



Relationship Management Initiative

2014 User Satisfaction Data

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ABOUT RM&R

Resource Matching & Referral (RM&R) is a web-based application that manages electronic referrals and matches patients to the most appropriate clinical programs/services, in Toronto Central Local Health Integration Network (LHIN). As of 2014, the application is live in 80 participating organizations. These vary in size; from large academic hospitals to medium community hospitals to small senior support agencies. The participating organizations also vary in the services offered; from palliative care clinics to long-term care homes to low tolerance long duration rehabilitation programs. The 20,000 registered users also vary in clinical designation; physicians, social workers, case managers and nurses regularly use the application.

THE CHALLENGE

The RM&R program is charged with managing this diverse network of relationships. The sheer volume and variety of stakeholders, however, presents formidable challenges. How should the program contextualize raised issues? How can the program create greater transparency? And what processes will facilitate a meaningful dialogue? In order to build and maintain healthy relationships, the RM&R program will shift its stakeholder engagement, from an ad-hoc reaction to a strategic function. In 2014, the RM&R program started the Relationship Management Initiative to accomplish that goal.

CURRENT ENGAGEMENT

Through its implementation and operational wings, the RM&R program does engage with the stakeholders. However, there is no systematic approach to this engagement. During the implementation of an individual project or through the governance structure, both wings will conduct engagement exercises to accomplish set deliverables. Discussions, however, are limited in scope. And while participating organizations will voice concerns about issues related to RM&R, due to the pace of the project or overburdened resources, the program has difficulty contextualizing and prioritizing the issue. Moreover, by the time the RM&R program is made aware of an issue at a participating organization, the issue may have deteriorated the relationship.

“What is a Relationship Management Initiative?”

“What is the objective of the Relationship Management Initiative?”

Through the Relationship Management Initiative, the RM&R program will annually measure and track its relationships. Broken into two phases, the initiative quantifies relationships and then actions on the data trends. A strategic approach to stakeholder engagement delivers four primary benefits to the RM&R program.

1.) The Relationship Management Initiative assists in identifying and prioritizing issues. Instead of applying a topical cure, the program can strategically assess how an issue is situated within the larger context. While previously, the solution may have been organization-specific, through the Relationship Management Initiative, the program can instead develop a program solution that benefits multiple stakeholders.

2.) The initiative manages expectations. By contrasting a participating organization's results with others, it provides a framework for the feasibility of demands.

3.) The initiative facilitates an active and meaningful dialogue between the RM&R program and participating organizations. Grounded in data, the dialogue is broad enough to foster discussion but has boundaries to prevent digression.

4.) The initiative identifies emerging issues that can be resolved before they affect the relationship.

The 2014 Relationship Management Initiative Report will showcase the methodology used to gather the data. It will also visualize program level data, sector level data and, where applicable, organizational level data.

Arti Patel,
RN, UHN (Toronto Rehab)
2014 RMI Survey Winner



*Relationship Management
Initiative Data*

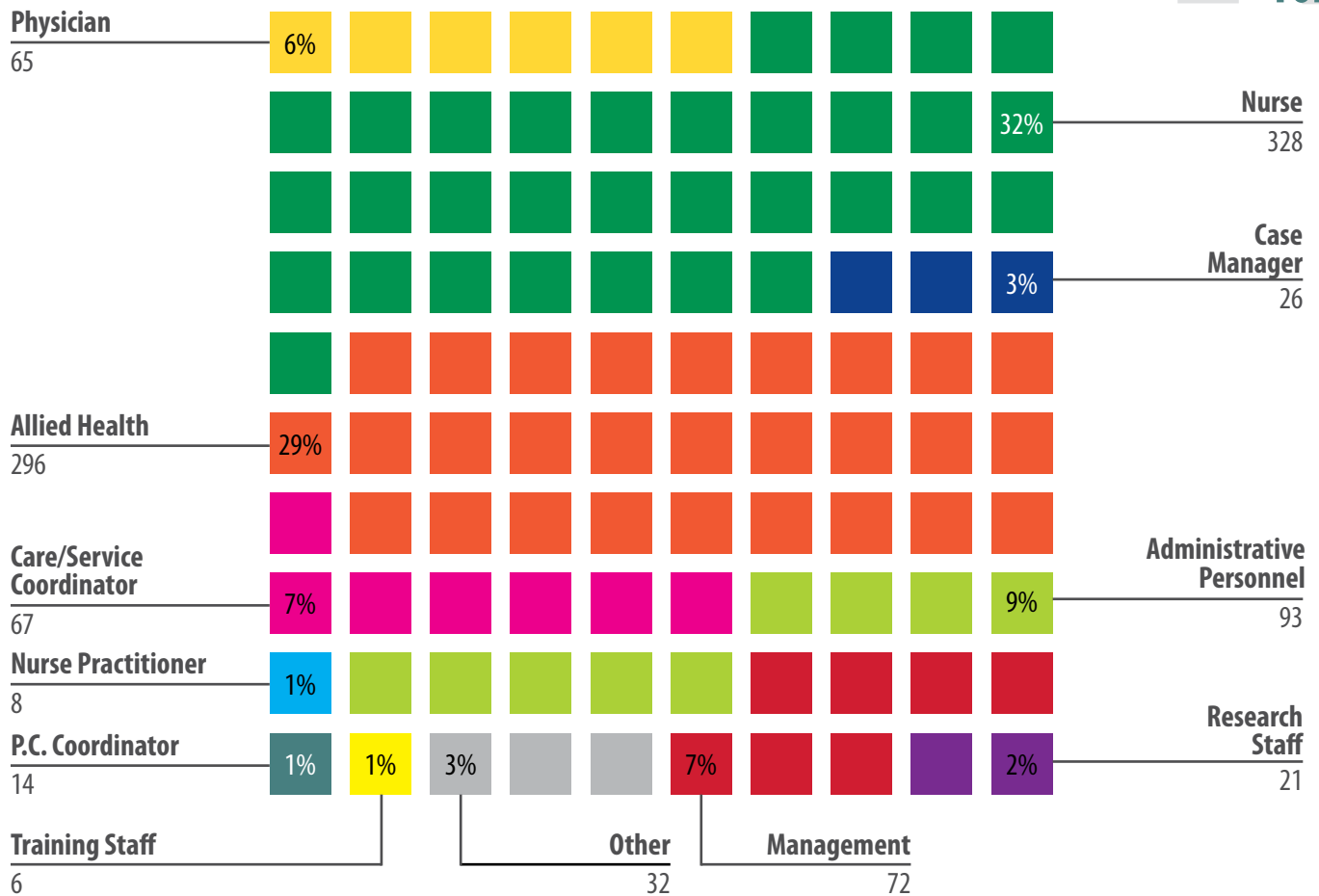
RMI Survey Demographic Data

Resource Matching & Referral
User Satisfaction Data



HEALTH DISCIPLINE

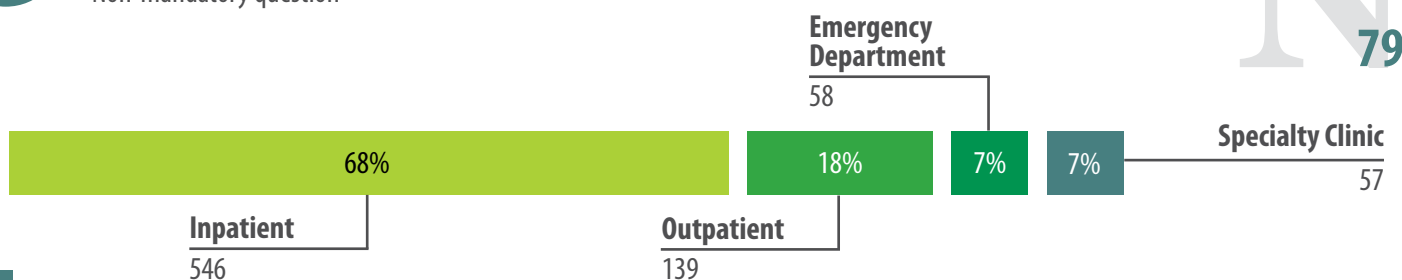
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1022



SERVICE AREA

*Non-mandatory question

N
798

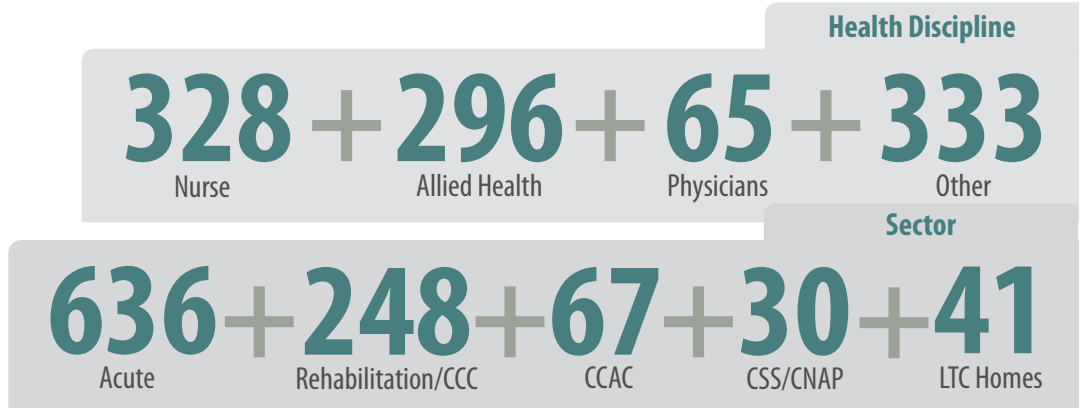


RM&R Program

Resource Matching & Referral User Satisfaction Data

RESPONDENTS

1022
Total Respondents



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:

73%
Email

20%
Do not receive information

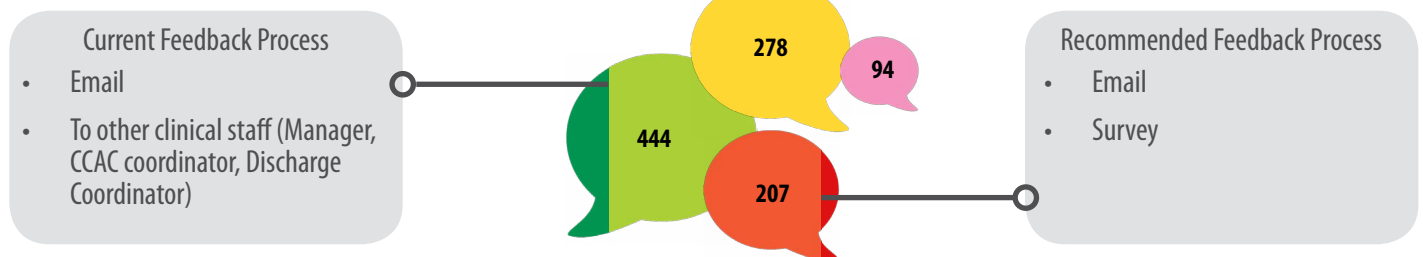
11%
Team Huddles/Meetings

FEEDBACK SATISFACTION

I have the opportunity to provide feedback

- Strongly Agree
- Neutral
- Strongly Disagree
- Agree
- N/A
- Disagree

N
1022

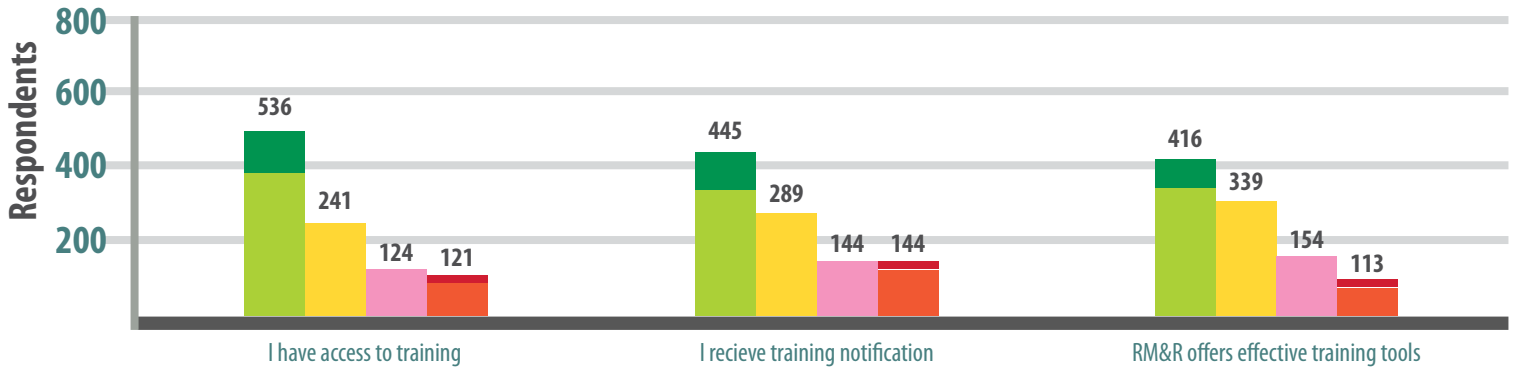




TRAINING SATISFACTION

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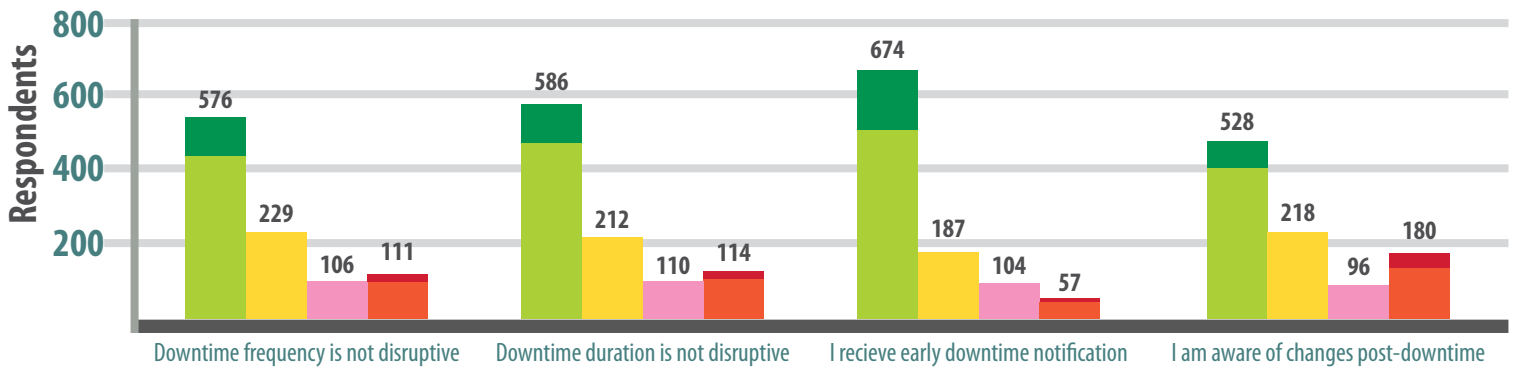
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■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

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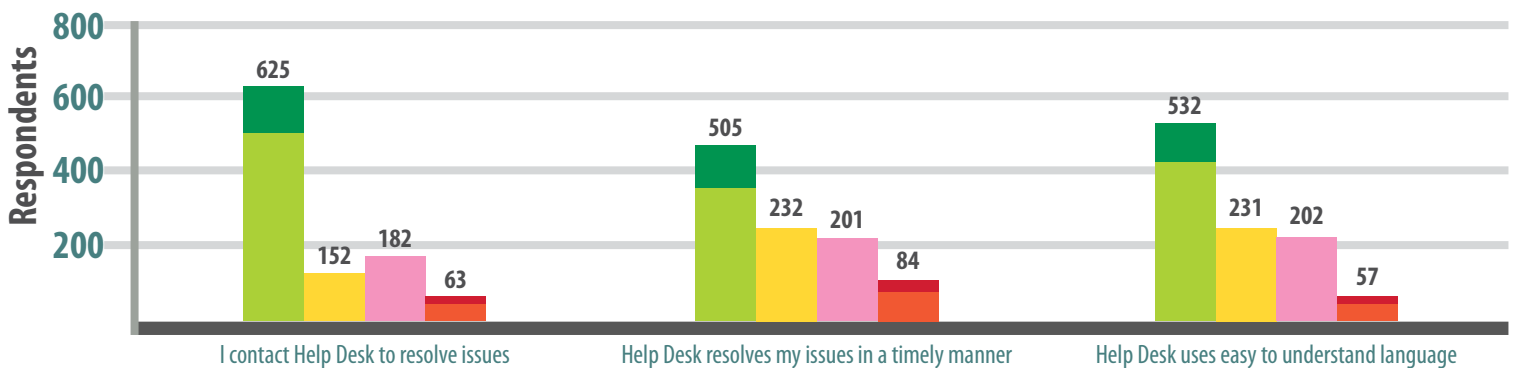
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N
1022

■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Toronto Central Community Care Access Centre

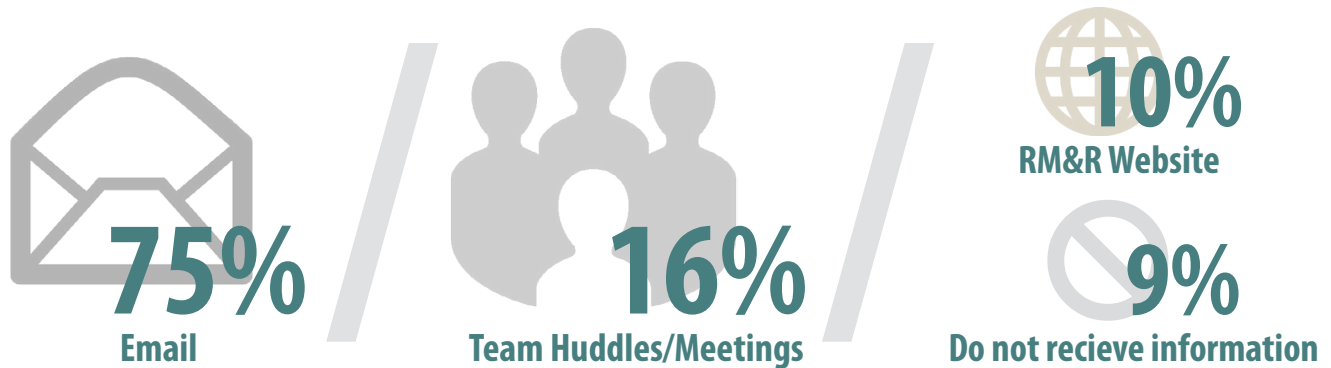
Resource Matching & Referral
User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS SATISFACTION

