



Introducing Optima (Healthcare)
Communication Kit

Edition 2
July 2024



Purpose of Communication Kit



When introducing your new rostering solution, you will need to communicate to your workers from a organisation level to let them know about the program of work and what they need to do. Depending on who they are, they may only need to be aware that it is happening and not do anything about it.

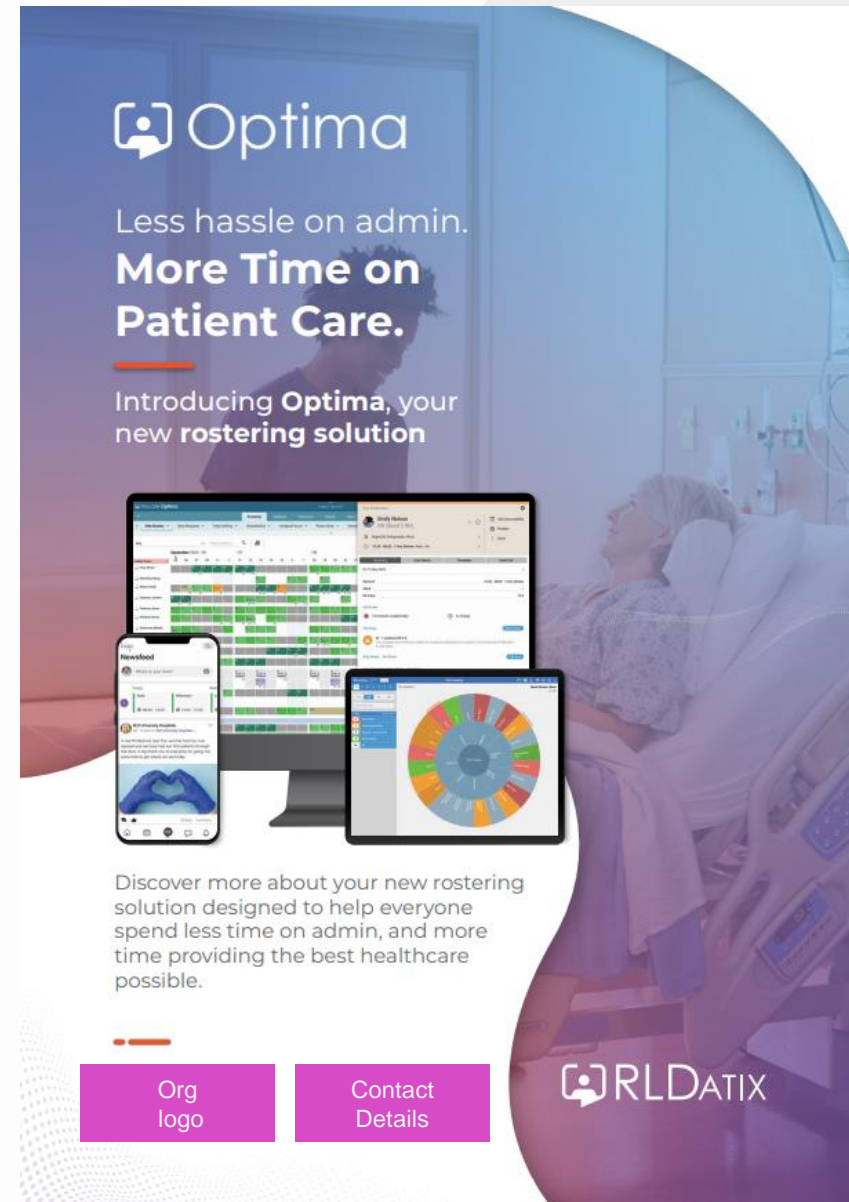
- **From:** Your Organisation
- **Communicating to:** Frontline Workers, workers in health board
- **Purpose:** to inform and provide knowledge about upcoming new Rostering solution that is being introduced at your organisation, covering what it is and benefits it will have for anyone.

