

# 30 DAY SUCCESS PLAN

## ROLLING OUT YOUR APP

### Welcome to Your New Mobile App Journey!

Follow this simple step-by-step plan to ensure a smooth rollout and maximize caregiver engagement.

1 Week  
Prior

#### Preparing for Launch

**Send a Teaser Text!** Working together, we help you with effective strategies for ensuring your app's successful adoption at launch.

#### It's the Big Day!

Follow the tips and suggestions for creating buzz and launching your new app with a splash.

#### Official Launch & Adoption

Launch  
Day

**Congratulations!!!**



Your app is live, in use, and in the hands of your team.

Week  
1

#### Fostering Engagement

**Your first-week** post-launch game plan is to foster engagement with your new app.

You've done a great job of getting it out there, **keep that momentum up** to keep caregivers engaged.

#### Building Momentum

Week  
2

Week  
3  
Forward

#### Ongoing Best Practices

Remember: engagement is a journey, not a destination. Celebrate small milestones, listen to your caregivers' feedback, and continuously iterate to make the app an essential tool for them.

# 1 Week Prior to Launch : Preparing the Launch

## Send a Teaser Text

- ☐ Prior to sending out the invites, we suggest sending a "Teaser" text message, something like the one below (252 characters), to your caregivers via a text or EMR platform to let them know the new app is on the way!

### Sample Text Message

*Exciting news! We're launching our new mobile app soon, designed as your go-to hub. It brings job tools, fun activities, team chat, and access to documents and benefits right to your fingertips. Your essential all-in-one resource. More details to come!"*

## Upload Your Caregivers

- ☐ Work with your Mobile Coach to upload your users and ensure the tags are all on. You don't need to send the invite just yet; just get the users uploaded.



# LAUNCH DAY!



## Send Out App Invites

- ☐ Once you are comfortable that all the users are uploaded and you are ready to launch send out the app invites so caregivers can get via our system generated email

## Send Out Your Custom Launch Flyer

- ☐ **Now is the time to get them excited about everything they can do with the app!** Follow up right away with the "We are launching our own app" Flyer that we customized for you. You can email or print the PDF; you can also Text the JPG. The QR codes can be clicked on the digital version and scanned on print.

## More Launch Day Next Page!

## Make it Fun! Gamify Your Launch for Engagement.

- **Everybody loves a challenge!** To drive engagement, try gamifying it by offering a gift card for the first few users to download the app and send you a PM, or fill in the How was your day survey. See below for some suggestions you can customize.

### Sample Challenge Message

- **"Heads up, team!** The first 10 caregivers to try out our new app and \_\_\_\_\_ will get a \$10 gift card. It's our way of making our digital transition fun and rewarding for everyone."
- **"A little incentive:** Download our new app early app and \_\_\_\_\_to be among the first 10 caregivers to receive a \$10 gift card. Let's boost our team spirit and stay connected more easily!"
- **"Join the app launch excitement!** The first 10 to download the app and \_\_\_\_\_will find a \$10 gift card as a thank-you. It's all about making our workplace more engaging and supportive."
- **Early adopters alert!** Be one of the first 10 download the app and \_\_\_\_\_ will enjoy a \$10 gift card on us. It's a small token to encourage our team's collaboration and growth."
- **"Let's get digital together!** The first 10 caregivers to download our new app and \_\_\_\_\_ receive a \$10 gift card. It's our way of celebrating our team's move towards better connectivity and support."

## 2 Days after Launch - Send Out a Follow Up Text

- **Follow up to Catch any Stragglers** by sending a text with the app links

### Sample Text Message

*"The app is now ready to download! Use your email as the username and the temporary password "XXXX2024" For Apple phones, go here [link] and for Android phones go here [link]"*

**More Launch Day Next Page!**

## Week 1 - Foster Engagement After Roll Out

### ☐ **Print and Proudly Display Your Flyer**

Keep it front and center, reminding caregivers about the app, its benefits, and the official launch date.

### ☐ **Highlight Video:**

Create a quick screen recording on all the great features and share. [Here is an example.](#)

### ☐ **Resend App Invites to Pending Users**

For best delivery, use the system you currently use to communicate with caregivers. (EMR, text/email, flyer in office)

### ☐ **Training Webinar:**

Schedule a quick training session for caregivers on how to download and use the app. This can be done via Zoom, or with a simple prerecorded video as an alternative.

