



How to Launch New Technology in Your Community



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Product Manager



Experience

13+ years serving
Senior Living Industry

Skills

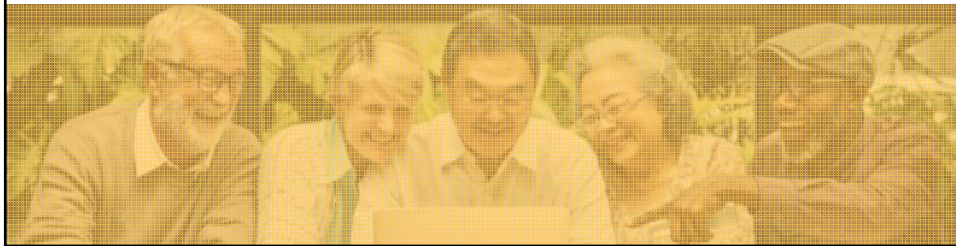


Passion



Today's Discussion Topics....

- How do we identify the technology purpose?
- Once we know the purpose, what do we need to do for a successful launch?



WHAT IS THE RIGHT TECHNOLOGY TO LAUNCH?



CAUTION!

GLASS

Technology **MUST**
Have a Purpose!

Smosh YouTube Video

WHY DO WE NEED TO INVEST IN TECHNOLOGY?

Senior Living Continues to Grow

46% Projected Increase in staff needed to 2.5M by 2030¹

Turnover is a Big Challenge

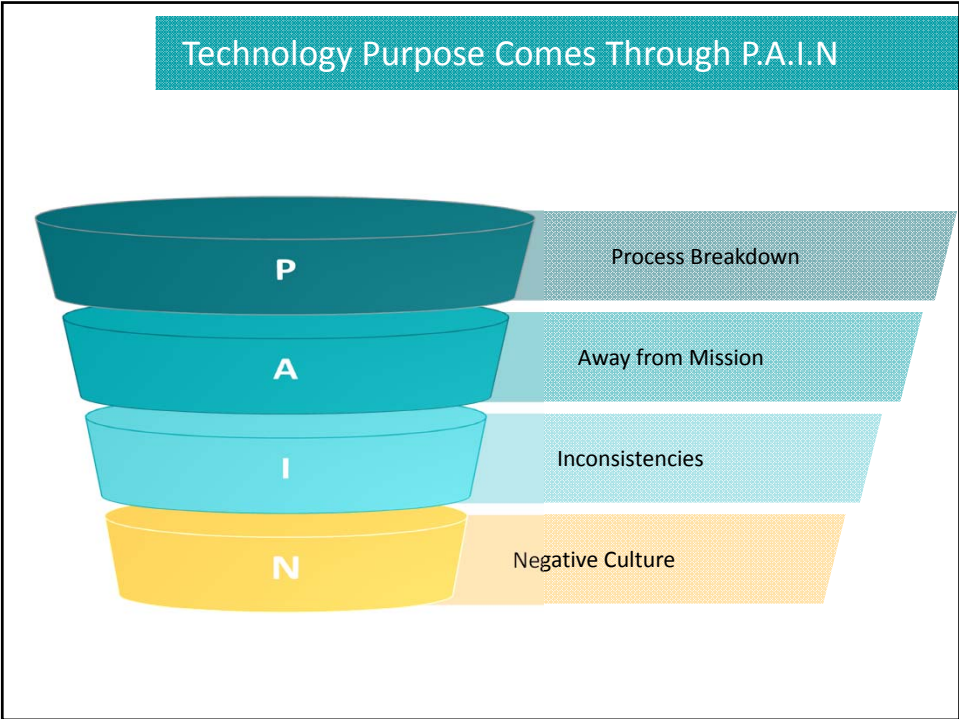
Category	Turnover Rate
All Industries	[VALUE]%
Senior Living	[VALUE]%

Senior Living outpaces other industries with turnover¹

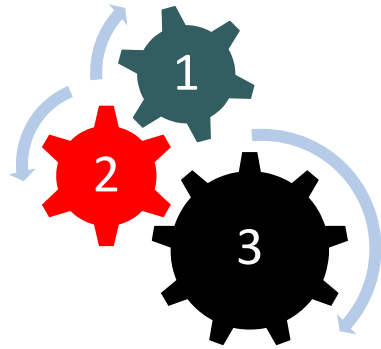
Labor Costs are Rising

It costs 50% of an employee's wage to replace them²

¹ Leading Age Workforce Crisis, ² Holleran Whitepaper "Employee Engagement: A Strategic Game Changer for Senior Living Providers"



