# Launch Communication Strategy

*Please note that the suggestions below are intended to guide you; please feel free to tweak and customise to suit your specific needs and preferences.*

## Checklist

**Pre Go-Live:**

☐ Send **Pulse Check Survey** *(provided by Foxo)*

☐ Create **Launch Email Campaign** *(see below)*

☐ **Announcement Email** (2-3 weeks prior)

☐ Send **calendar invite** to Onboarding session(s) (1week prior)

☐ **Get Ready for Foxo Email** (1 day prior)

☐ **Launch Email** (on the day of launch)

☐ Create excitement: Prepare Foxo posters, dedicated section on company intranet, flyers, cupcakes, ballons \*get creative.

**During Go-Live:**

☐ Post on your Organisation’s **News Feed** (at go-live and beyond)

☐ Day 1: e.g. Welcome

☐ Day 2: e.g. Share links to Onboarding Sessions

☐ Day 3: e.g. Contacts of Foxo Champions

☐ Week 2: e.g. Celebrate Successes: recognise milestones etc

**Post Go-Live:**

☐ Send out Pulse Check Survey Post Go-Live (provided by Foxo)

☐ Keep using the News feed for important updates

☐ Lunch & Learn with Foxo Champions

## Email Campaign Launch Template

#### 1. Pre-Go Live: Announcement Email

*When: 2-3 weeks prior to launch date*

**Subject: Introducing Foxo**

**Dear <insert name>,**

Our new communication tool is here. Foxo is an innovative platform that will transform our collaboration and communication, enhancing clinical and clerical workflows and improving patient care.

**The Why?** *Include Why are we changing? What are we trying to achieve?*

We recognise the need for a more efficient and secure communication tool that aligns with the demands of modern healthcare. Foxo is a major upgrade, enabling us to achieve seamless and secure communication both internally and externally.

**Key Benefits of Foxo:** *Include benefits for organisation, patients and for staff.*

* Transparent, rapid communication across the business with audit history
* Integration with RIS/PACS to improve reporting efficiencies and accuracies
* Triaging of workflows (Rapid Protocolling, Radiology Concierge)
* Secure Patient Chat and Referrer Chat
* Compliance with Australian privacy principles
* MS Teams integration

**What You Need To Do?** *Include support, resources, Product Champions, training*

Stay tuned for details on onboarding sessions and what this means for you!

Have burning questions? Reach out to your department's Foxo Champion or the implementation team—we're here to ensure this launch is as seamless as possible.

See you soon on Foxo.

#### 2. Pre-Go Live: Send Calendar Invite to Foxo Onboarding Session

*When: 1 week prior to launch date*

**Subject: Join us for the Foxo Onboarding Webinar**

Dear Team,

As we prepare to launch Foxo, we are organising an onboarding webinar to ensure everyone is equipped to use Foxo effectively. Your participation is crucial in ensuring a smooth transition and maximizing the benefits of Foxo.

We look forward to seeing you there!

[Training Session Details]

Best regards,

[Your Name]

#### 3. Pre-Go Live: Reminder Email

*When: 1 day prior to launch date*

**Subject: Are you ready for Foxo tomorrow?**

Dear Team,

We’re going live with Foxo tomorrow.

**Wait. What is Foxo again?**

Foxo is our new communication tool. This new tool is all about making our lives easier by improving how we connect and collaborate across [Organisation Name].

**Why are we doing this?**

We recognise the need for a more efficient and secure communication tool that aligns with the demands of modern healthcare.

**What You Need To Do?** *Include support, resources, Product Champions, training*

You will receive an email with the link on how to access Foxo. Your account is ready for you to go. All you need to do is login with your Microsoft login details.

Additionally, you'll find a permanent link to Foxo on our intranet for easy access.

To support your transition to Foxo, we will be running an **onboarding webinar** this week. You will also have access to user guides and our internal Foxo Product Champions, who will be available to assist you and answer any questions you may have.

*Add names of Foxo Champions*

Best regards,

[Your Name]

#### 4. Go Live: We’re Live Email

*On Go-Live Date*

**Subject: Welcome Aboard: Foxo is Live and Rady for Action**

Hi Team!

We're thrilled to announce that Foxo is officially live! 🎉

Dive into Foxo today! Click on this link and log in using your Microsoft credentials.

Check out our user guides on [internal platform or Foxo support site] to get up to speed. Need a hand or have feedback? Your Foxo Champion and our implementation team are standing by to help!

Thanks for being part of this exciting journey towards better communication and teamwork!

Here's to many successful Foxo moments ahead!

Best regards,

[Your Name]

#### 5. Post Go-Live: We’re Live Email

*On Go-Live Date*

**Subject: Your Voice Matters: Share Your Foxo Experience!**

Hi Everyone!

Now that we've launched Foxo, we want to hear from you! Your feedback is invaluable as we fine-tune this new tool to fit our needs and make communication even better at [Organisation Name].

Please take 2 minutes to complete this survey. Share your thoughts, ideas, and your favourite Foxo feature. Your input will help us shape the future of how we work together.

Connect with your Foxo Champion or drop us a line—we're all ears!

Thanks for helping us make Foxo a success!