Introducing Optima Kit

Print Item: Poster

- Posters to be used on notice boards and break areas to help drive traffic to find out more information about Optima
- Ideal for A4, A3 and A2 print outs

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Logo• Internal Contact Info
Who personalises it	Comms Vault Team
Supplied Format	A2 / A3 / A4 Print ready file

The poster features a background image of a hospital room with a patient in bed and a healthcare professional. The text is overlaid on this image. At the top left is the Optima logo, which consists of a stylized person icon inside a square. Below the logo, the text reads "Less hassle on admin. More Time on Patient Care." followed by "Introducing Optima, your new rostering solution". In the center, there are three devices displaying the software interface: a smartphone, a desktop monitor showing a calendar view, and a tablet showing a circular rostering chart. At the bottom, there are two purple buttons labeled "Org logo" and "Contact Details". The RLDATIX logo is in the bottom right corner.

Optima

Less hassle on admin.
More Time on Patient Care.

Introducing **Optima**, your new rostering solution

Discover more about your new rostering solution designed to help everyone spend less time on admin, and more time providing the best healthcare possible.

Org logo Contact Details

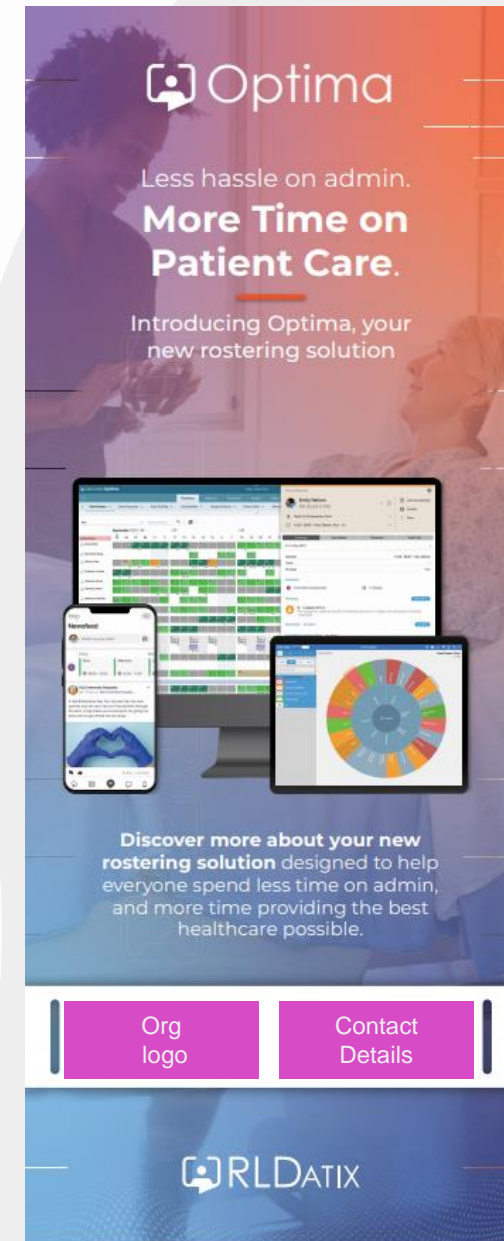
RLDATIX

Introducing Optima Kit

Print Item: Roller Banner

- Large-scale, free-standing print that can be used in staff areas.

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Logo• Internal Contact Info
Who personalises it	Comms Vault Team
Supplied Format	2000mm x 800mm Print Ready PDF Standard Roller Banner Size

