



Kyruus Go Live Communication Plan Best Practices

Your Kyruus Health Products:

- **Kyruus Connect For Providers**
 - Kyruus Connect For Providers: Back-end administrative tool that allows users to streamline data management processes, boost data quality, and drive the success of strategic patient access initiatives. Provider data management platform, health systems get accurate provider data, broad visibility into their provider networks, and user-friendly applications for data governance.
- **Search**
 - Search: An embeddable white-label application that powers Smart Search & Scheduling tool for consumers on health systems' web and mobile properties.
 - Search Application Programming Interface (API): Enables health systems to expand their digital footprint—leveraging rich provider and location data from KyruusOne—to build novel search, match, and book experiences across websites, mobile apps, and more.
- **Schedule**
 - Schedule: An easy online scheduling workflow allows consumers to view and book in-person and/or virtual care appointments at their convenience directly into leading scheduling systems.
- **Analytics**
 - Analytics: builds actionable consumer demand analytics by combining website behavior—including search types and filter activities—, and rich appointment activity in one place, marketers can make data-driven decisions to boost digital patient acquisition.



Kyruus Health Go Live Communication Plan Best Practices

Communication Plan Checklist:

Determine audiences to share go live communication with

- We find clinicians, leadership and access centers are the common audiences to share timelines, value statements, maintenance requests, support questions, etc.

Draft communication

- In this guide there are three email templates for you to leverage in drafting your communication. These templates also include relevant dates and information pertaining to the go-live of the Kyruus solutions.

Create communication schedule

- Work backwards from your go live to ensure your audiences have enough time to receive information about the go live and feel prepared.

Distribute communication and ask for feedback

- There will be a period of time to optimize your data, update information, etc. Ensure you are engaging your stakeholders to provide feedback. In addition, plan for heightened communication up to and through go-live with questions and recommendations.

Common Questions/Considerations:

- **What should we be aware of in terms of maintenance of the Kyruus Health solution?**
 - To help your organization maximize the value of Kyruus Health, we have created a Success Guide to guide maintenance and administrative activities.
- **What if I have other groups who need to be aware of the Kyruus Health go-live?**
 - Feel free to reach out to your Implementation Manager for more personalized information, or modify our templates for your individual needs.
- **How will I train the relevant stakeholders on how to use the Kyruus Health solutions?**
 - Once assigned a Customer Success Manager, your team will have a chance to participate in the Orientation Program, which trains individuals on the Success Guide and solutions. These slides will be distributed to your team after the program concludes.

Audience: Clinicians

New Way To Find Care At [Company]!

We are pleased to announce that on [date] we will be enabling new Kyruus Health solutions for our online provider directory and appointment scheduling capabilities!



Who Is Kyruus Health?

- Kyruus Health is the industry-leading provider search, scheduling, and data management solution that helps healthcare organizations connect patients with the right care.
- [Company] has worked with the implementation team to ensure a successful go-live of the tool to help match patients with the right providers, convert demand to booked appointments, and enhance operational efficiency.
- The tool ensures patients are routed to providers best suited to meet their particular clinical needs, while accounting for logistical requirements and personal preferences.

Why Is This Important?

- **Opportunity:** In healthcare, we see there is a systemic misalignment of supply and demand causing people to wait too long for care and too often end up with the wrong providers.
- **Solution:** We believe that through our partnership with Kyruus Health, we can deliver a better, data-driven approach to patient-provider matching and scheduling.
- **Outcome:** This transforms how people find and book care with the right provider at the right time. The integrated search, match, and booking experience helps guide patients along their healthcare journey to find the best care option for their individual needs.
 - [Learn how Kyruus Health helps optimize access enterprise-wide here](#)



- For additional insights via Kyruus Health research papers, case studies and white papers, visit the Kyruus Health [resource page](#).

When Do We Go Live?

- On [Date] you will be able to access your profile on [website]

How To Find Help?