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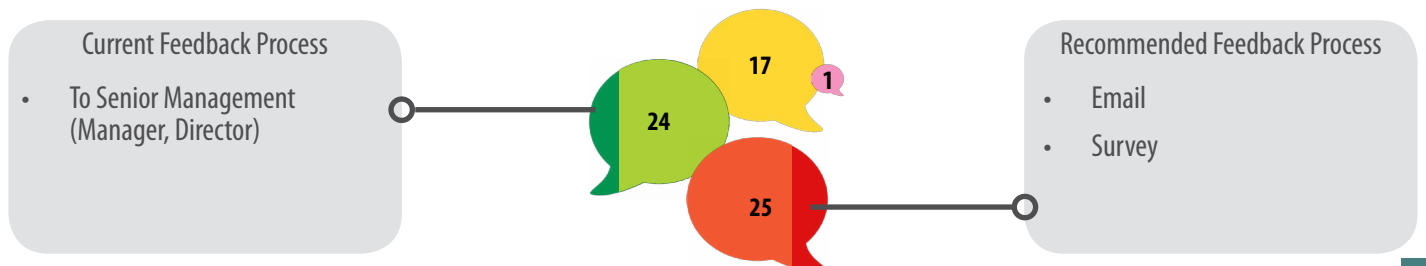


FEEDBACK SATISFACTION

I have the opportunity to provide feedback

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 ■ Neutral
 ■ Strongly Disagree
■ Agree
 ■ N/A
 ■ Disagree

N 67

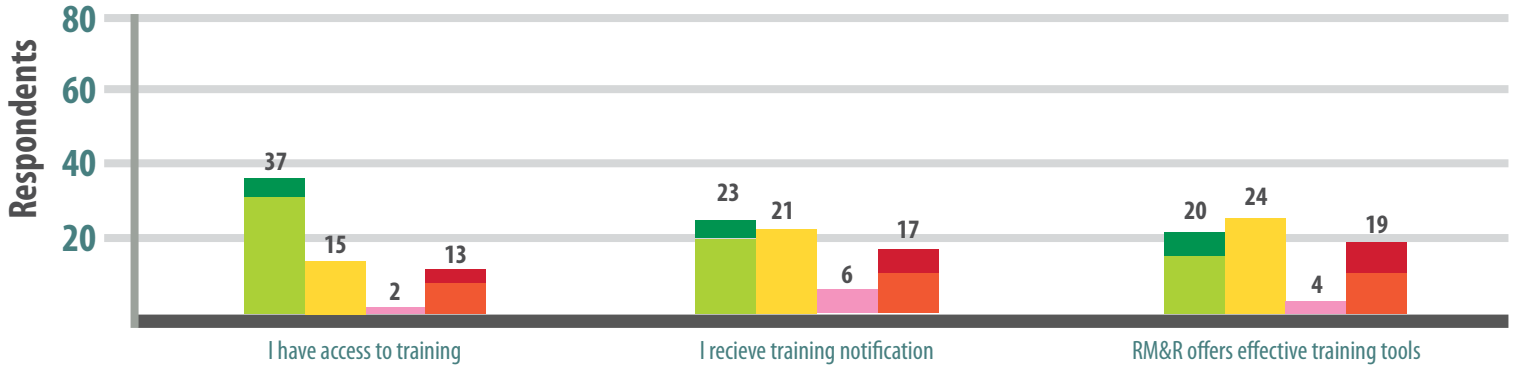




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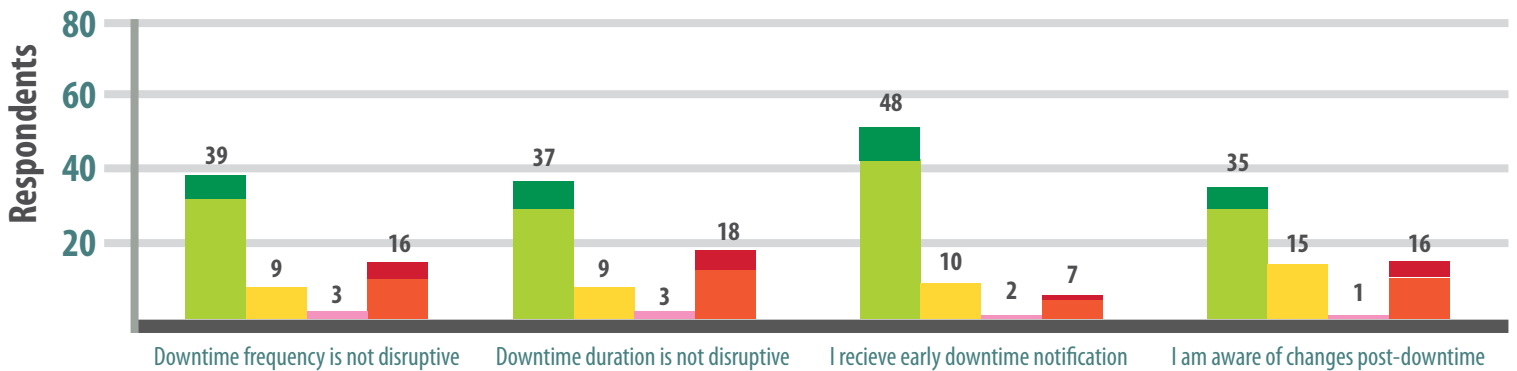
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DOWNTIME SATISFACTION

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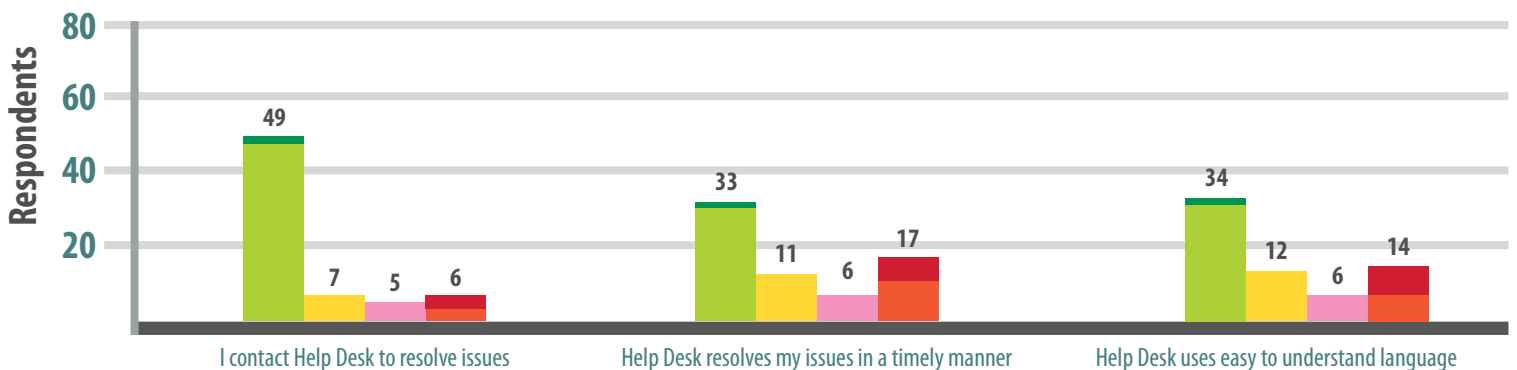
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 67

■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



C.S.S. & C.N.A.P. Agencies

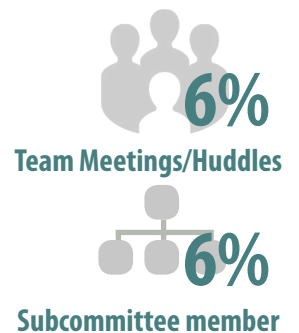
Resource Matching & Referral User Satisfaction Data

RESPONDENTS



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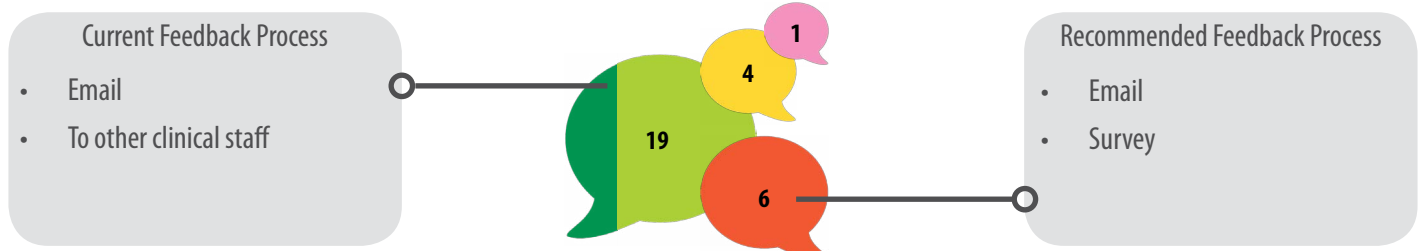


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N
30

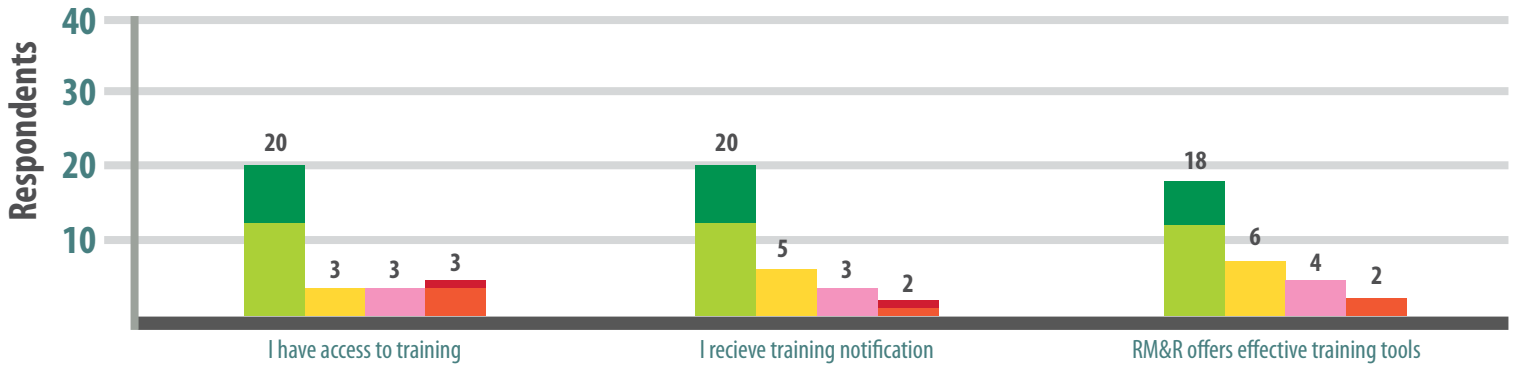




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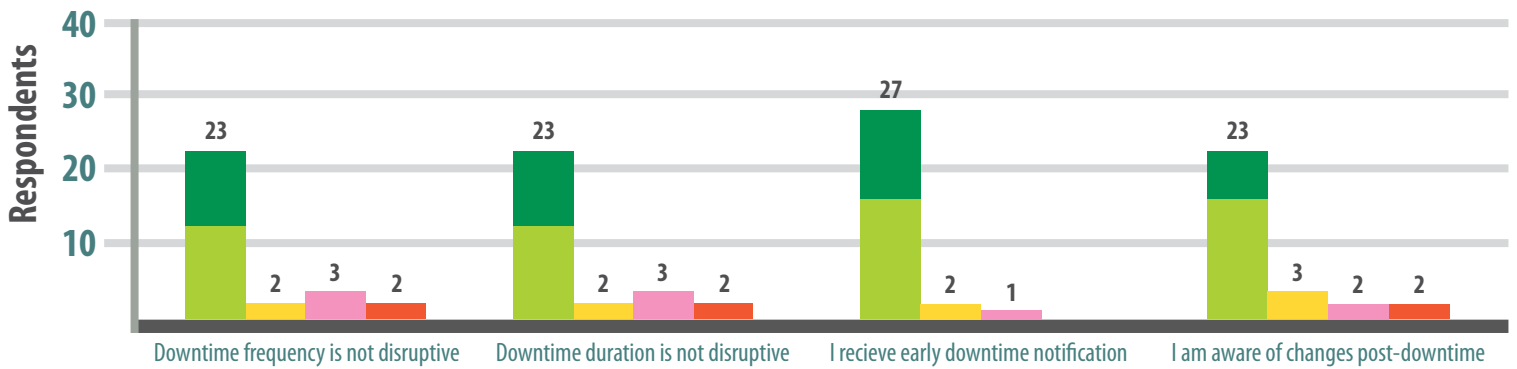
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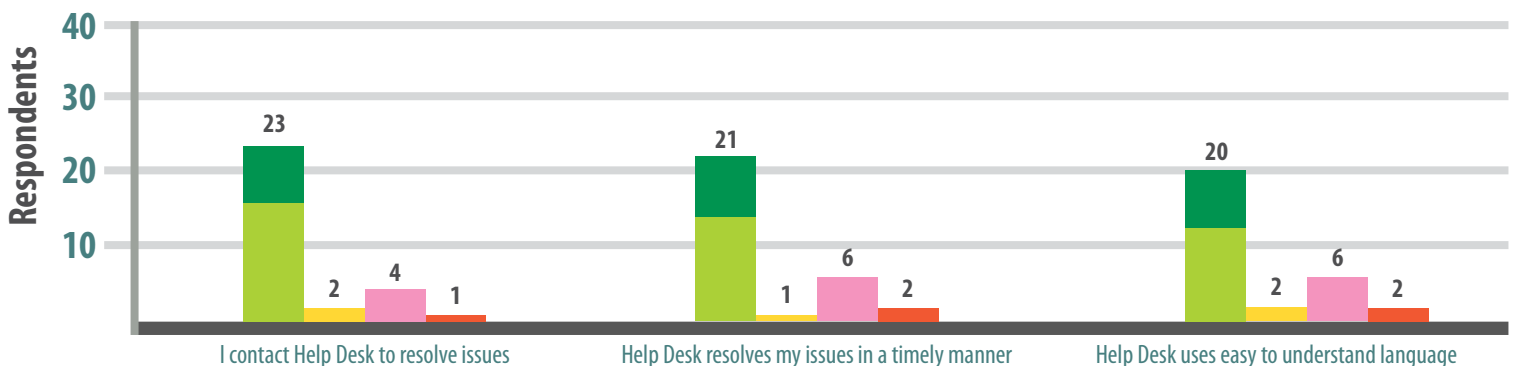
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 30

■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Long-Term Care Homes

Resource Matching & Referral
User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS SATISFACTION

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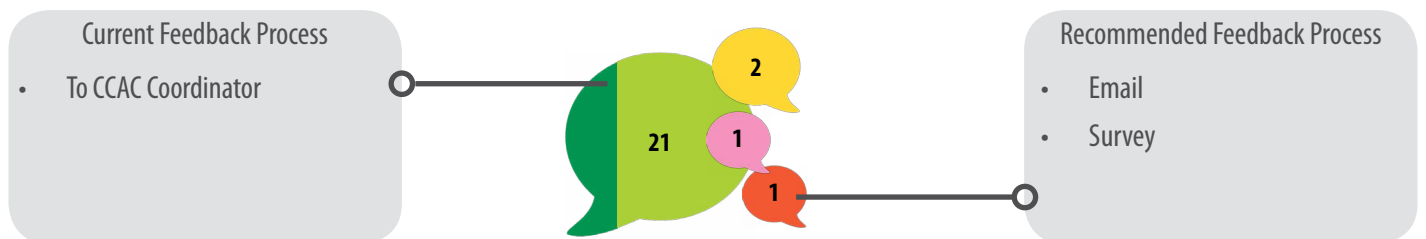


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 25

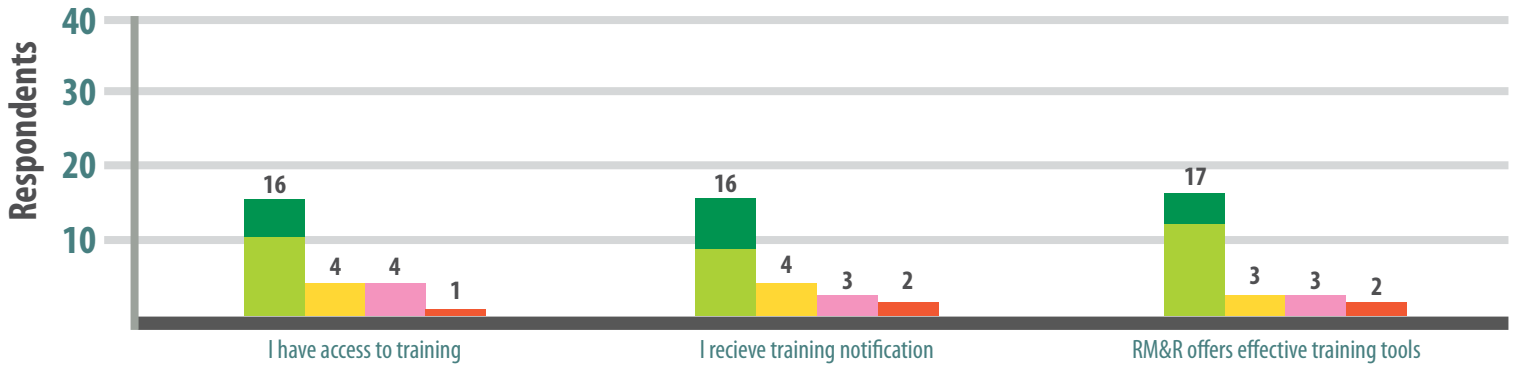




TRAINING SATISFACTION

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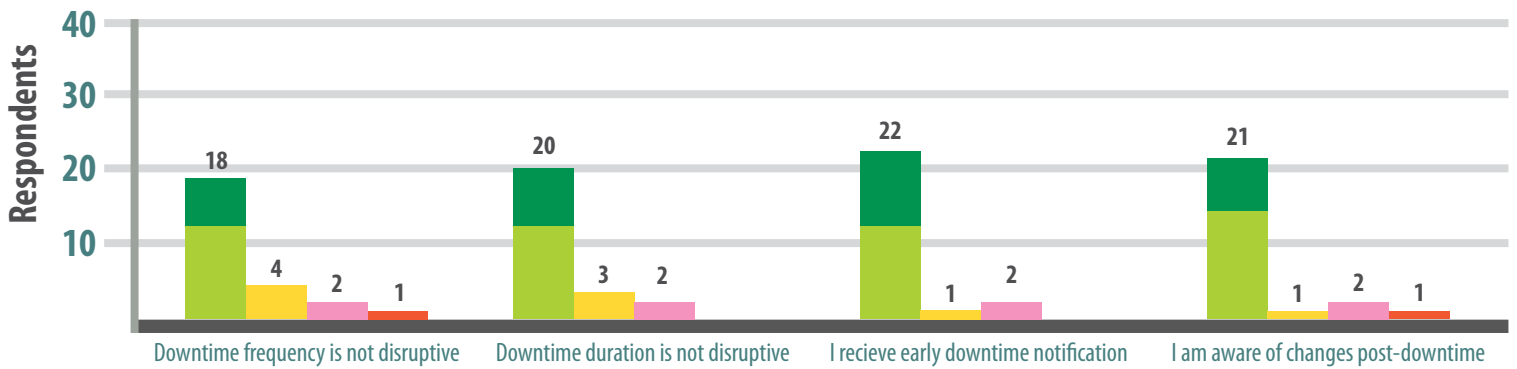
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- Neutral
- N/A
- Strongly Disagree
- Disagree