Process Breakdown

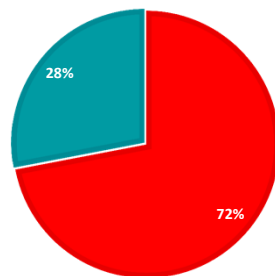


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- Where are bottlenecks?
- What takes way too long?
- Is the authority in the wrong hands?

Away from Mission

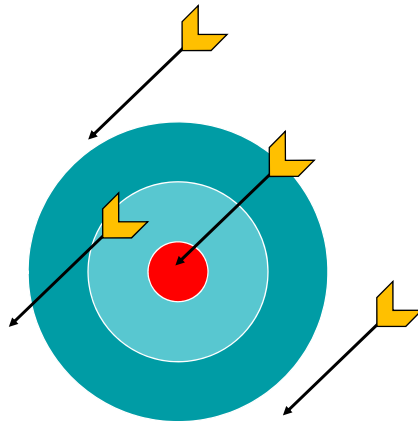
EMPLOYEE TIME



A

- What tasks do people have to do where they are not caring for residents?
- What tasks are assigned to your staff that is a conflict to your mission?

Inconsistencies



I

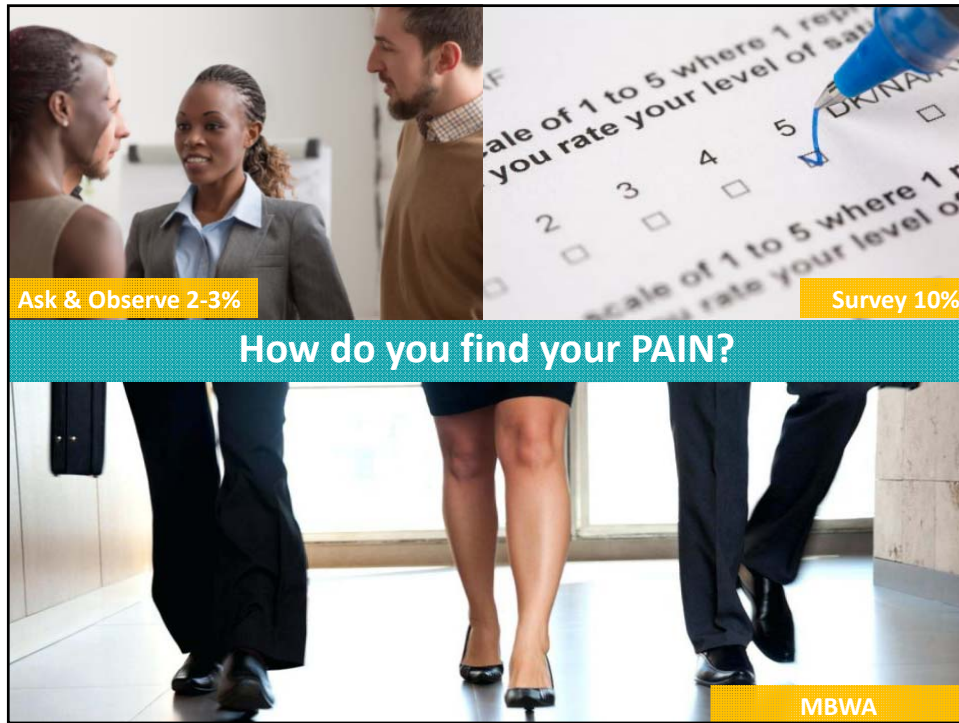
- Where is there human error that seems to happen often?
- Is there miscommunication and how often?

Negative Culture



N

- What consistently frustrates both staff and residents?
- What is the most often complaint?



How do you find your PAIN?

N.I.H.I.T.O

Nothing Important
Happens In The Office¹

¹Pragmatic Marketing Framework

Prioritize your Technical Opportunities

1. Make a List of Technical Opportunities
2. Evaluate the Opportunities against Key Attributes:

	Low		High
	1	2	3
a) What's the impact to users?			
b) What is the current cost?			
c) What's the risk of inaction?			
d) Can we do this ourselves?			