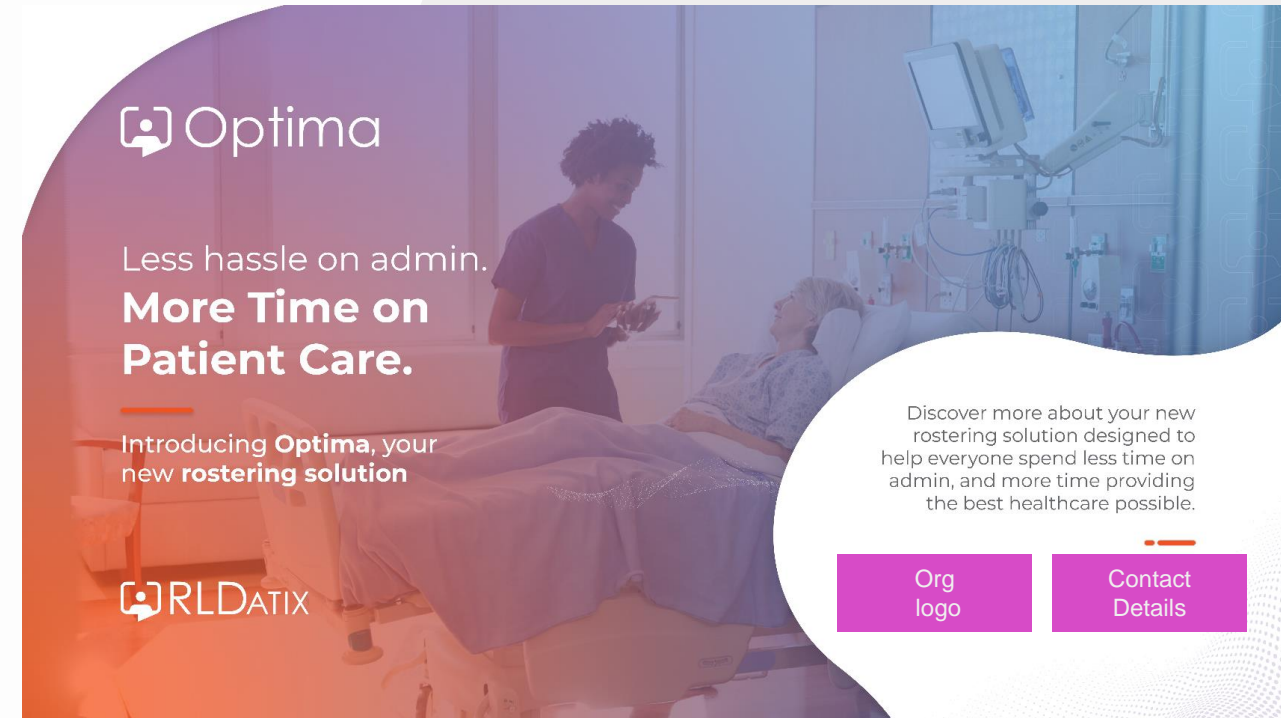


Introducing Optima Kit

Digital Item: Screensaver

- For placement as screensavers on workstations, or digital screens within staff areas.

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Logo• Internal Contact Info
Who personalises it	Comms Vault Team
Supplied Format	1920x1080 Jpeg



Optima

Less hassle on admin.
More Time on Patient Care.

Introducing **Optima**, your new **rostering solution**

Discover more about your new rostering solution designed to help everyone spend less time on admin, and more time providing the best healthcare possible.

[Org logo](#) [Contact Details](#)