### ☐ **Feedback Channels:**

Set up channels for caregivers to ask questions or provide feedback about the app, such as a survey or anonymous mailbox.

## Best Practices to Roll Out Access to Your Caregivers

To ensure a smooth and efficient rollout to your caregivers and users, we've compiled some best practices. Our goal is to make this process straightforward and supportive for everyone involved. Let's dive in!

### ☐ **Phased Roll-Out Approach**

Start small. Begin by inviting a small group of 8-10 users. This manageable number will allow you to effectively gauge and address initial questions or issues, primarily focusing on:

- Login procedures
- App navigation and usage

### ☐ **Gather Feedback:**

Use the insights from this initial group to understand their needs and tailor your support accordingly.

### ☐ **Creating Instructional Resources:**

- **Address Common Questions:** If most inquiries are about app usage, consider creating a simple screen share video to demonstrate key functions. This can be easily done on your phone and uploaded to platforms like YouTube or Vimeo.
- **Accessible Help Guide:** Include a link to this video in the app under a dedicated section, such as "How to Use the App." Your mobile coach is available to assist you with this process.

**More Launch Day Next Page!**

## Tech Best Practices



### □ Communication and Download Instructions:

- **Leverage Existing Channels:** Use your current communication methods (text, email, or systems like WellSky) to send out the app invites.
- **Clear Download Instructions:** Provide links to both the AppStore and Google Play Store, guiding caregivers to select the version compatible with their device (Apple or Android) [Here is a great video in our help center showing this.](#)
- **Login Credentials:** Inform users to log in using their email address and the default password (set by your mobile coach). They will then be prompted to create a new personal password.

### □ Technical Support:

- If there are any login-related issues, please contact your mobile coach directly.

We are confident that by following these steps, you will enjoy a successful rollout of your agency's app. Our team is here to support you every step of the way. Should you have any questions or need further assistance, please do not hesitate to reach out to your mobile coach.

## Engagement and Adoption Ideas



□ **Create a Quick Video** on all the features that the app has a virtual walk-through so they can see all that is available to them in the app!

### □ Gamify the app!

Create Fun Trivia Games to engage the new caregivers right away and help them understand the app as more than a work tool. TIP: make some of the trivia about what is in the app, and that makes it a bit of a scavenger hunt!

### □ Do a deeper dive into one feature:

Do you have the company handbook in the app? Call it out ~ All the info they need is only a tap away!

□ **Create a Chat Channel** to encourage caregivers to introduce themselves.

## Week 2: Building Momentum

### □ Recognition

Acknowledge and publicly appreciate active users with messages like, "Shout out to [name] for being the most active user this week!"

### □ Survey

Send out a quick survey asking caregivers what they like about the app and areas of improvement.

### □ Share More on how to Use Key Features

Do a quick video on how to fill in "How was your day?" and talk about the benefits. This is very effective if you put an incentive behind it, like "Draw for a \$25 gift cert each week." Every submission is an entry!

### □ Integration Reminders

Remind caregivers how the app integrates with other tools they're using, ensuring they see the app as essential.

### □ Do a 5 Day Challenge

This is an incredibly effective tool to get caregivers fully engaged and to pick up any stragglers who have not yet adopted the app--they have to be on it to play!

[Click here](#) for a Challenge Template

## Week 3 and Beyond - Ongoing best practices

### □ Regular Updates

- Keep caregivers updated on new app features or improvements. A quick video works great for this!
- Launch new features and functionality over time. Include these new features in your next challenge.
- Review highlights of using the features via a story, such as, "Bev won a \$25 gift card for filling in the How Was Your Day Survey - but also how she also loves this feature because it lets her update the office when a day is particularly challenging."

### □ Monthly Incentives

Consider monthly 5-day, 10-day, or holiday challenges or incentives to keep engagement high.

### □ Quarterly Incentives

Offer quarterly refresher training to ensure new caregivers are onboarded to the app and existing users are reminded of its features.

### □ Onboard New Caregivers

Start at the first interview or orientation by having applicants download the app and walk them through the features.