

Ignite on FHIR Promotion/Engagement Communication Suggestions

- Enlist Marketing/Internal Communications to plan a promotion/engagement strategy
- Intranet – Publish IoFHIR Overview Article, Flyers, Training Resources
- Publish articles in newsletters (physician, nurse, company)
- Executive Sponsor Outreach and Endorsement – sending an email from management is more apt to get opened and read than a standard email from marketing
- Video message(s) from champion (executive, physician, nurse)
- Huddle notes – managers to share with their teams during regular meetings
- Learning Home Notable – Promotion in the Learning Home in Epic. Remind and link to user-specific education resources
- IoFHIR User Guide
- IoFHIR Tip Sheets or Quick Start Guides – print and distribute to workstations, post in Epic and highlight in communication channels
- Recorded Video or voice-over PowerPoint – Project overview and detailed workflow instructions. Loaded into the LMS Training System. Promoted by CNOs, PDIs and Unit Managers. Mandatory for some organizations. Highlighted in communication channels
- Digital messaging
- Screensaver
- Flyer (may or may not require print budget)
- Signage in break rooms and floors (may or may not require print budget)
- Reference/Tent Card (requires print budget) – place reference/tent cards around the hospital for users to see
- Posters (requires print budget) – hang posters around the hospital for users to see
- Training website where all Ignite on FHIR resources reside