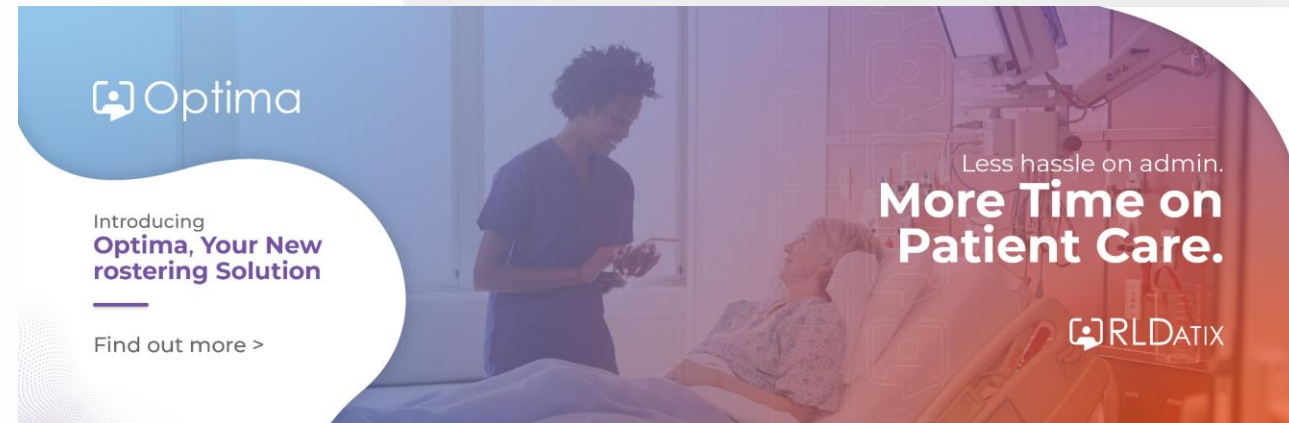
RLDATIX

Introducing Optima Kit

Digital Item: Email signature

- For placing in your email sign off.
- Consider adding hyperlink to an internal resource regarding the introduction of Optima

Can this be personalised?	No
Supplied Format	1920x1080 Jpeg



Introducing Optima Kit

Written Template: Key Message Framework

- To help create a central location for all information about the program, the Key Messaging Framework holds the information you need to write the content about:
 - the new rostering solution
 - the parts that make up the solution,
 - the benefits of the introducing Optima.
- It breaks down information on the products and solution into top level messages.

Can this be personalised?	Yes
Who personalises it	Yourself. Feel free to take the content and use it how you feel is right to use it as part of your Communications Plan.
Supplied Format	PDF

Introducing Optima | Key Messaging

Introduction

- Optima, our new workforce management platform will help us to improve our rostering practices and match staffing levels to our patient/resident's needs, so we can deliver a better and safer service for our people.
- It helps us to create complex, acuity-matched rosters quickly and easily, while giving our workforce access to their personal rosters, leave requests and other work life admin, at the click of a button. All this means everyone can spend less time on planning and more time on what really matters.



Introducing Optima | Key Messaging

Optima

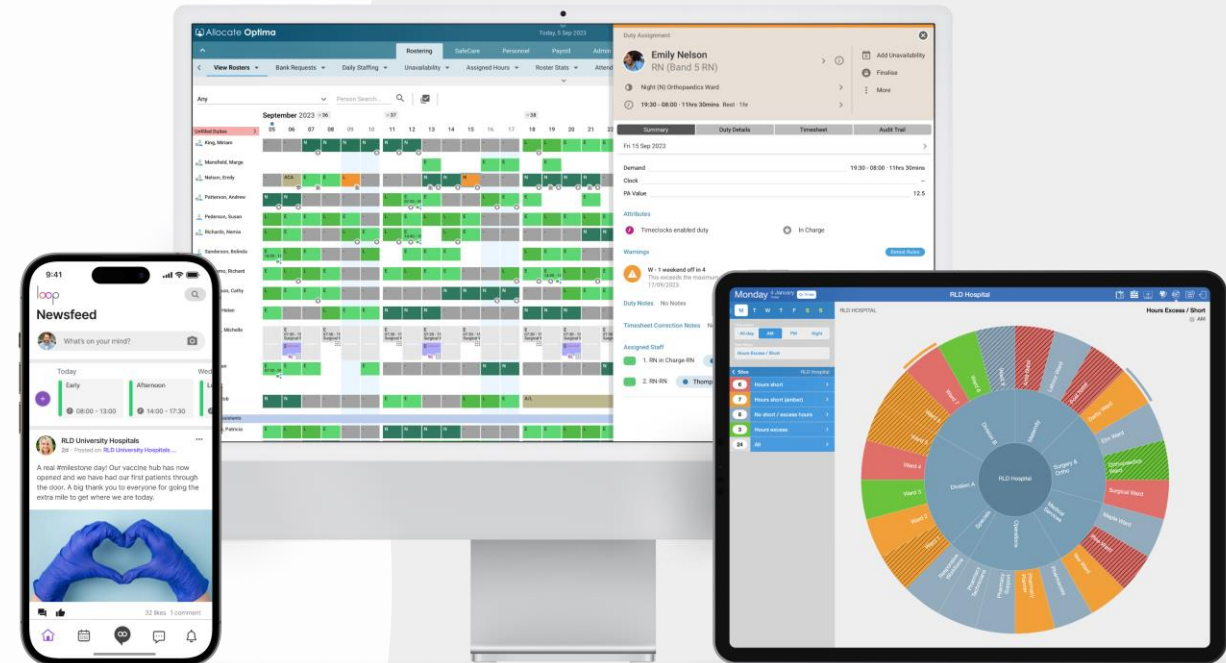
- What is it?** | This is the core solution to our new Rostering solution that will enable our rostering admins to create the complex rosters we need to deliver care, all while keeping real time insight into staffing levels, vacant shifts, budget and safety.
- Who will use it?** | This will be mostly used by the Roster Administrators or Roster Creators within our organisation. Others, such as managers or those who have to approve rosters before it is published, may need to access Optima from time to time but for the majority of our organisation, you won't actually use this part of the solution.
- Benefits:**
 - Makes creating complex rosters a simpler task
 - Confidence rosters are safe, skilled matched and to budget
 - Managers can approve rosters on the go, thanks to its tablet compatibility
- CTA:** If you will be using Optima, such as being a roster approver, a member of the implementation team will be in touch.