DOWNTIME SATISFACTION

N 25

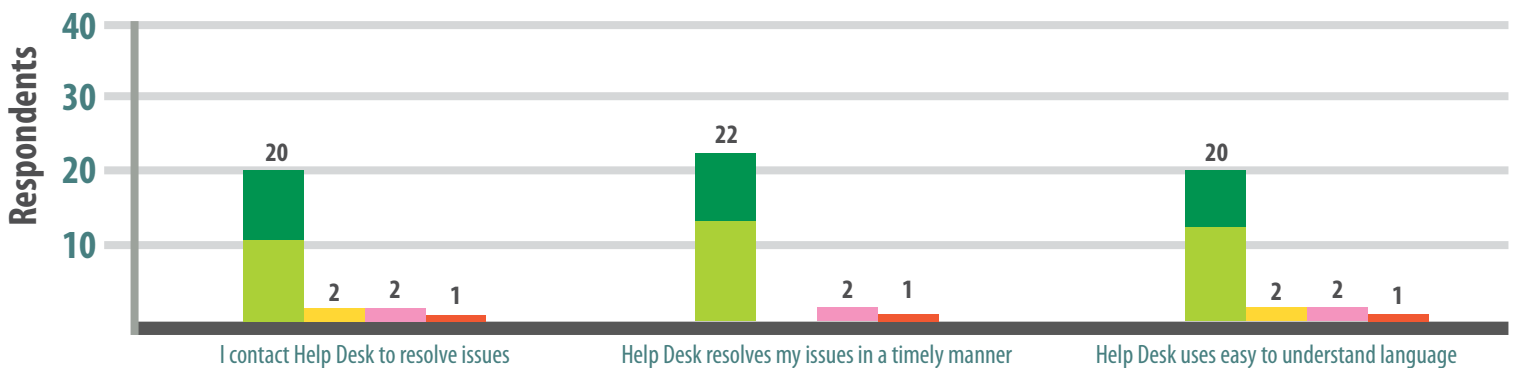
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- Neutral
- N/A
- Strongly Disagree
- Disagree



HELP DESK SATISFACTION

N 25

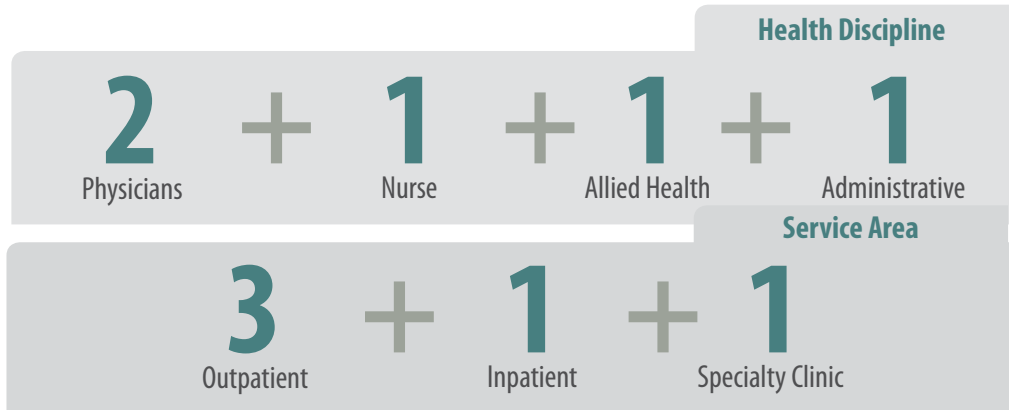
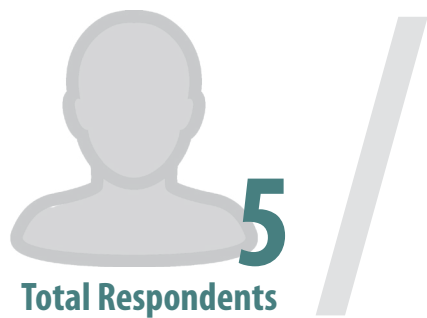
- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



Centre for Addiction and Mental Health

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS

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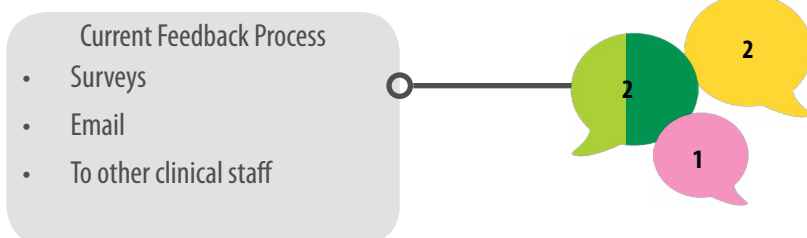


FEEDBACK

I have the opportunity to provide feedback



N 5

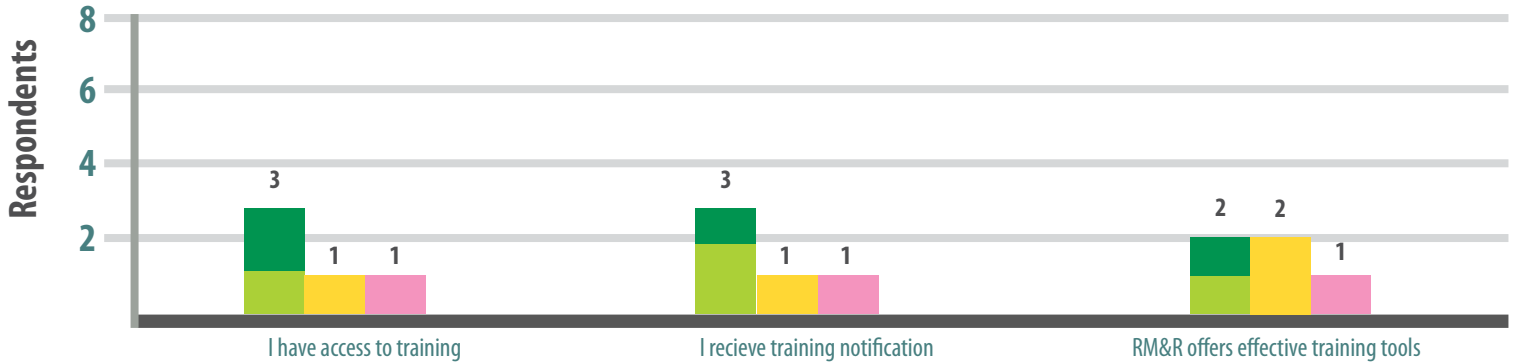




TRAINING SATISFACTION

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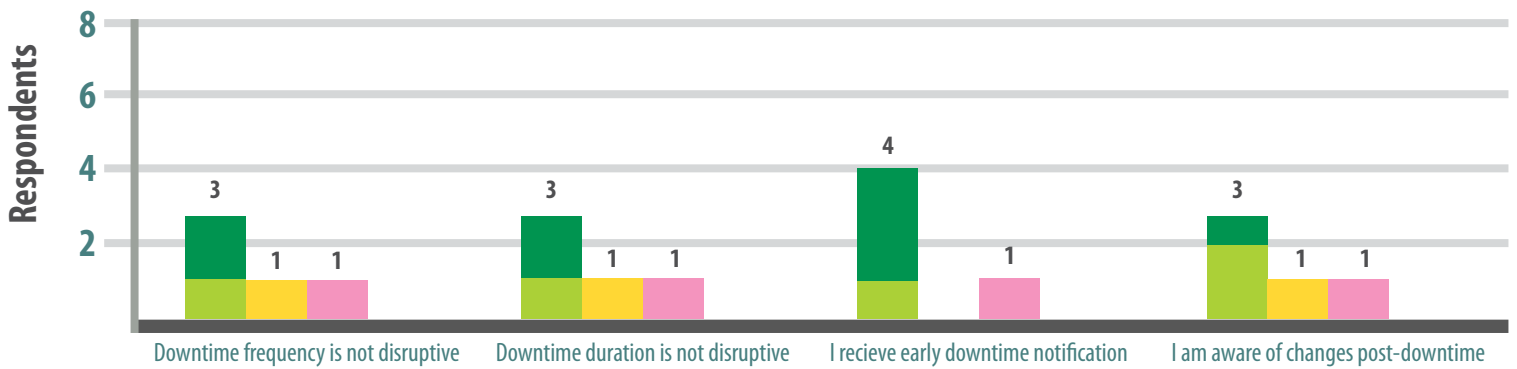
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DOWNTIME SATISFACTION

N 5

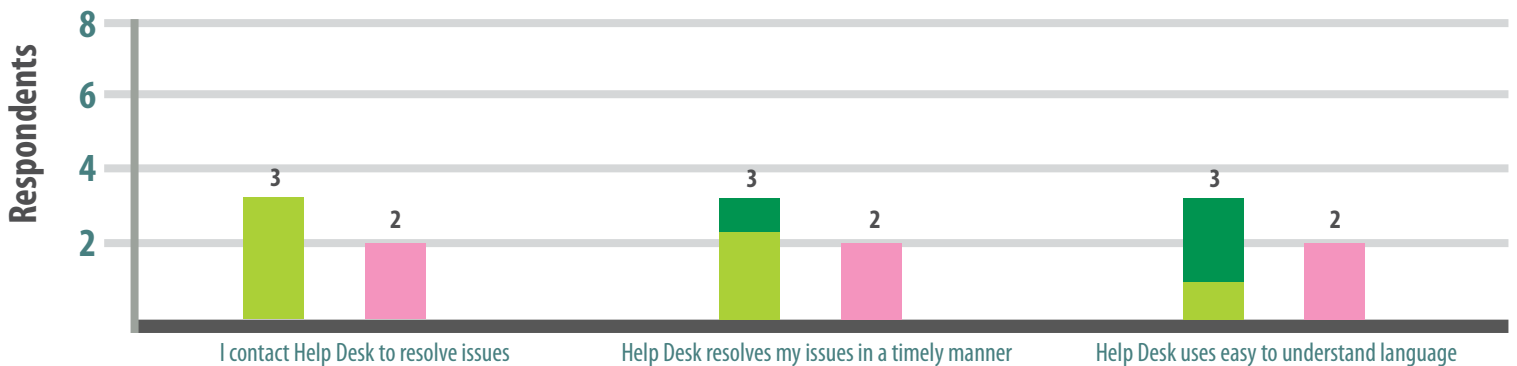
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HELP DESK SATISFACTION

N 5

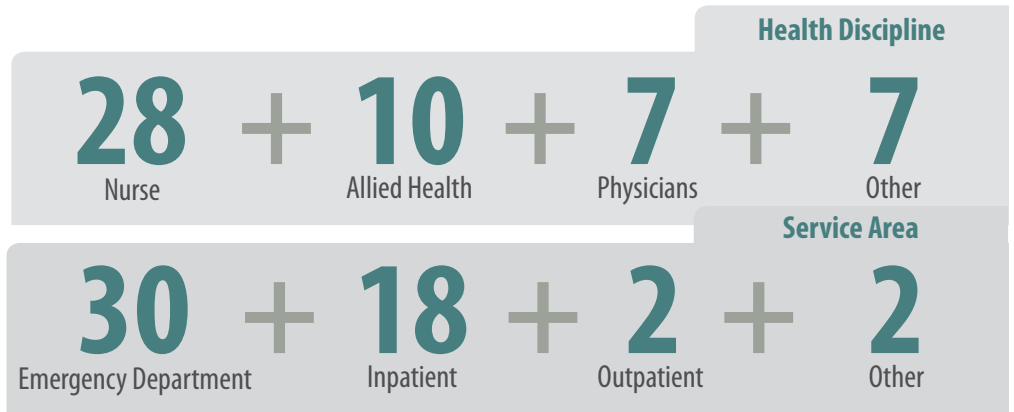
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■ Agree ■ N/A ■ Disagree



Mount Sinai Hospital

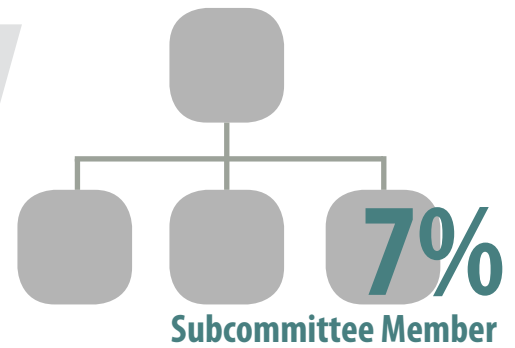
Resource Matching & Referral User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS SATISFACTION

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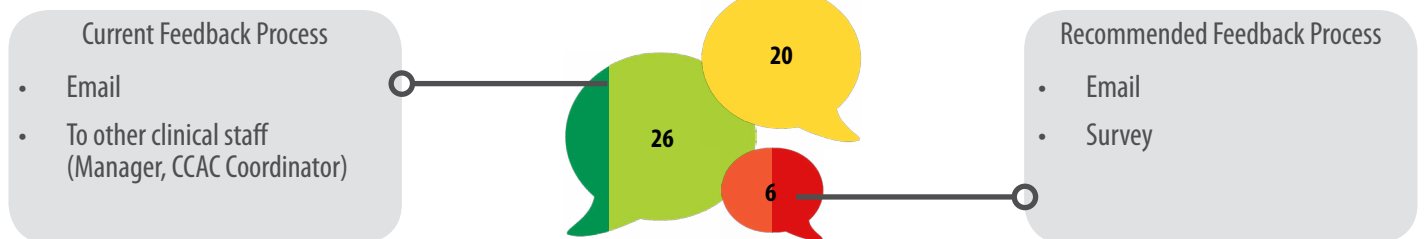


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 52

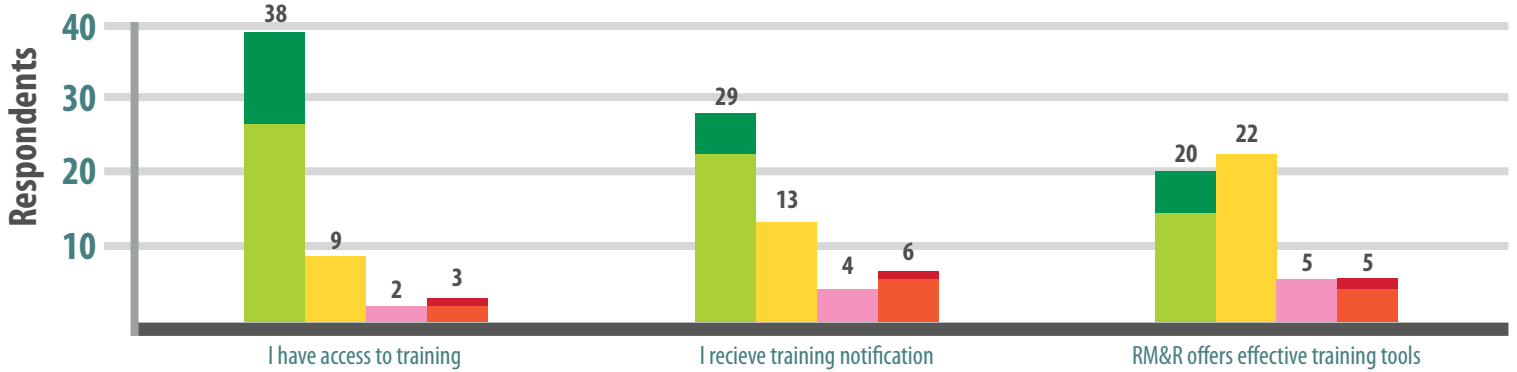




TRAINING SATISFACTION

N 52

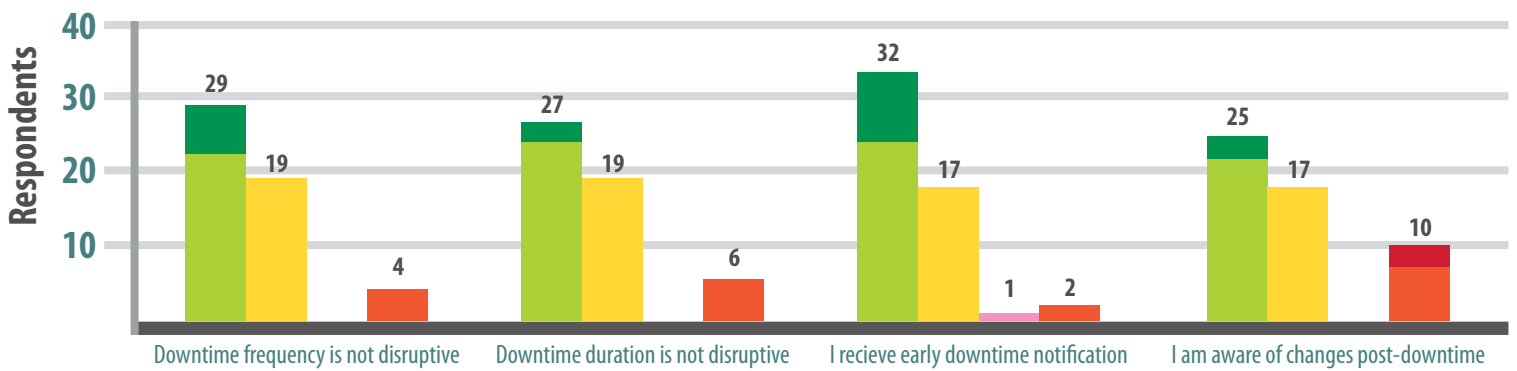
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DOWNTIME SATISFACTION

N 52

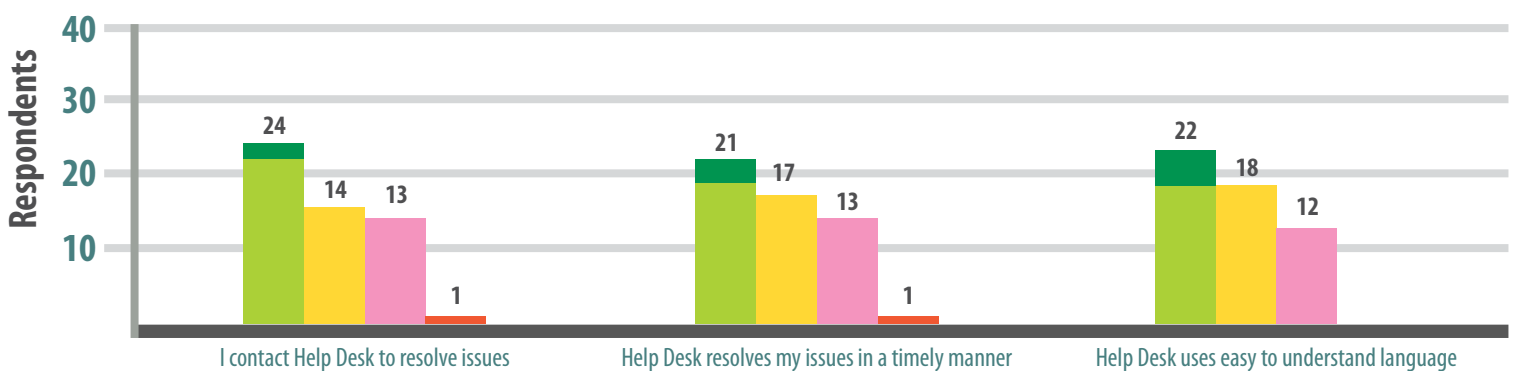
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HELP DESK SATISFACTION

