</li> <li>• High-level IT service owner, such as a CIO or CISO</li> <li>• Third-party vendors</li> <li>• Other internal and external roles that have a stake in the solution</li> </ul> <p>Include stakeholders who can help identify business process problems and apply measures, such as a quality/process improvement manager.</p>	
Clinical Champions	<p>Ensure there are at least three influential physicians and three nurses involved in the project as champions. In addition, users in relevant ancillary departments must be identified.</p>	

GOALS AND MEASURABLE OUTCOMES		
Goal Identification	<p>Identify at least three SMART (specific, measurable, attainable, realistic, time-based) goals. Note: It's best if these can be clinically focused goals.</p>	
Goal Ownership	<p>Identify a stakeholder/owner for each goal. This person should be invested in the goal, and benefit from its success.</p>	
Business Case	<p>Document goals in a business case, along with justification and strategic alignment.</p>	
Credentialing Goals	<p>Identify at least one goal that ties to measures for the Centers for Medicare &amp; Medicaid Services (CMS), The Joint Commission, or the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, and/or the College of American Pathologists (CAP's) Laboratory Accreditation Program.</p>	

### ORGANIZATIONAL CHANGE MANAGEMENT

Organizational Change Management Plan	Ensure a plan is in place to manage organizational change. This should follow an industry standard organizational change management framework, such as ADKAR or Kotter's 8-Step Change Model.	
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### USER ACCEPTANCE TESTING

User Acceptance Test Plan	Complete the User Acceptance Test Plan to validate that the solution is functional and accomplishes your business objectives. We will work with you to adjust the Spok test plans to reflect your business processes.	
Testing Resources	Provide IT and clinical resources to assist with testing.	

### USER EDUCATION / KNOWLEDGE MANAGEMENT

Online Documentation	Provide online resources for user knowledge. This content can be hosted on an intranet, or links can be placed on the intranet to resources that Spok hosts.	
Printed Documentation	Print knowledge resources for enterprise application (mobile, web, on-call) rollout events.	
Trainer	Provide a training resource for applications that require advanced training, including web, on-call, contact center, and Spok® e.Notify.	
Onboarding and Training Programs	Incorporate onboarding training on enterprise applications into standard onboarding processes to ensure users are knowledgeable about application access and features, required environmental settings, workflows, and use cases.	

### SOLUTION DEPLOYMENT STRATEGY

Documented Deployment Strategy	Work with Spok to document a strategy for deploying Spok applications to the enterprise and/or contact center.	
Hands-on Support	Provide two to three IT support and/or training resources to assist with Spok Mobile® and/or on-call go-lives.	

## COMMUNICATION GUIDING PRINCIPLES

Documented Guiding Principles	Supply Spok with principles to guide communications such as language on what should be included in messages, appropriate response times by modality, usage rules, etc.	
Inclusion in Training	We recommend that you incorporate guiding principles into the above-mentioned training materials.	

## MARKETING AND COMMUNICATION

User Communication Plan	Work with Spok to develop a communication plan to execute before, during, and after go-live events. These plans should be engineered to build awareness, desire, knowledge, and ability for users, as well as reinforce ongoing usage.	
Stakeholder Communication Plan	Work with Spok to develop a communication plan specific to key stakeholders to ensure they are properly consulted, informed, and kept up to date on progress.	
Communication Modalities	Guide Spok on the best ways to reach users in your environment. Be prepared to push out communications via vehicles such as newsletters, email, posters, fliers, screen savers, and intranet call-outs.	
Communication Reporting Transparency	Spok asks that you share any analytics on how communication is reaching and resonating with users, such as click rates, etc.	
Communication Resource	Provide a dedicated resource to assist with communication planning and execution. This would ideally be someone from the internal communication and/or marketing team.	
Key Messages	Supply clinical champions from key areas to assist in developing benefit statements for communication messages.	

## FEEDBACK CHANNELS

Feedback Channels	Provide ways for users to offer feedback on an ad-hoc basis and during events designed to gather input (e.g., feedback link on intranet, feedback email address, feedback record in Spok database). You'll be asked to share this feedback with Spok.	
Periodic Surveys	We recommend you send users surveys every four to six months and share the feedback with Spok.	
Spok Community Engagement	You can use the Spok customer community to submit ideas, support cases, and participate in online forums.	



## ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Virginia, is proud to be the global leader in healthcare communications. We deliver clinical information to care teams when and where it matters most to improve patient outcomes. Top hospitals rely on the Spok Care Connect® platform to enhance workflows for clinicians, support administrative compliance, and provide a better experience for patients. Our customers send over 100 million messages each month through their Spok® solutions. When seconds count, count on Spok.

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