Introducing Optima Kit

Digital Item: Screenshot Collection

- Collection of screenshots that make up the Optima platform. Ideal for use in any internal comms you craft yourselves. IE: Intranet Page

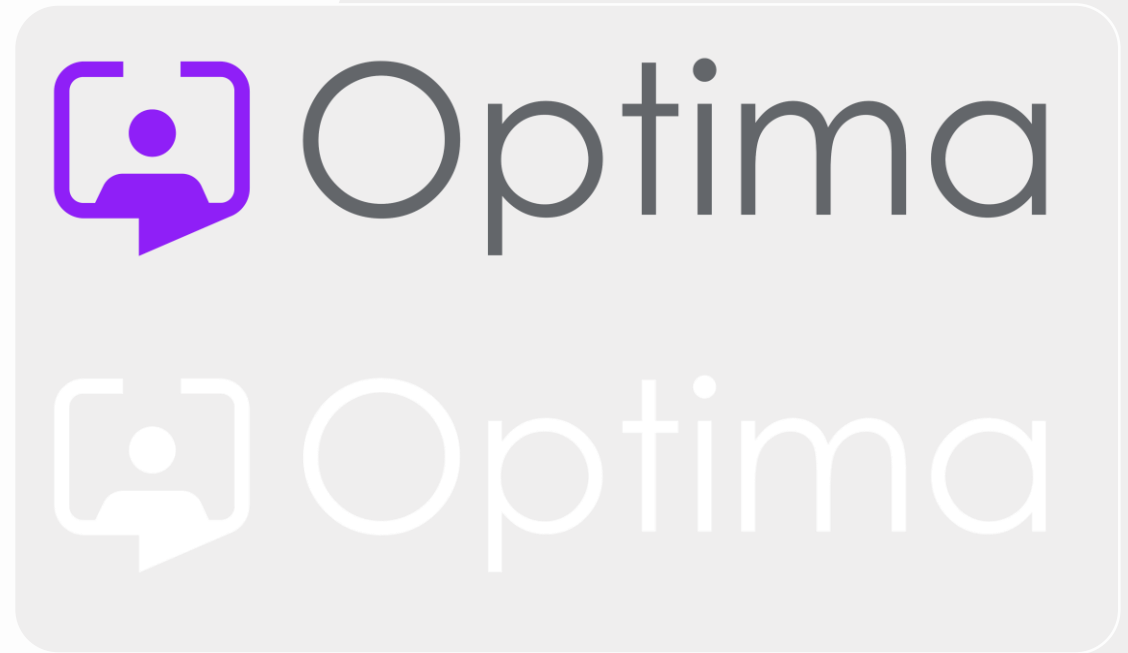
Can this be personalised?	No
Supplied Format	PNG's