N 52

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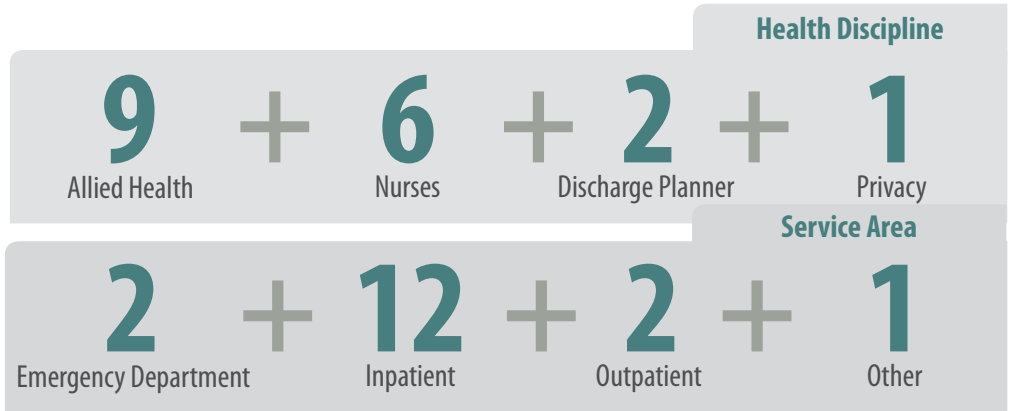


St. Joseph's Health Centre

Resource Matching & Referral User Satisfaction Data

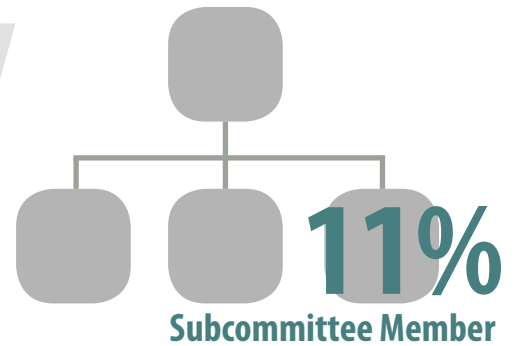


RESPONDENTS



INFORMATION ACCESS SATISFACTION

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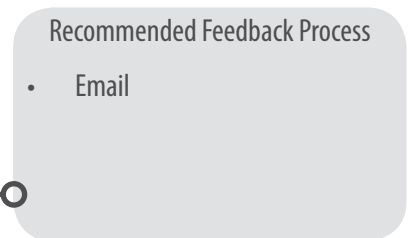
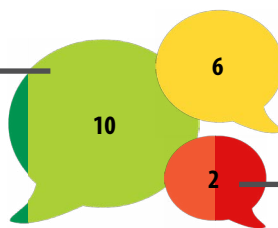
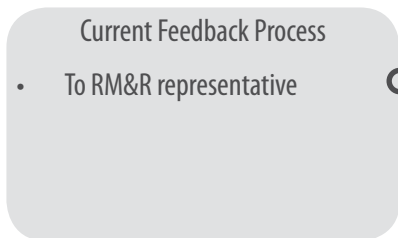


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 18

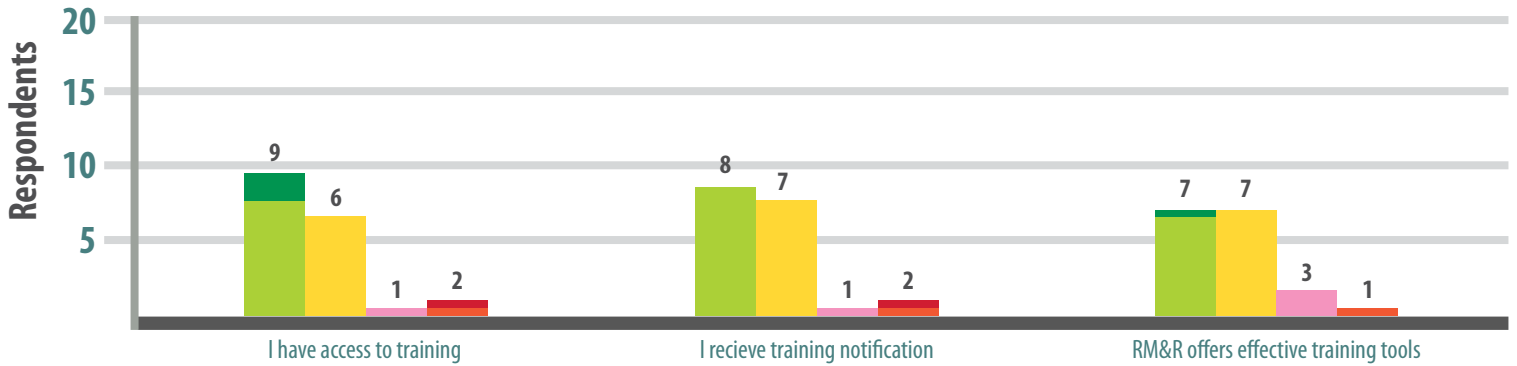




TRAINING SATISFACTION

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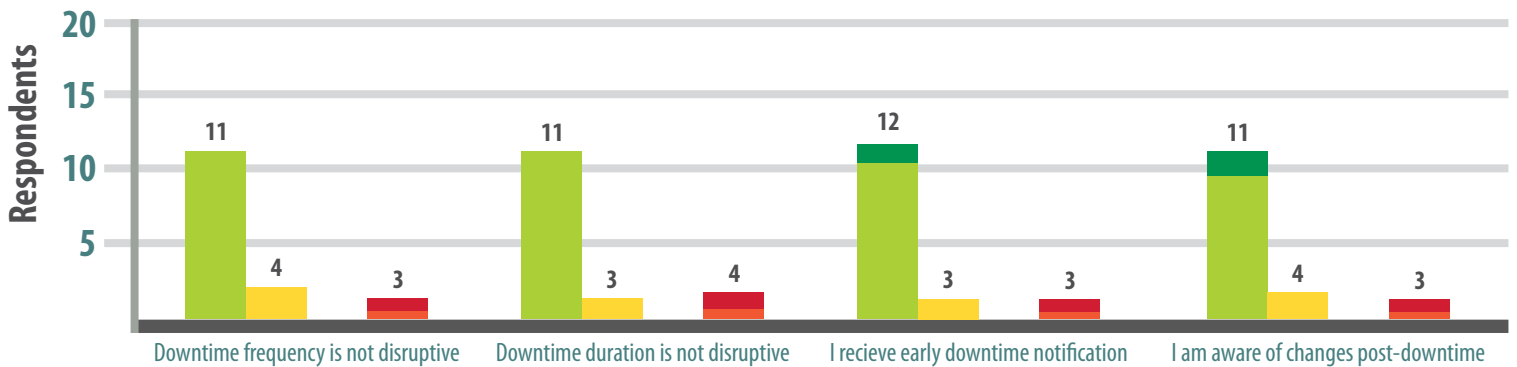
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DOWNTIME SATISFACTION

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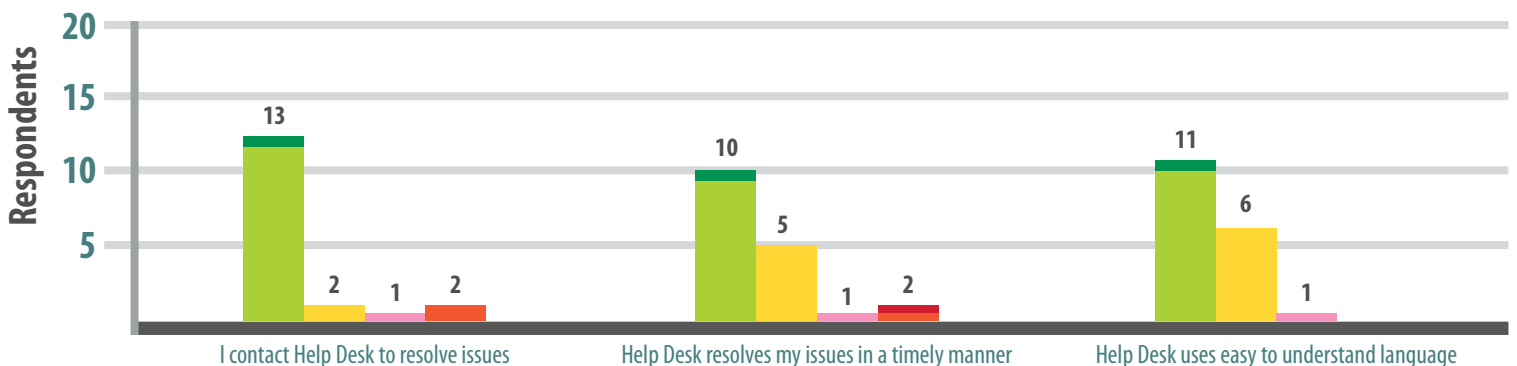
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 18

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■ Agree ■ N/A ■ Disagree



St. Michael's Hospital

Resource Matching & Referral User Satisfaction Data

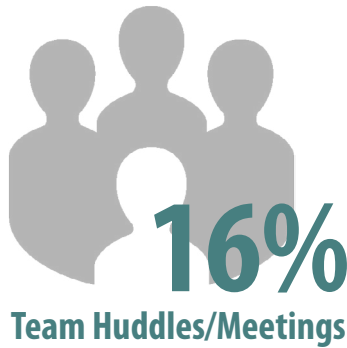


RESPONDENTS



INFORMATION ACCESS SATISFACTION

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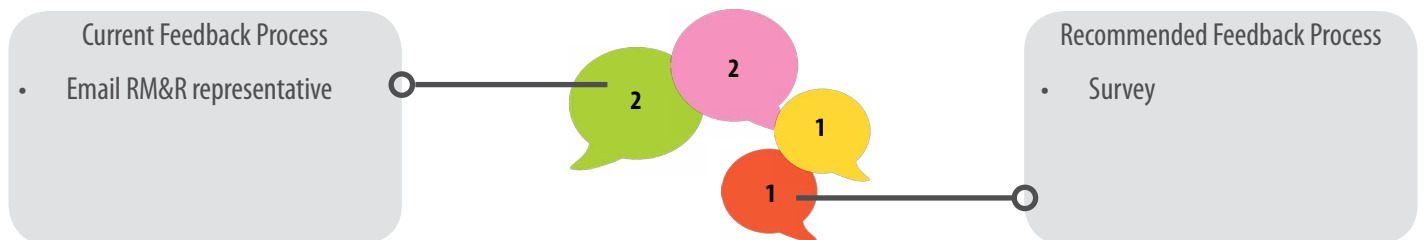


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 6

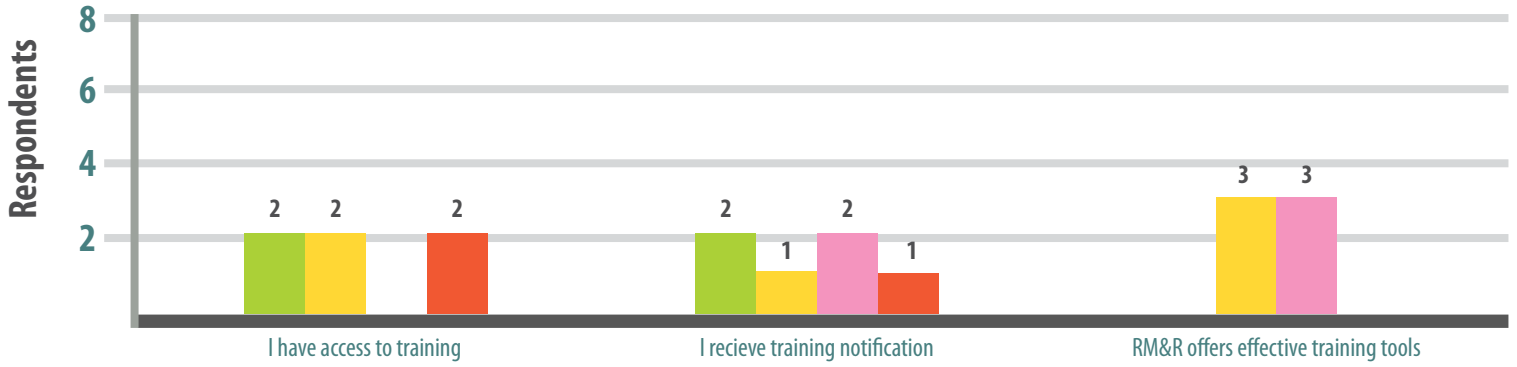




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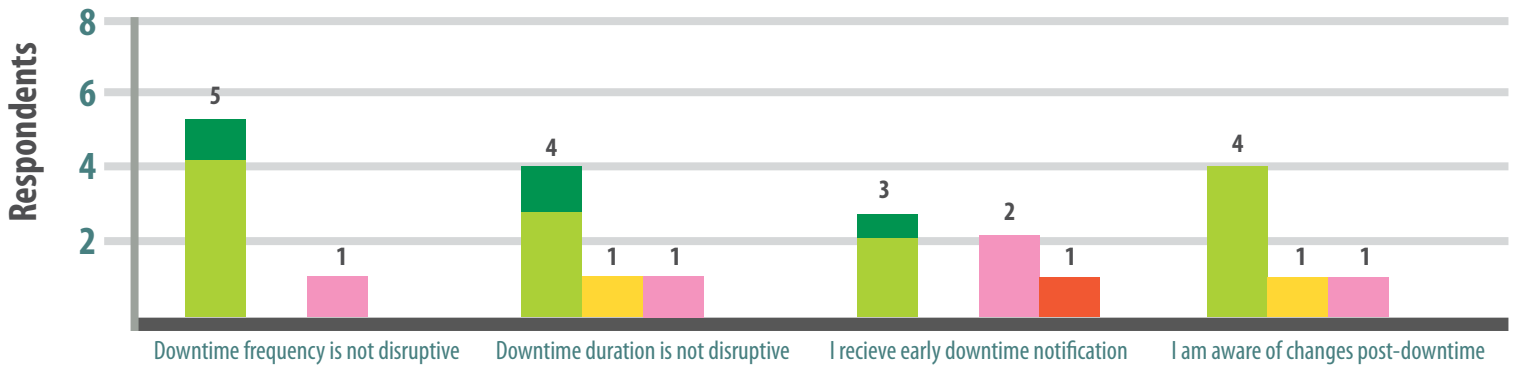
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DOWNTIME SATISFACTION

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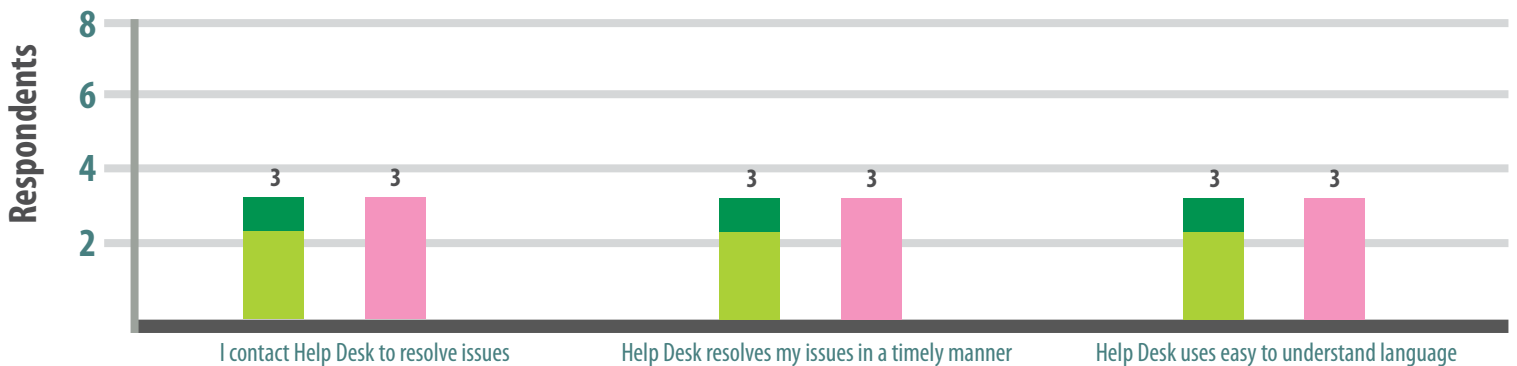
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 6

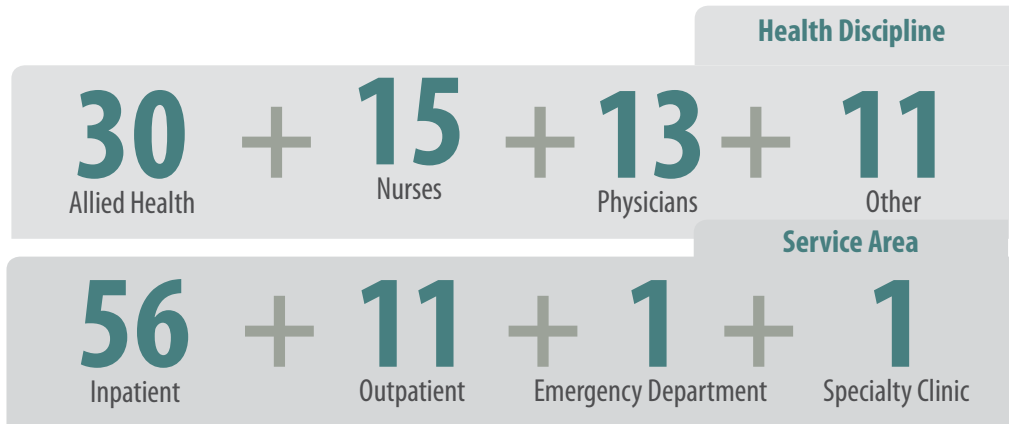
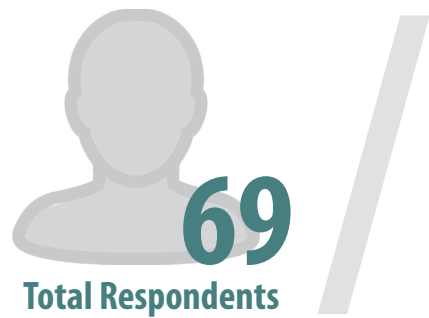
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Sunnybrook Health Sciences Centre