- Review your profile and if you have general questions or would like to request a change to your profile, please email [enter email information].

What Is Next?

- [Team] will work with you to optimize your consumer-facing profile and best represent your clinical philosophy to your future patients. We appreciate your engagement to ensure your profile is accurate and informative.
- The Kyruus Health Clinical team is constantly reviewing the Clinical Library to optimize the library that is presented to patients. If you have feedback or want to request a new term, please email [enter email information].

Audience: Leadership

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Who is Kyruus Health & What Is Our Partnership With Them?

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When Do We Go Live?

- This will be live on our [website] [date]

What Do I Tell My Team(s)?

- **Know:** The journey to find care is not an easy one, but Kyruus Health provides the backend and frontend structure to enable patients to find care in the easiest and fastest way possible.
- **Know:** Starting [date] patients will be able to search our providers on our website through our new capability with Kyruus. Patients will be able to search providers, filter by options and schedule an appointment online.
- **Do:** If you see an error or an opportunity to update information when the page is released on [website] please reach out to [enter email information].

What Is Next?

- **Analytics Insight:** Once live on the platform, we will be reaching out to leadership to partner on leveraging Kyruus Health Analytics to review provider profile data quality, consumer search trends, online bookings, access center data, and more.
- **Profile Optimization:** We will partner with providers and the Kyruus Health team to optimize consumer-facing provider profiles and best represent clinical philosophies to future patients.
- **Clinical Customization:** 48% of all searches in the last year were specialty or condition-based. Post go-live we will continue to partner with the Kyruus Health Clinical team to continue to enhance our clinical taxonomy.

Audience: Access & Scheduling

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Who Is Kyruus?

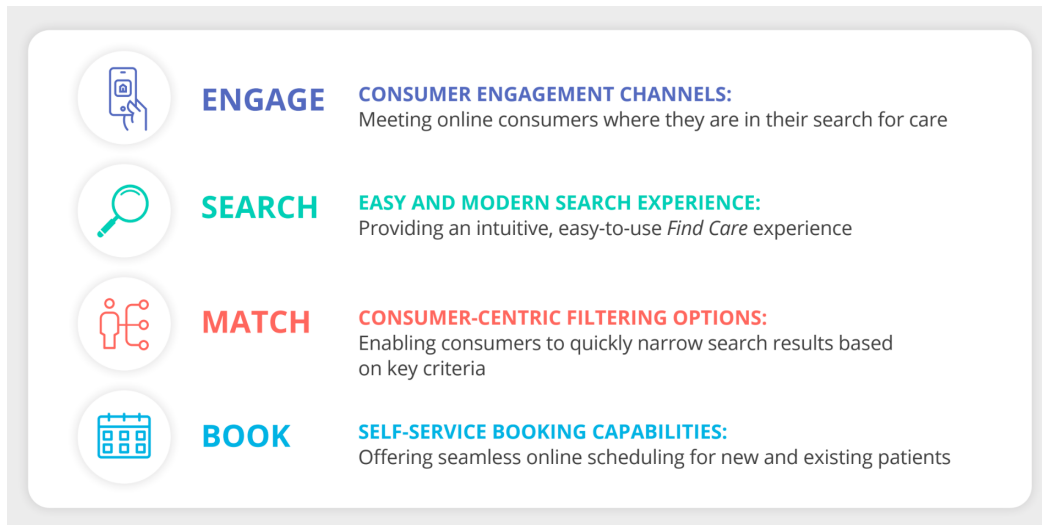
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When Do We Go Live?

- This will be live on our [website] [date].

What You Need To Know

- **Know:** Patients will be viewing and accessing provider and clinical directories via the Kyruus solution. By pairing backend provider data with frontend patient information, we can help facilitate the patient journey and ensure the best care possible. For some providers they would be able to schedule an appointment online through the scheduling Kyruus Health solution.
- **Do:** If you have general questions or would like to request a change to a clinician's profile, please email [enter email information].