Introducing Optima Kit

Digital Item: Logo

Can this be personalised?	No
Supplied Format	PNG's Colour and white versions



Top Tips

Top Tips for you Communications Plan



- We have available a **Communications Planning toolkit** from the Comms Vault to help yourselves create a robust comms plan that reaches the different audiences you want to talk to.
- Have a **central, digital location** within your health board where you can place more information about each product. You can then use the awareness assets in this kit to get people to go to this location to find out more.
- If creating a central resource, use the messaging framework as your basis, and feel free to personalise as you need. IE: add in dates when you are going live, add some personal quotes from members of the team, etc.
- You should be communicating widely that the program is starting ahead of any implementation work or when staff need to do something, such as download Loop.

This kit has been developed with these top tips in mind!



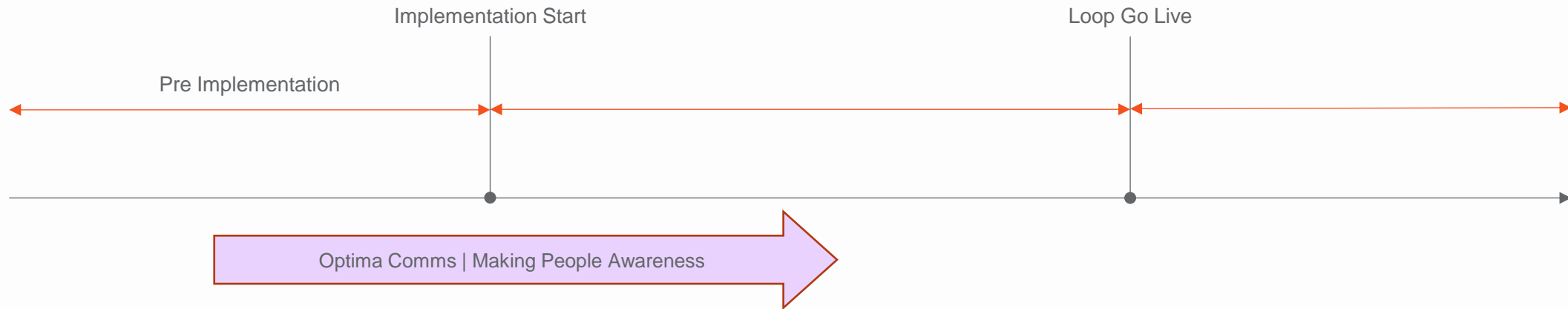
Additional 'Launching Loop' Communications Kit

- Most of your frontline workers will need to use Loop to access their roster, book leave, request vacant shifts and more. We have developed a specific kit for Loop that allows you to drive awareness of what Loop is and how to download it and use it.
- There is a bespoke Loop Communications Catalogue that can be found in the Comms Vault.

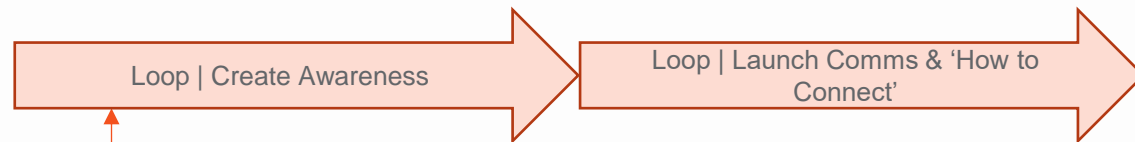
Final Top Tip

- When using this kit and the Launching Loop kit, think about what communication kit you use and when. The next page gives you an example of how you can use the two different communications kits together.

When to use the different Communications Kits



Start using the Optima comms kit ahead of any work to make end users aware of the ongoing project.



Start creating awareness & knowledge specifically around Loop ahead of its go live to your health board. We recommend a 4-week period of awareness and knowledge comms.

For more details, refer to the Loop Comms Catalogue



If you have any questions or feedback these assets, we are happy to help. Please contact:
comms-vault@rldatix.com