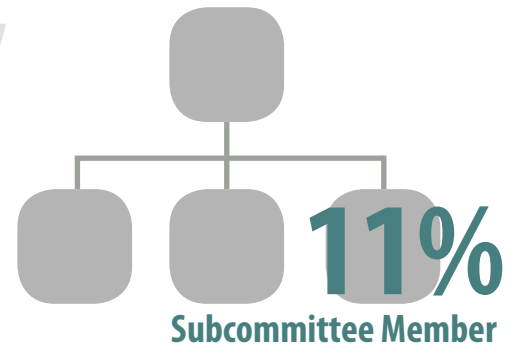
Resource Matching & Referral User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:



FEEDBACK SATISFACTION

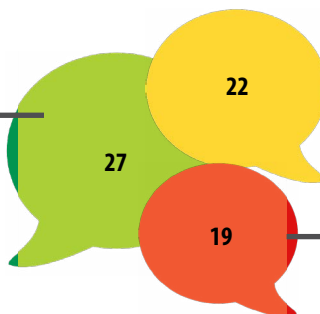
I have the opportunity to provide feedback

- Strongly Agree
- Neutral
- Strongly Disagree
- Agree
- N/A
- Disagree

N 69

Current Feedback Process

- To other clinical staff (Manager, CCAC Coordinator, Practice Lead, RM&R meetings)



Recommended Feedback Process

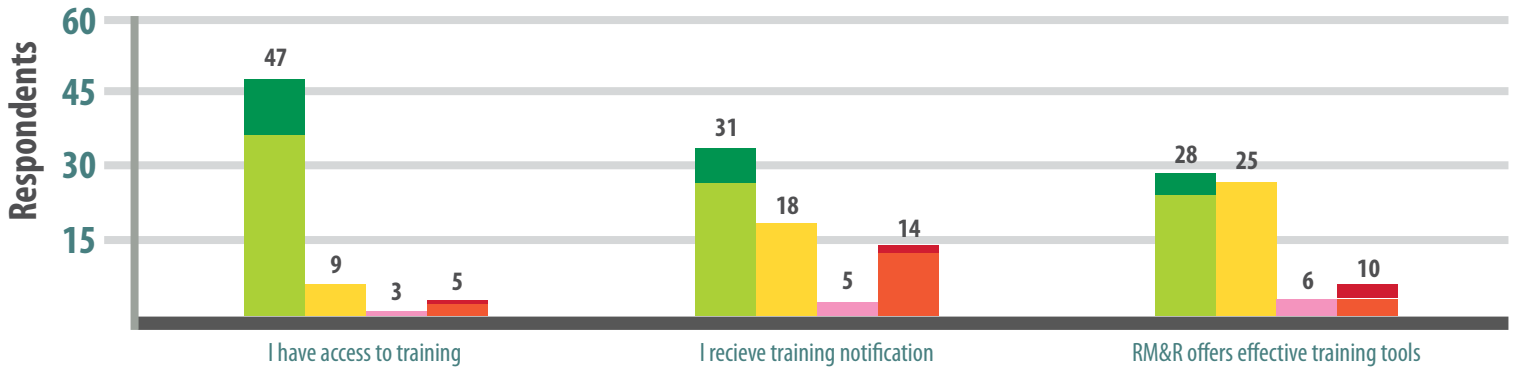
- Email
- Survey



TRAINING SATISFACTION

N 69

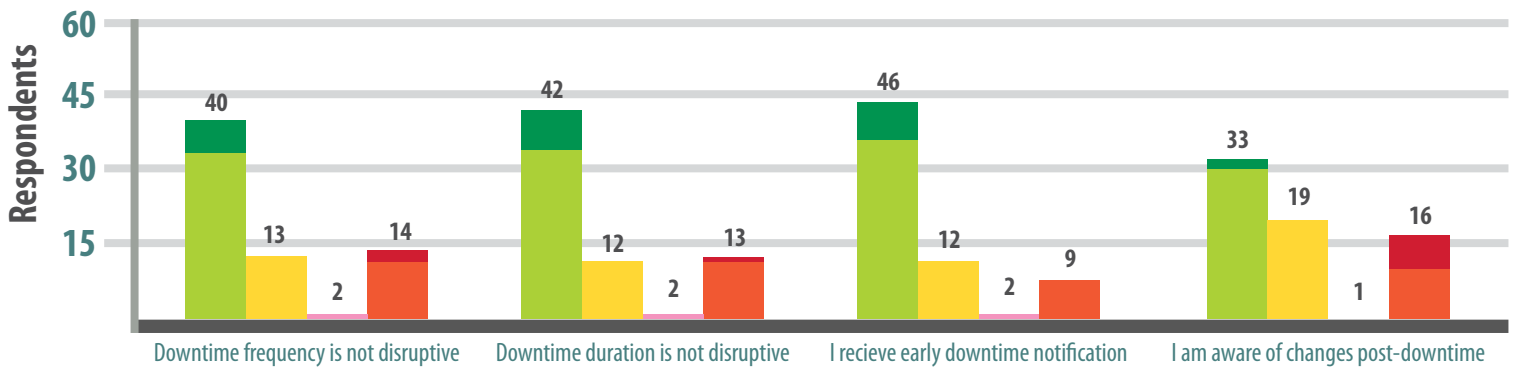
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■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

N 69

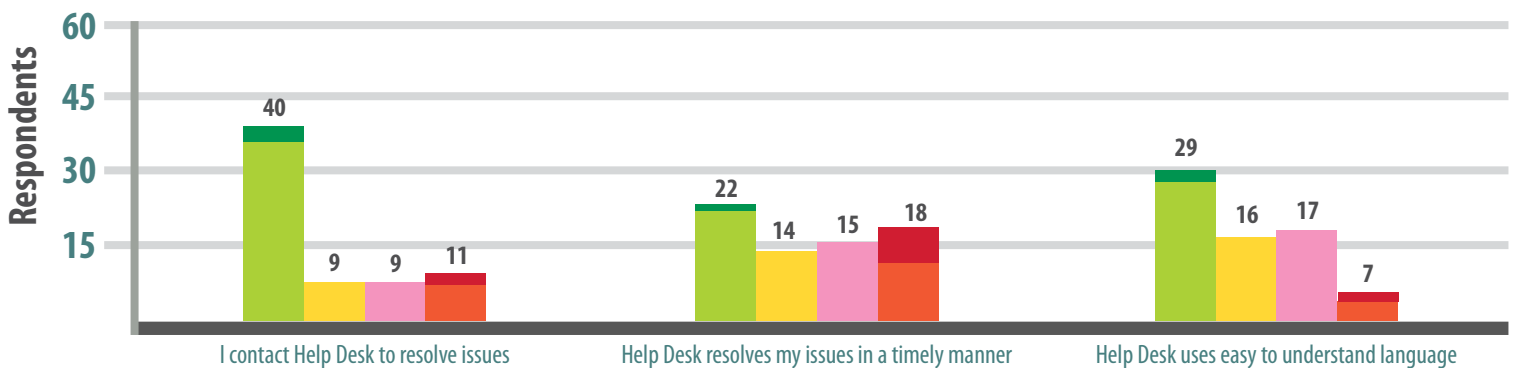
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HELP DESK SATISFACTION

N 69

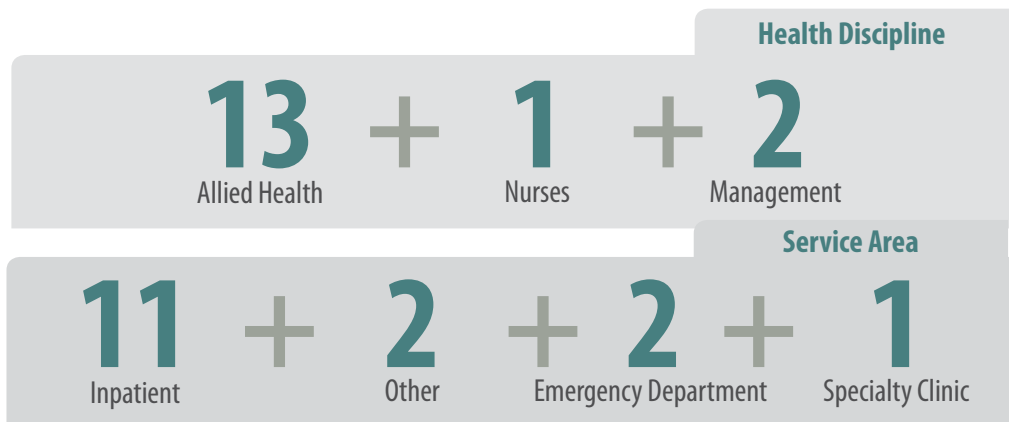
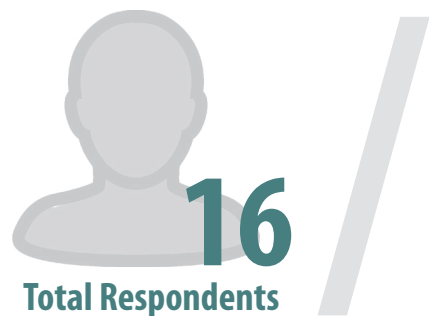
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



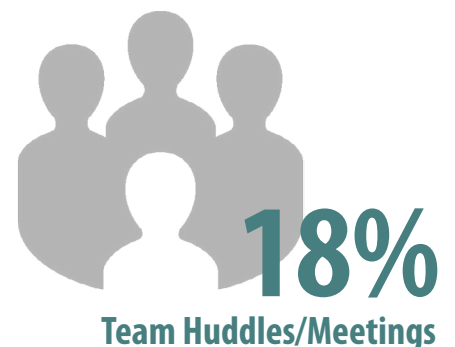
Toronto East General Hospital

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



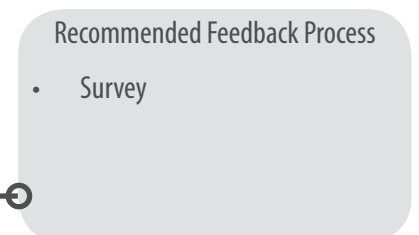
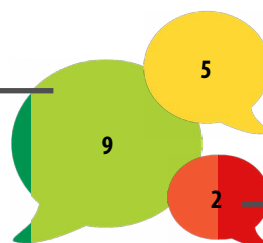
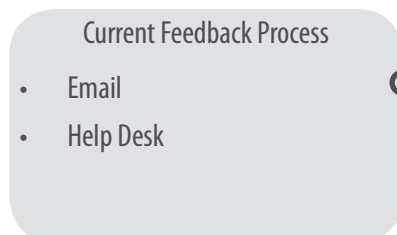
INFORMATION ACCESS



FEEDBACK



N
52

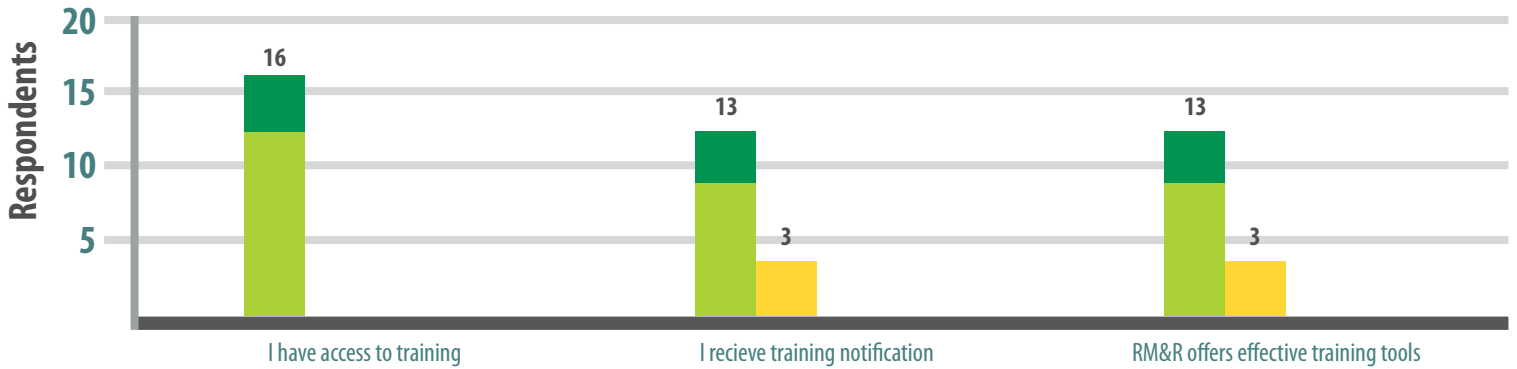




TRAINING

N 16

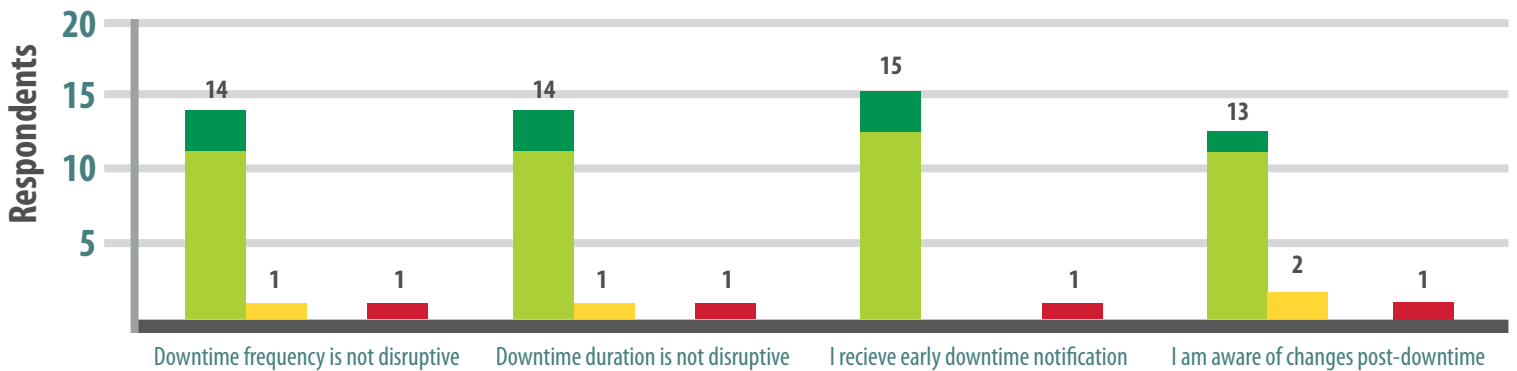
- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



DOWNTIME

N 16

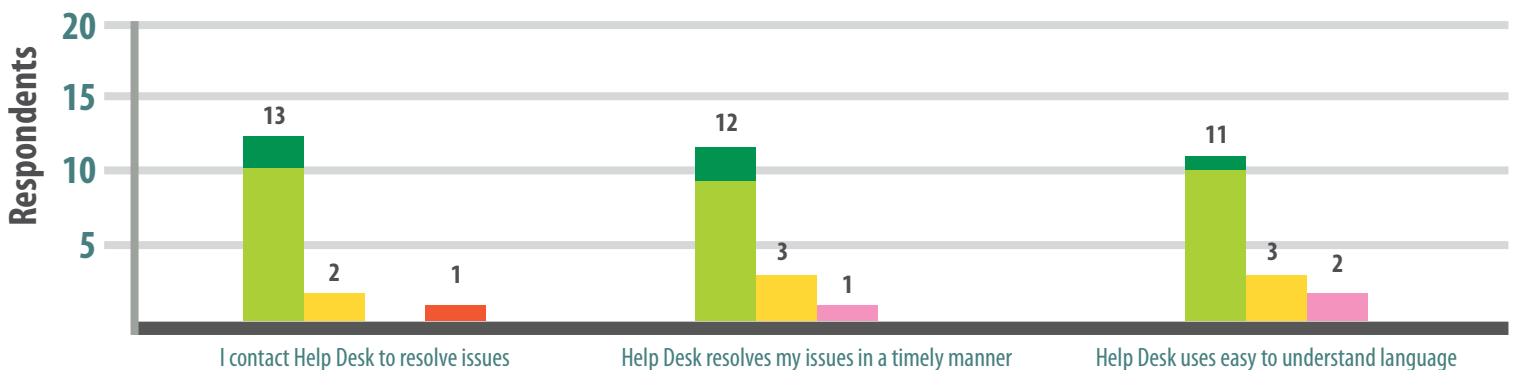
- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



HELP DESK

N 16

- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



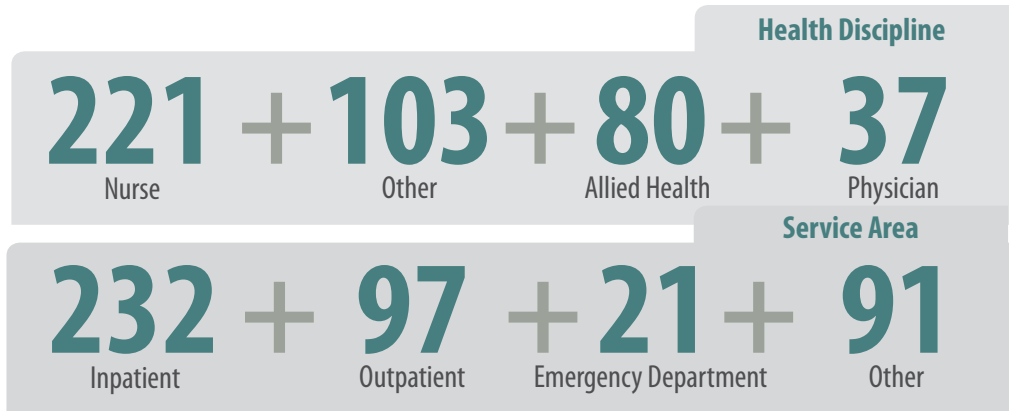
University Health Network

(Toronto General, Toronto Western, Princess Margaret)

Resource Matching & Referral User Satisfaction Data

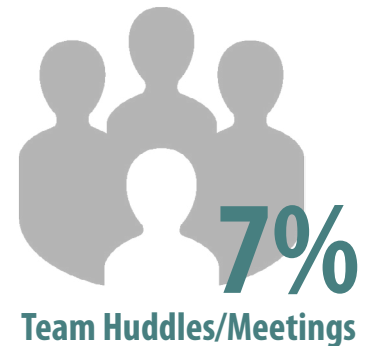


RESPONDENTS



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:



FEEDBACK SATISFACTION

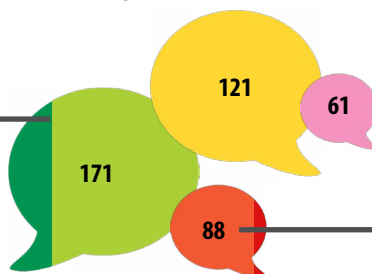
I have the opportunity to provide feedback



N
441

Current Feedback Process

- Email
- To other clinical staff (Manager, CCAC coordinator, Discharge Coordinator)