Prioritizing Opportunity: Cost Calculators

<u>Hard Costs</u>	<u>Time Costs</u>	<u>Turnover Costs</u>
$\$N$ materials X N iterations X N times a year = Yearly Hard Cost	N hours X N times a week X Hourly Salary X 52= Yearly Time Cost	N salary X 50% X N times a year = Yearly Turnover Costs
The physical items needed to make it work	The amount of time to perform the work	If someone leaves because of this, how much to replace them

Prioritizing Opportunity: Cost Calculators

Hard Costs

\$20 materials
 X
100 iterations
 X
12 times a year
 =

\$24,000/year

The physical items needed to make it work

Time Costs

N hours
 X
N times a week
 X
Hourly Salary
 X **52**=

Yearly Time Cost

The amount of time to perform the work

Turnover Costs

N salary
 X
50%
 X
N times a year =

Yearly Turnover Costs

If someone leaves because of this, how much to replace them

Prioritizing Opportunity: Cost Calculators

Hard Costs

\$20 materials
 X
100 iterations
 X
12 times a year
 =

\$24,000/year

The physical items needed to make it work

Time Costs

4 hours
 X
2 times a week
 X
\$15 x 52=

\$6,240/year

The amount of time to perform the work

Turnover Costs

N salary
 X
50%
 X
N times a year =

Yearly Turnover Costs

If someone leaves because of this, how much to replace them

Prioritizing Opportunity: Cost Calculators

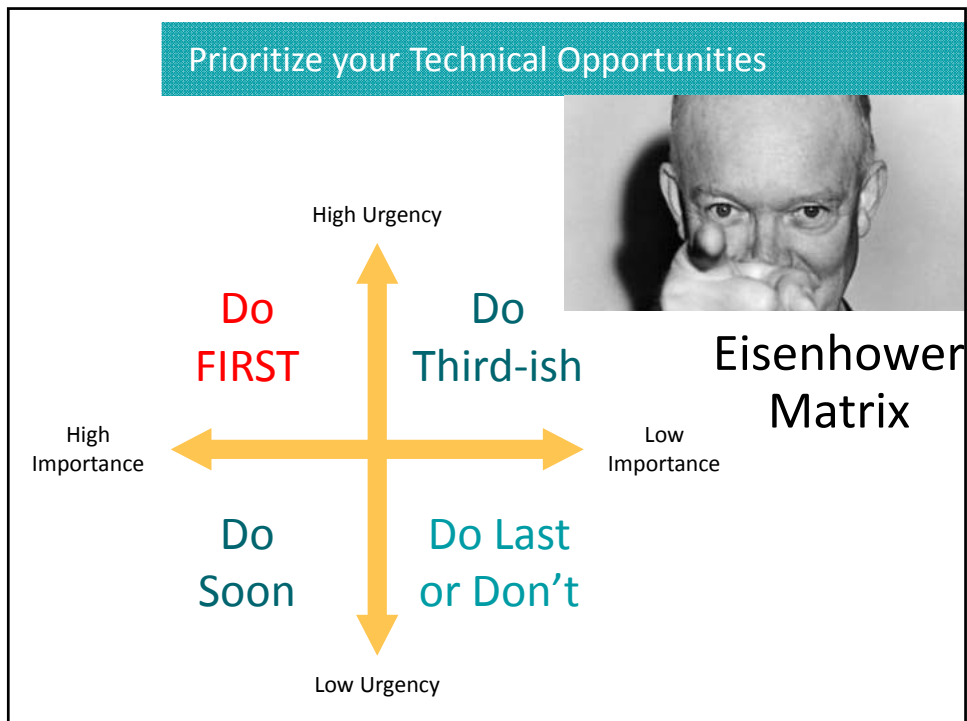
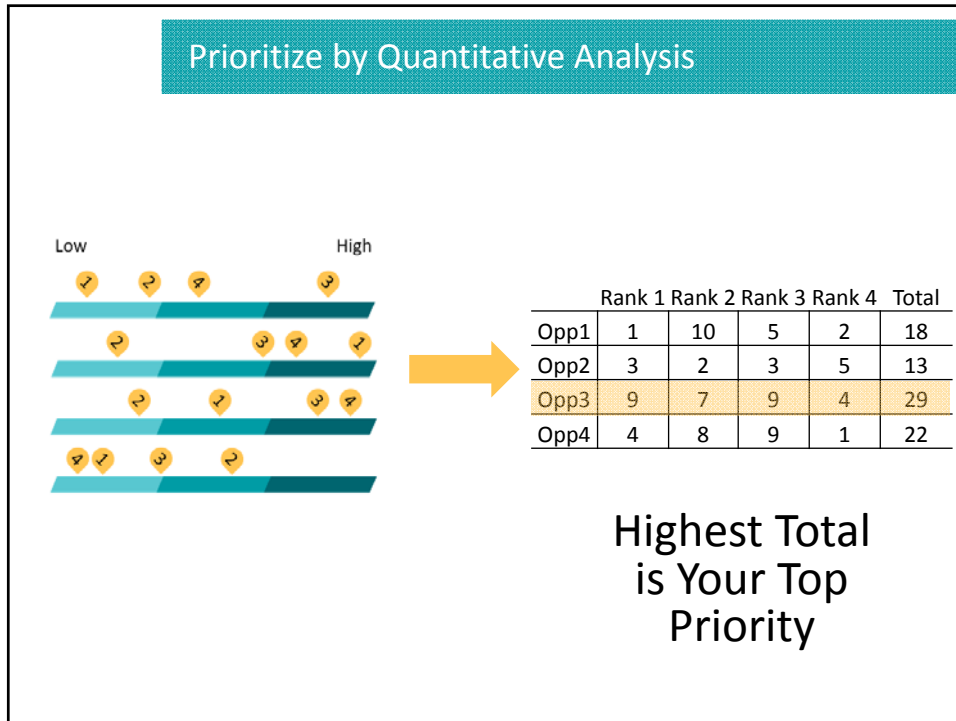
<u>Hard Costs</u>	<u>Time Costs</u>	<u>Turnover Costs</u>
<p>\$20 materials X 100 iterations X 12 times a year = \$24,000/year</p> <p>The physical items needed to make it work</p>	<p>4 hours X 2 times a week X \$15 x 52 = \$6,240/year</p> <p>The amount of time to perform the work</p>	<p>\$30,000 salary X 50% X 6 times a year = \$90,000/year</p> <p>If someone leaves because of this, how much to replace them</p>