Recommended Feedback Process

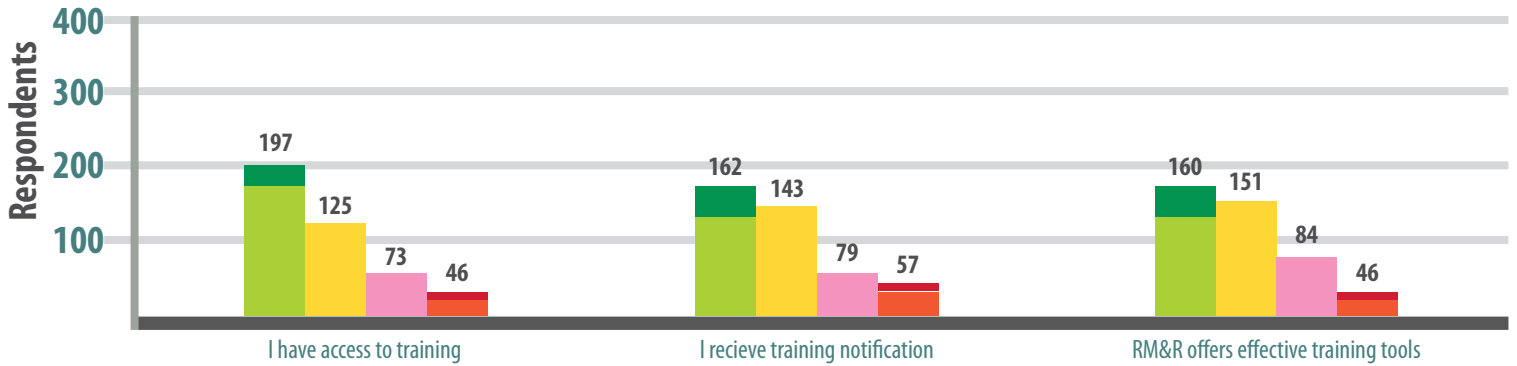
- Email
- Survey



TRAINING SATISFACTION

N
441

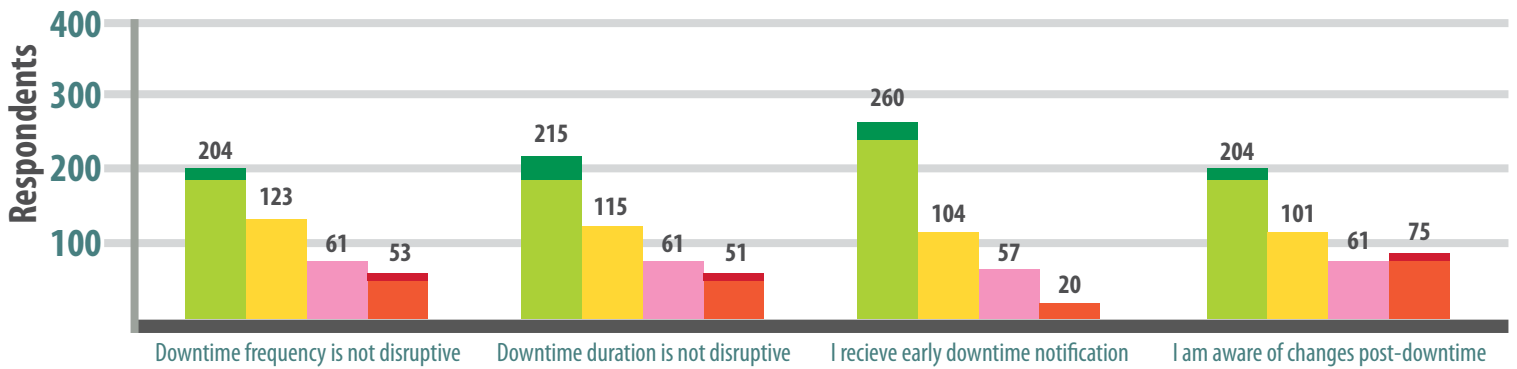
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■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

N
441

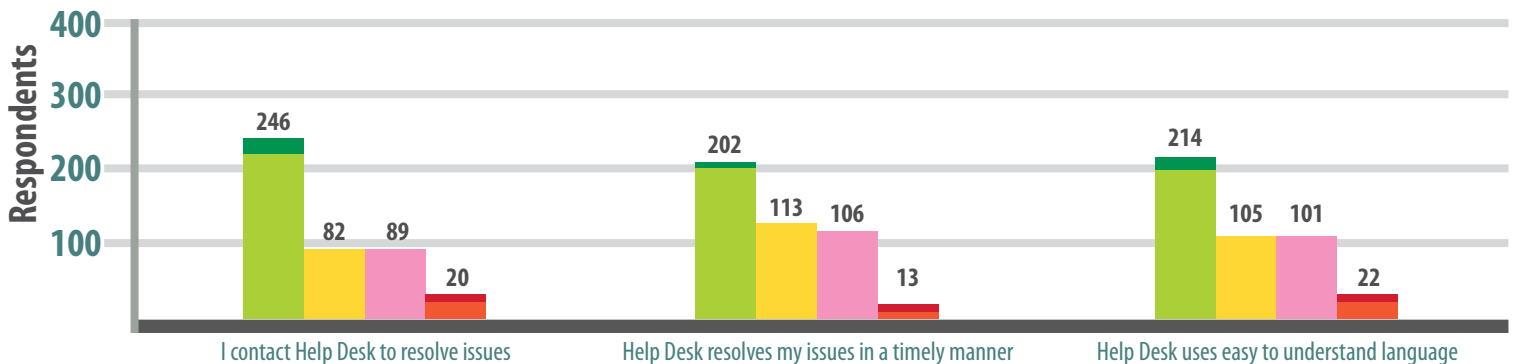
■ Strongly Agree ■ Neutral ■ Strongly Disagree
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HELP DESK SATISFACTION

N
441

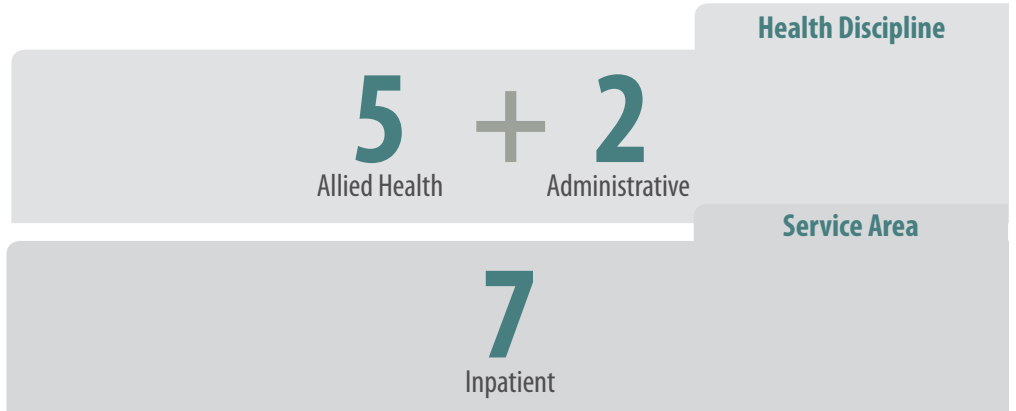
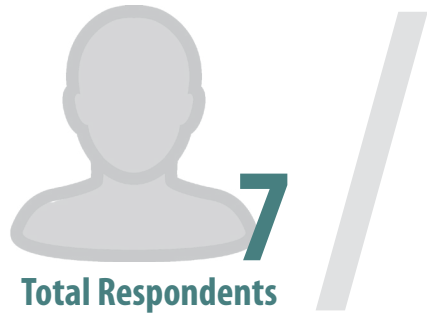
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Baycrest

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:

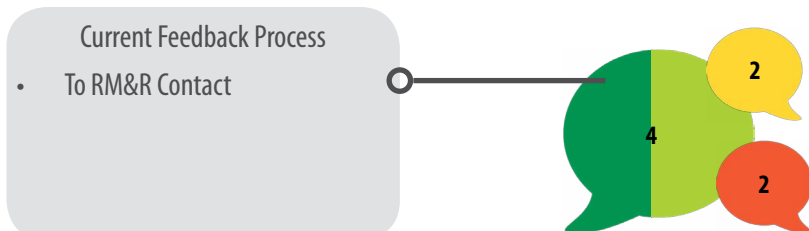


FEEDBACK

I have the opportunity to provide feedback



N 7

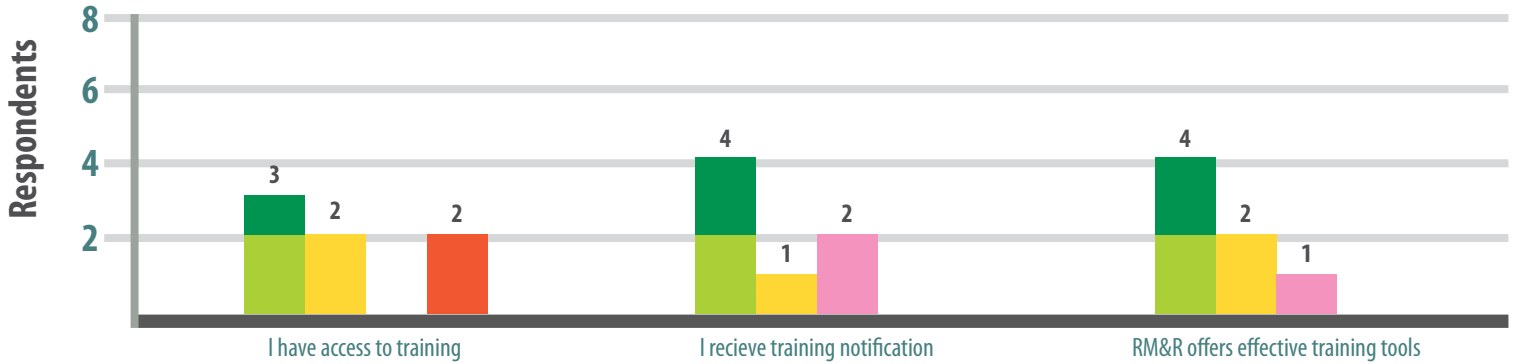




TRAINING SATISFACTION

N₇

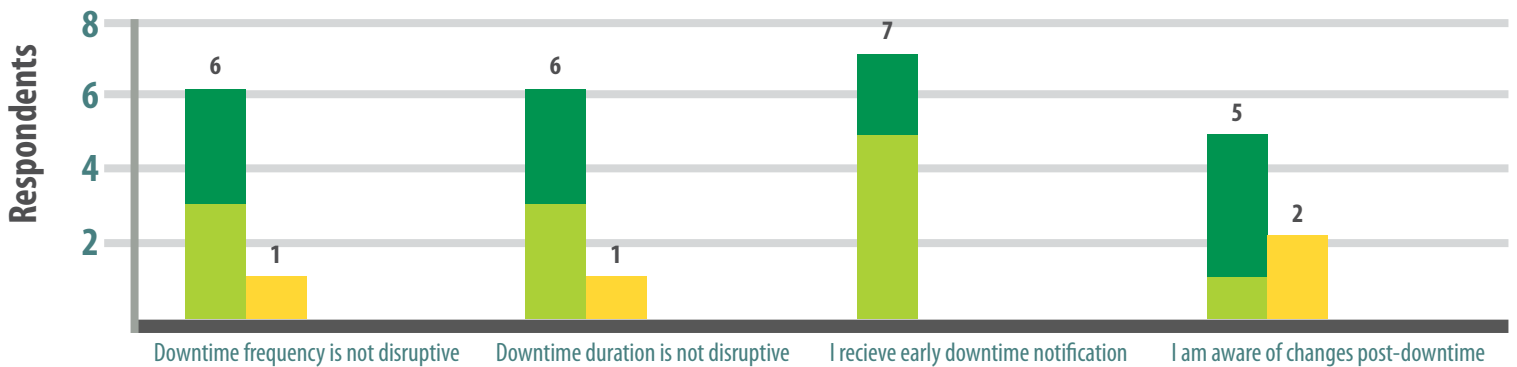
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■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

N₇

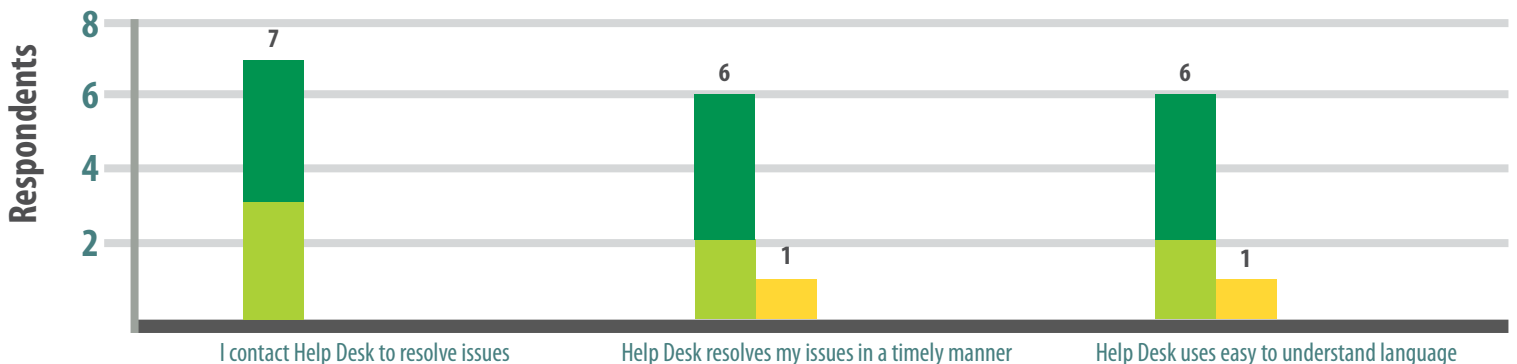
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HELP DESK SATISFACTION

N₇

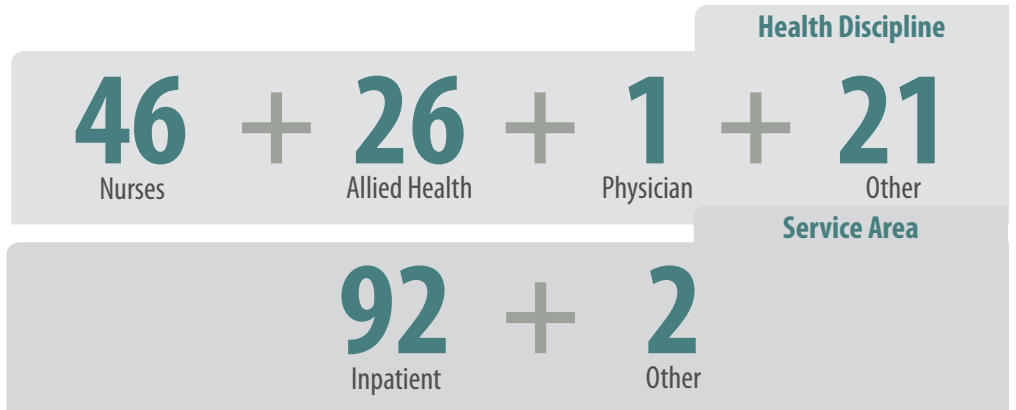
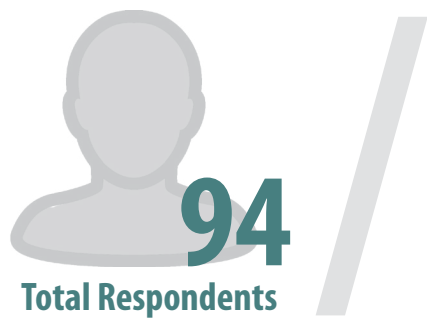
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Bridgepoint Health

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



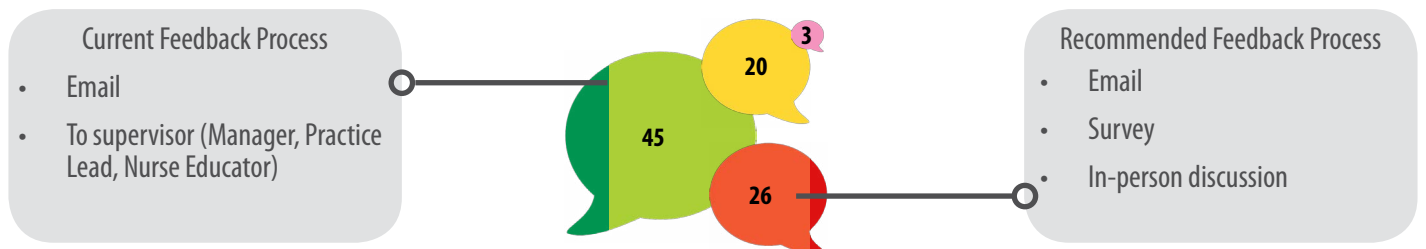
INFORMATION ACCESS



FEEDBACK



N 94

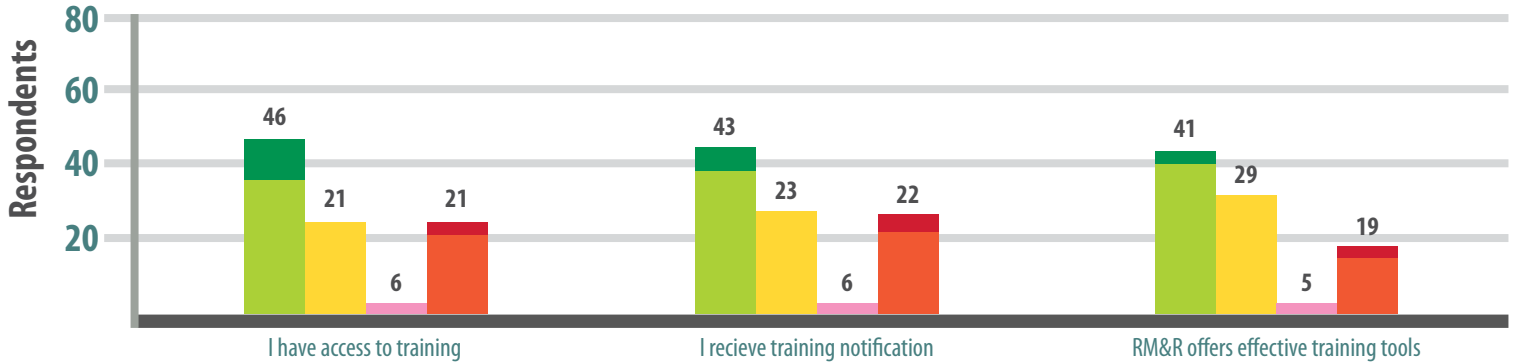




TRAINING

N 94

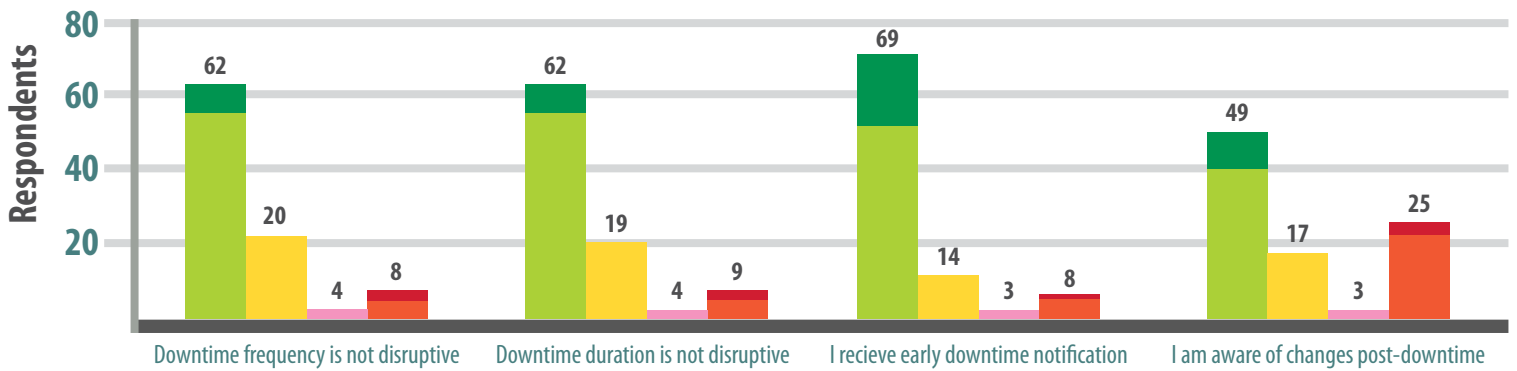
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■ Agree ■ N/A ■ Disagree



DOWNTIME

N 94

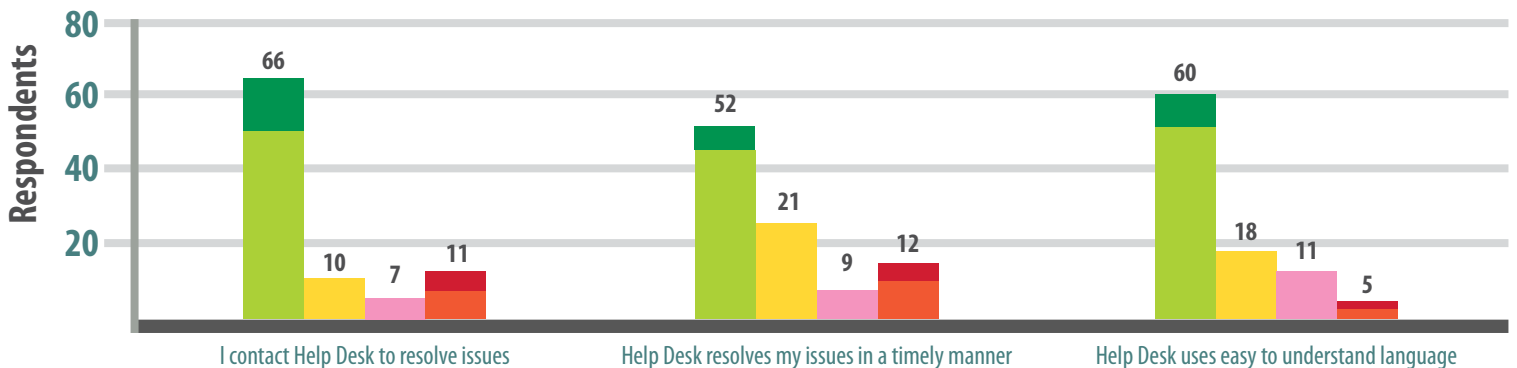
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■ Agree ■ N/A ■ Disagree



HELP DESK

N 94

■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree

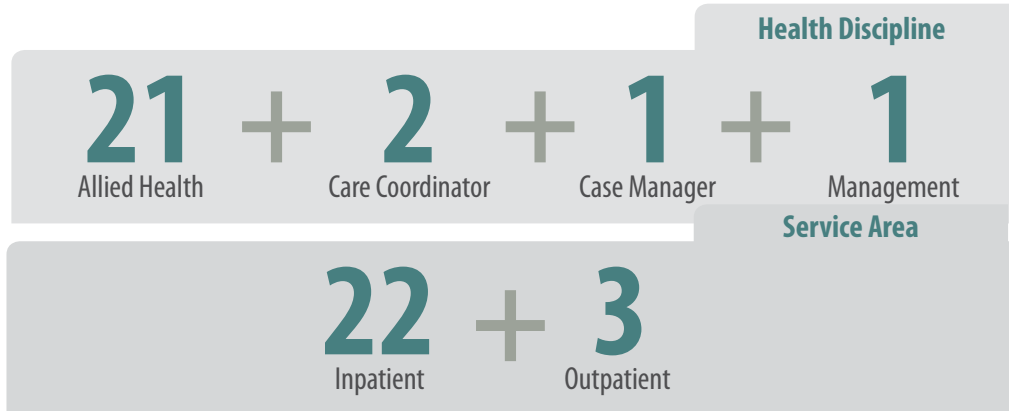


Providence Healthcare Centre

Resource Matching & Referral User Satisfaction Data

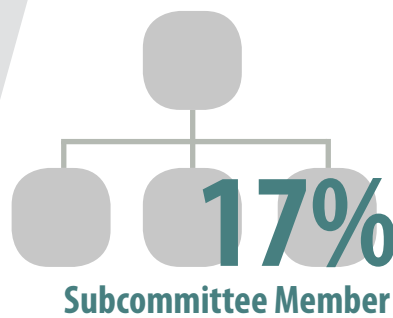


RESPONDENTS



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:

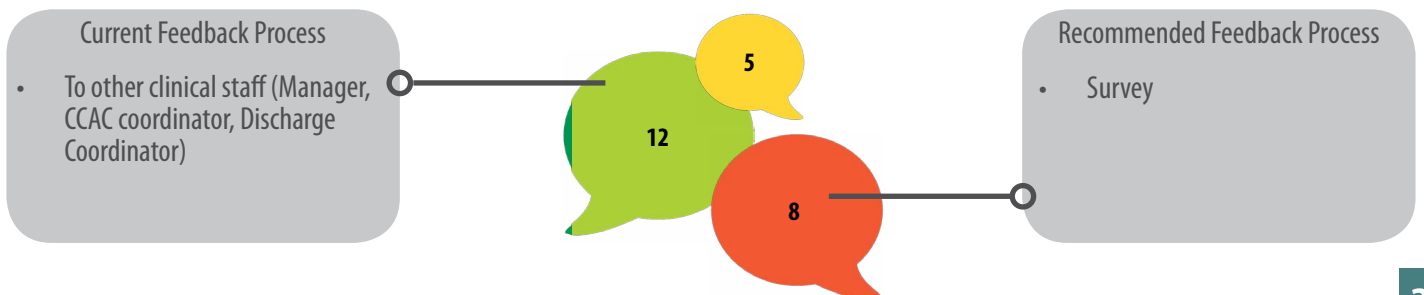


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 25

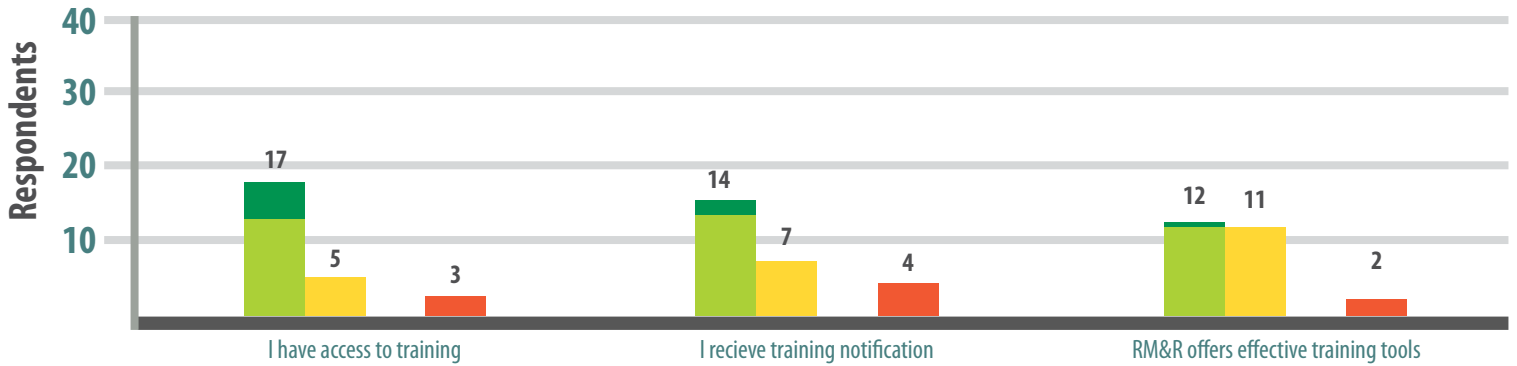




TRAINING SATISFACTION

N 25

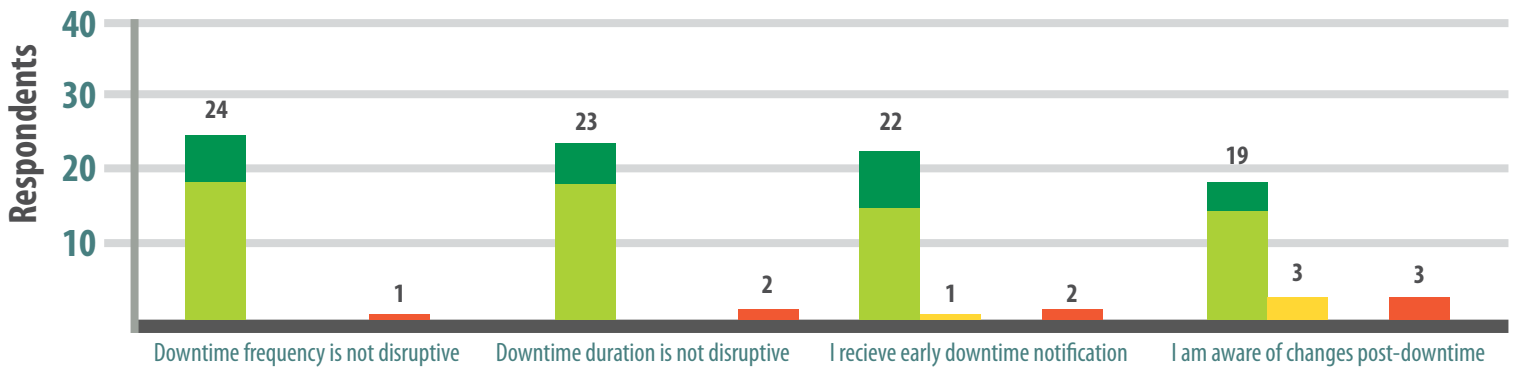
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■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

N 25

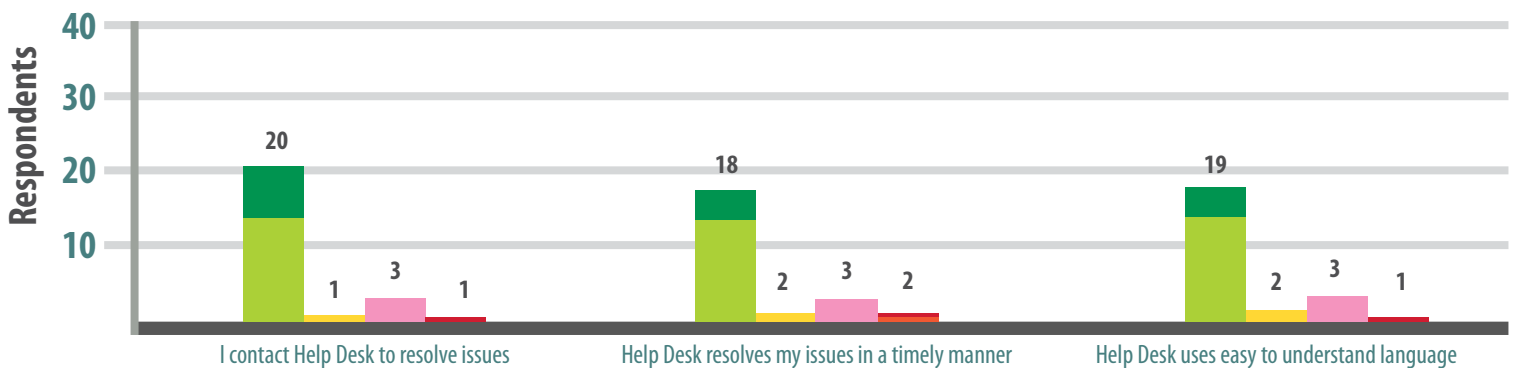
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■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 25

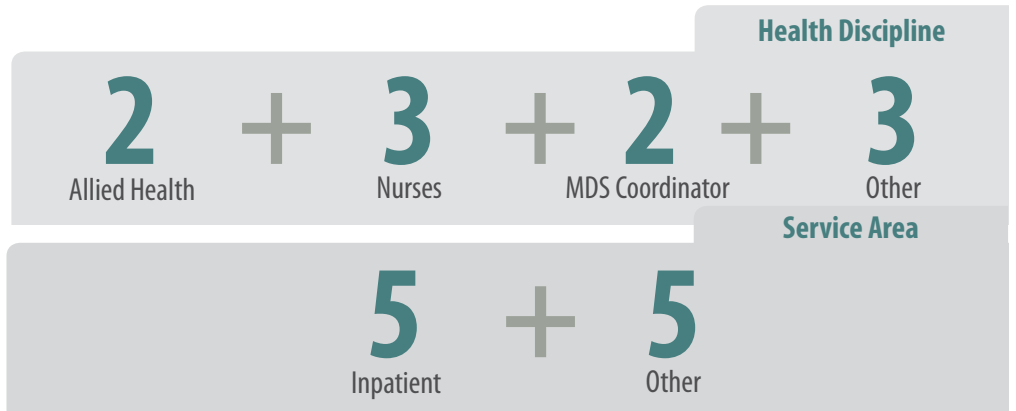
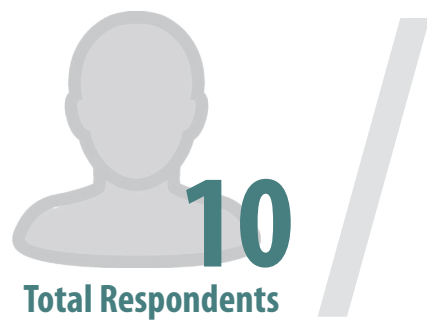
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■ Agree ■ N/A ■ Disagree



Runnymede

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



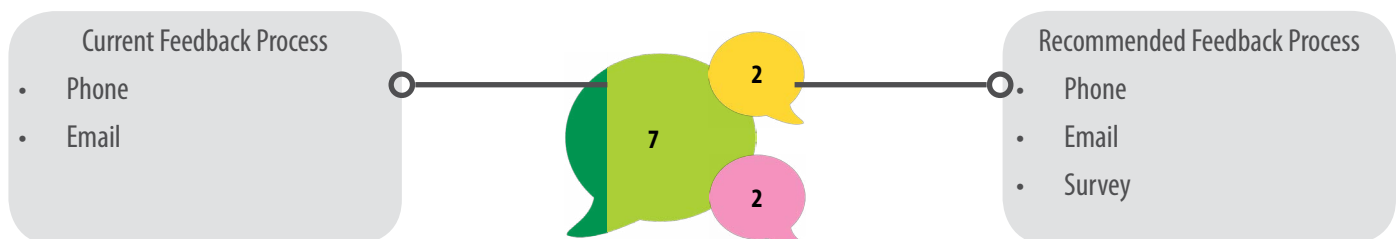
INFORMATION ACCESS



FEEDBACK



N 10

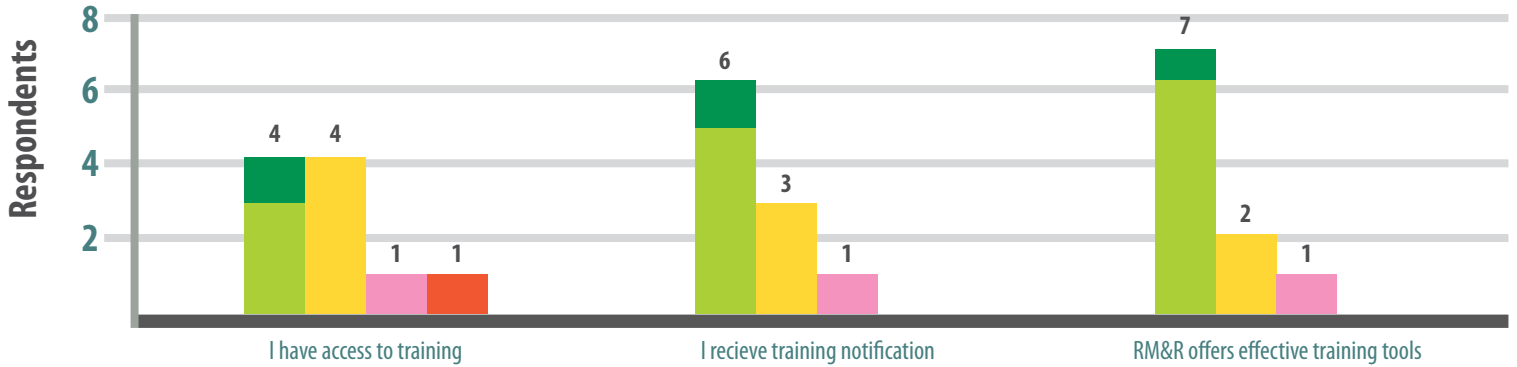




TRAINING

N 10

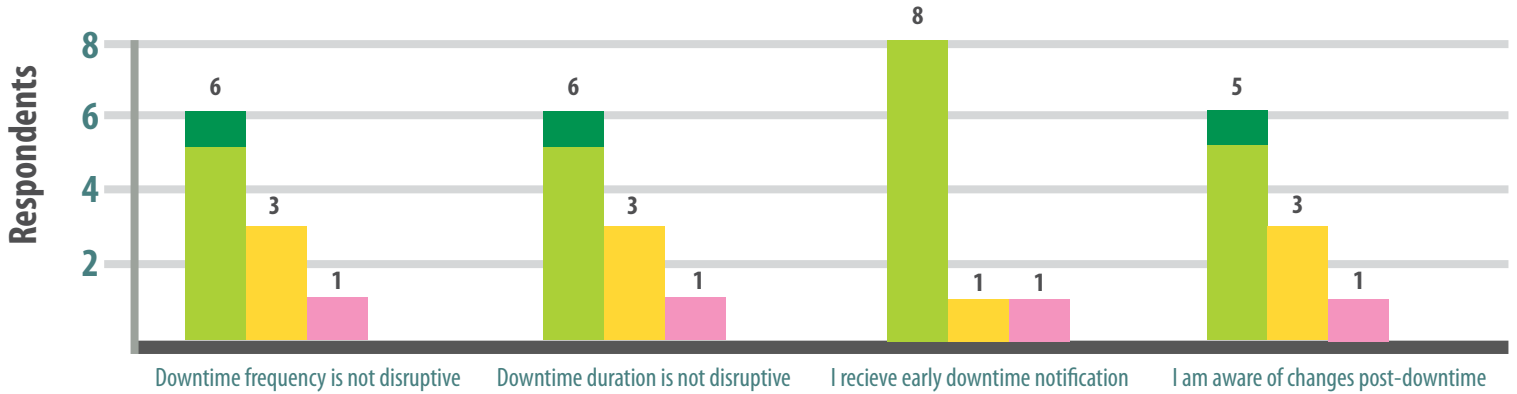
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■ Agree ■ N/A ■ Disagree