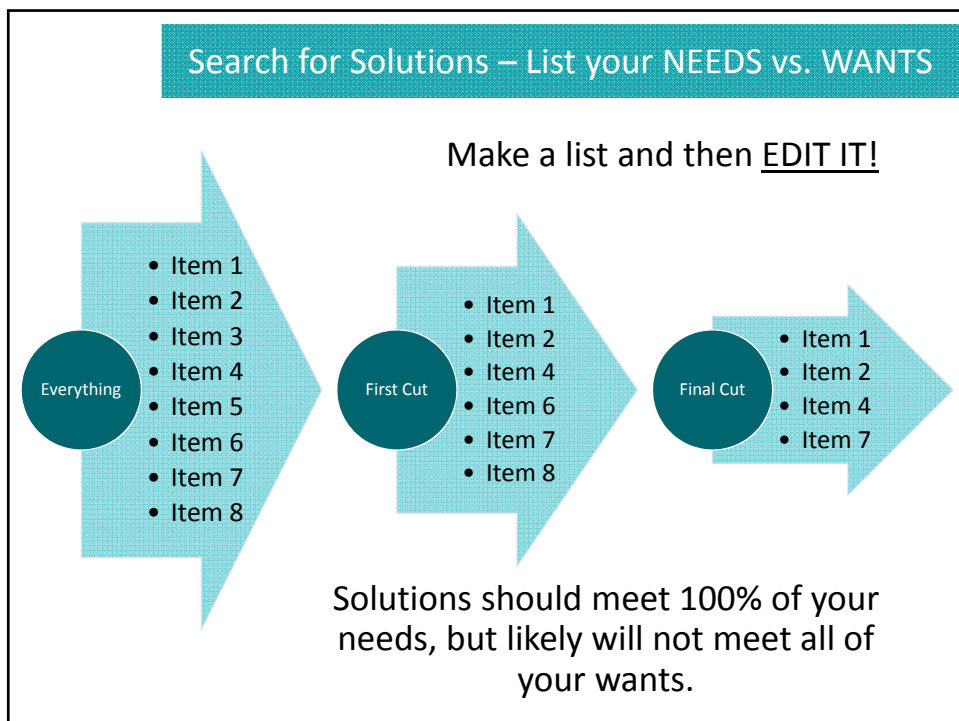
Prioritize your Technical Opportunities

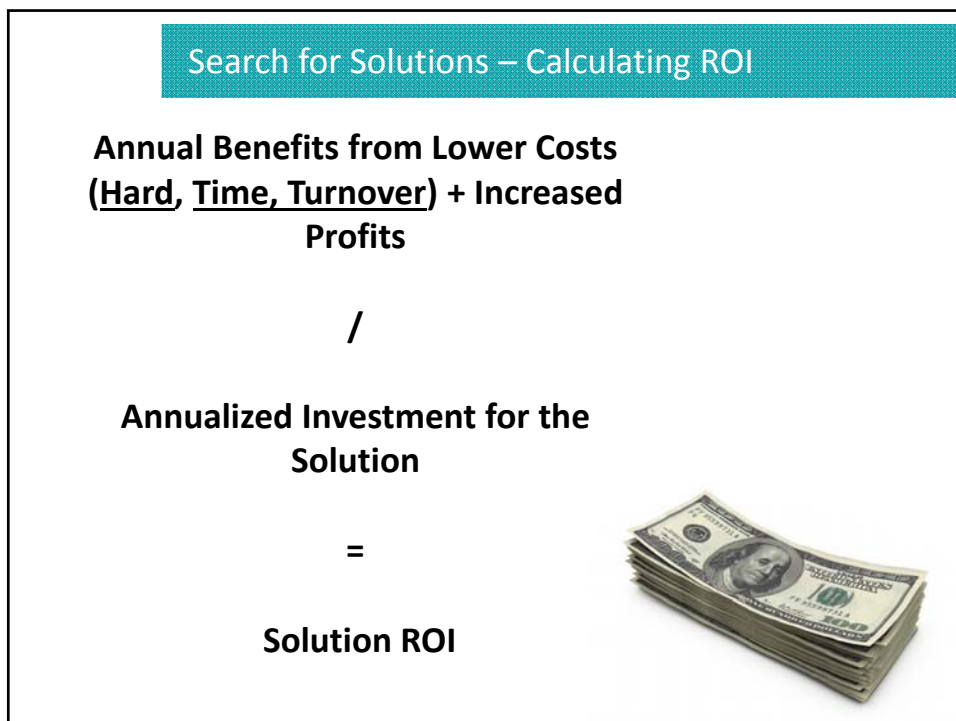
1. Make a List of Technical Opportunities
2. Evaluate the Opportunities against Key Attributes:
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CAUTION!


Low High











Avoid Analysis Paralysis



Not making a decision IS a decision.




Launch Guidelines

<p><u>Create Launch Steering Committee</u></p>  <p>Cross-functional team of everyone needed to launch</p>	<p><u>Create and Track Action Items</u></p>  <p>Everyone knows what is expected and their assigned tasks</p>	<p><u>Test and Iterate</u></p>  <p>Have a small group of users test it and provide feedback</p>
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Launch Guidelines

Set a Launch Date




Everyone is working towards the same goal

Start Small



Invite first adopters and grow organically


Invite Feedback and Make Changes



Continue to make improvements based on user feedback


Training Guidelines

Provide LOTS of Documentation




Provide How-to Guides

Train the Trainer & Peer to Peer



Have Trainers be User Evangelists

Tie Solution back to PAIN



This Solution will Solve your Problem

Launching New Technology Overview

- Find Technology Purpose through P.A.I.N
- Remember Nothing Important Happens in the Office
- Prioritize by Quantitative Analysis
- Include User Voice in the Journey for Higher Adoption
- Identify & Focus on Your Needs
- Launch to Early Adopters and Adjust with User Feedback
- Find User Evangelists to Train and Tie Purpose back to PAIN

Thank You!



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