DOWNTIME

N 10

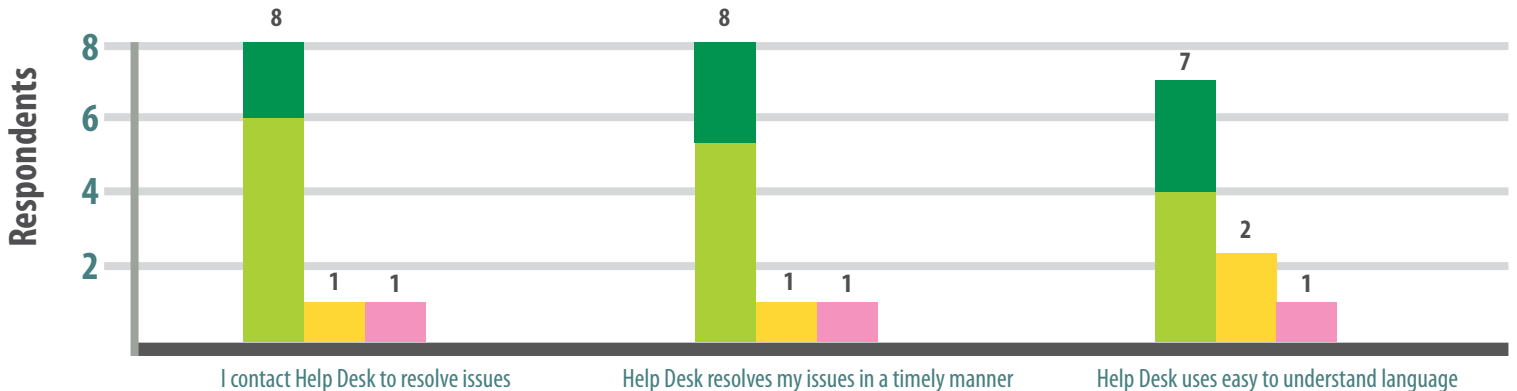
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



HELP DESK

N 10

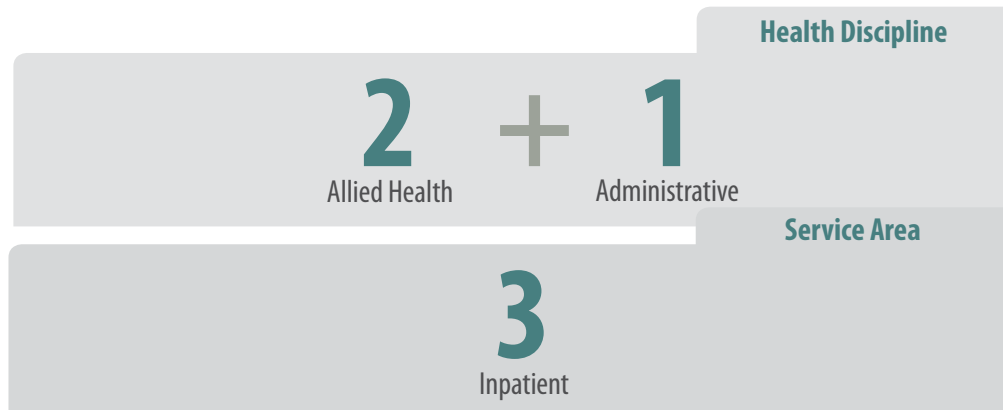
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Toronto Grace Health Centre

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



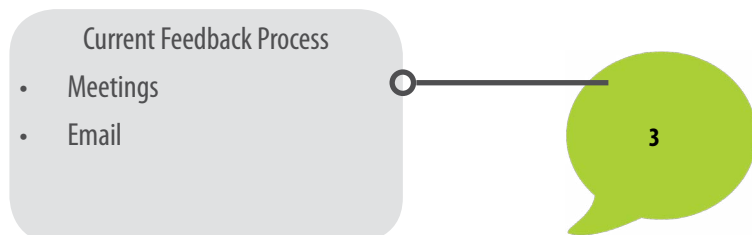
INFORMATION ACCESS



FEEDBACK

-  Strongly Agree
-  Neutral
-  Strongly Disagree
-  Agree
-  N/A
-  Disagree

N
3

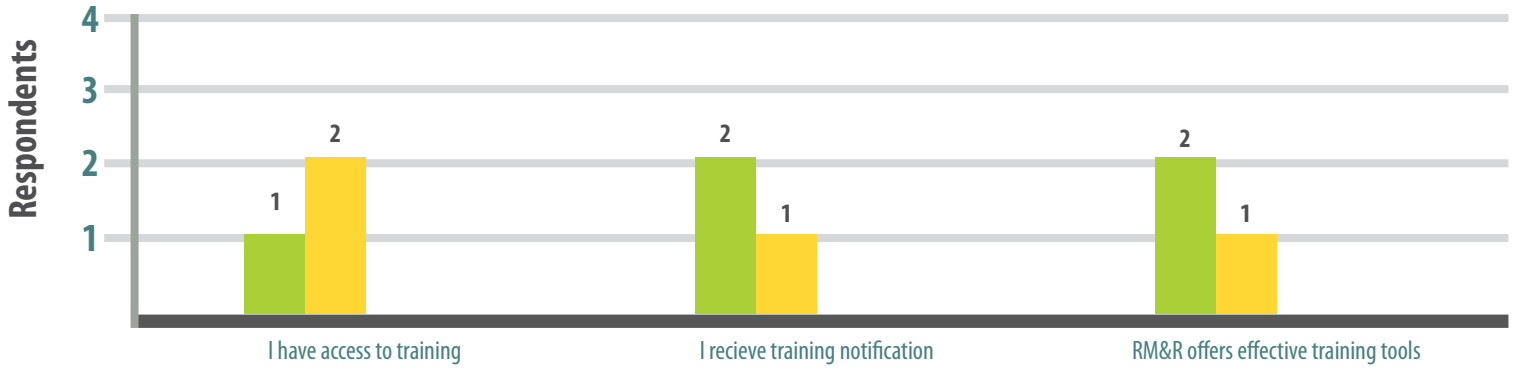




TRAINING

N 3

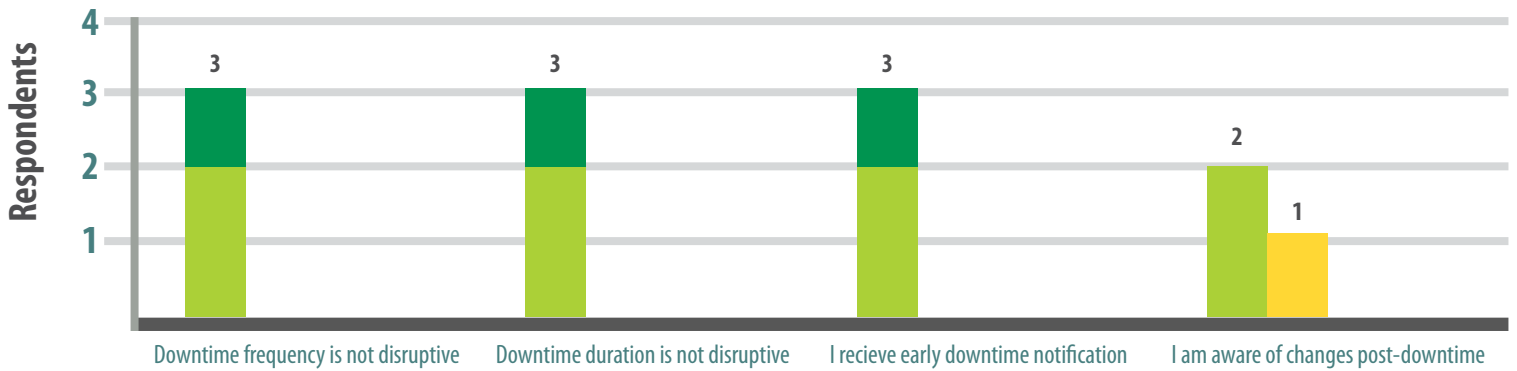
- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



DOWNTIME

N 3

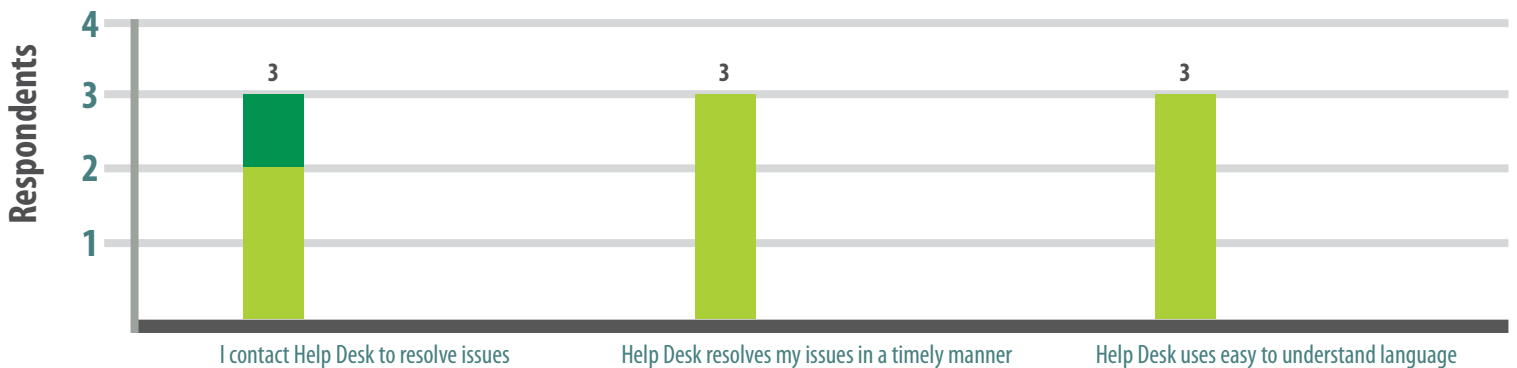
- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



HELP DESK

N 3

- Strongly Agree
- Agree
- Neutral
- N/A
- Strongly Disagree
- Disagree



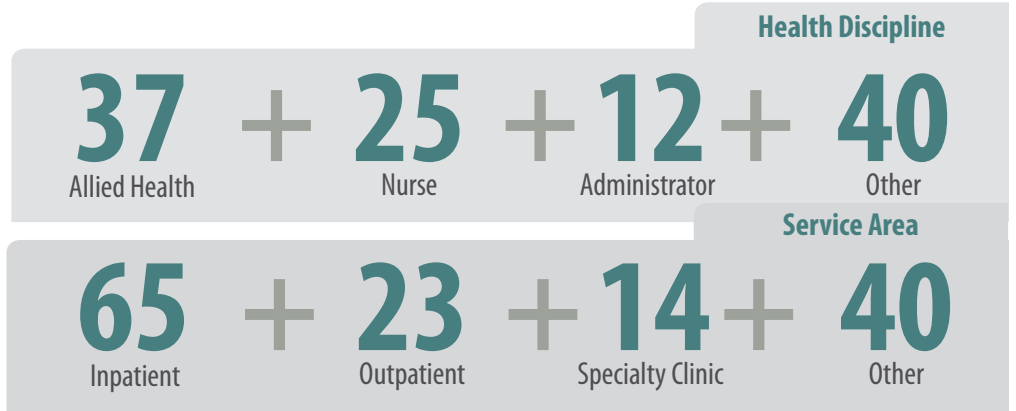
University Health Network

(Toronto Rehabilitation)

Resource Matching & Referral User Satisfaction Data



RESPONDENTS



INFORMATION ACCESS SATISFACTION

Users receive information about RM&R through the following:

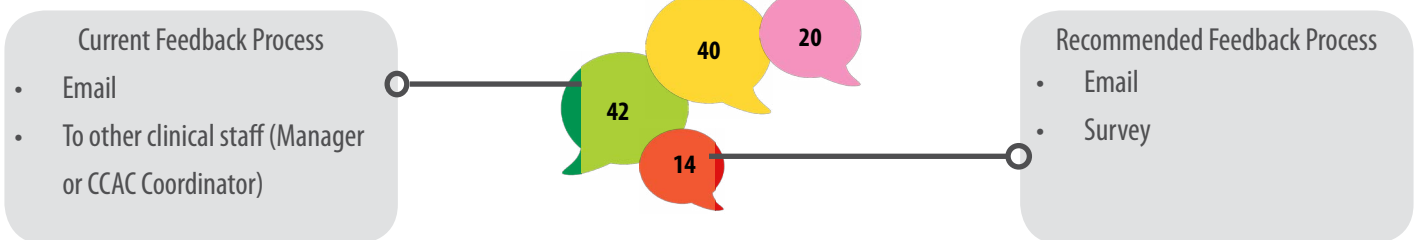


FEEDBACK SATISFACTION

I have the opportunity to provide feedback



N 114

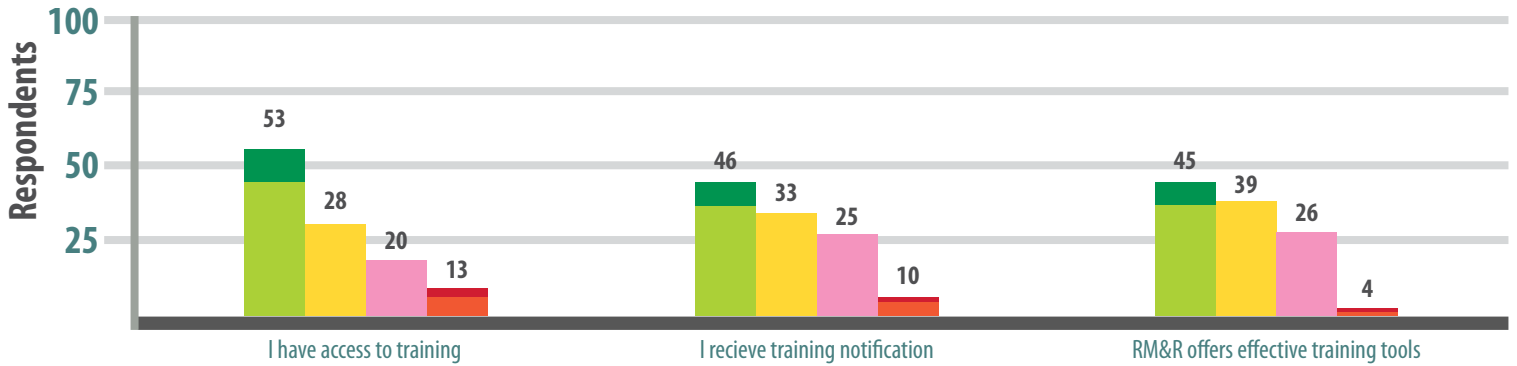




TRAINING SATISFACTION

N 114

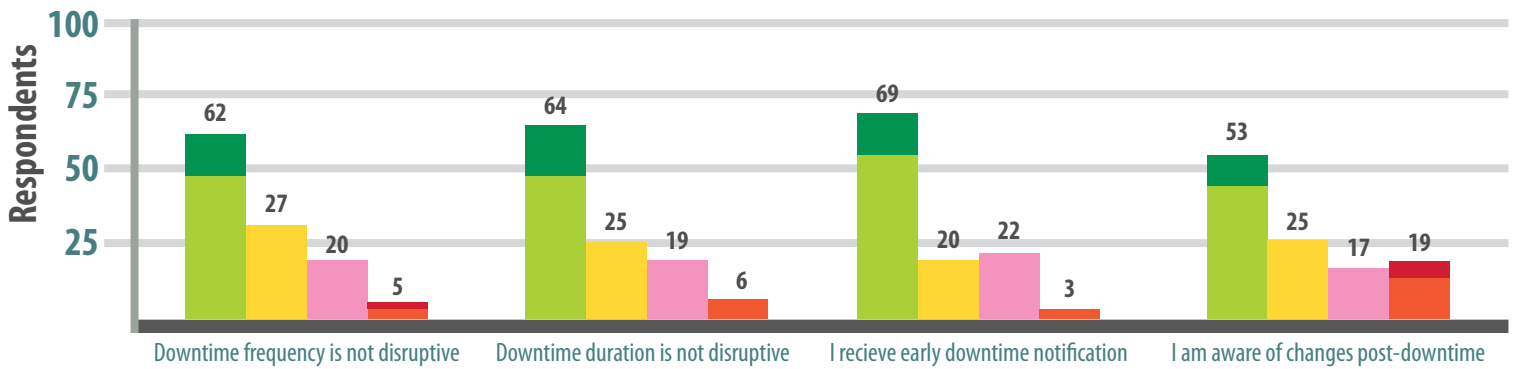
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



DOWNTIME SATISFACTION

N 114

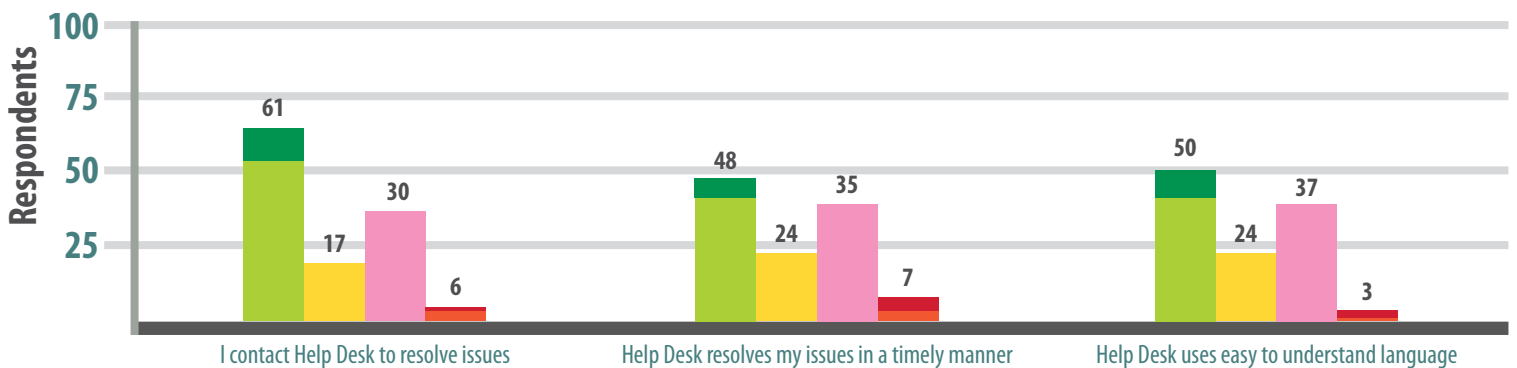
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



HELP DESK SATISFACTION

N 114

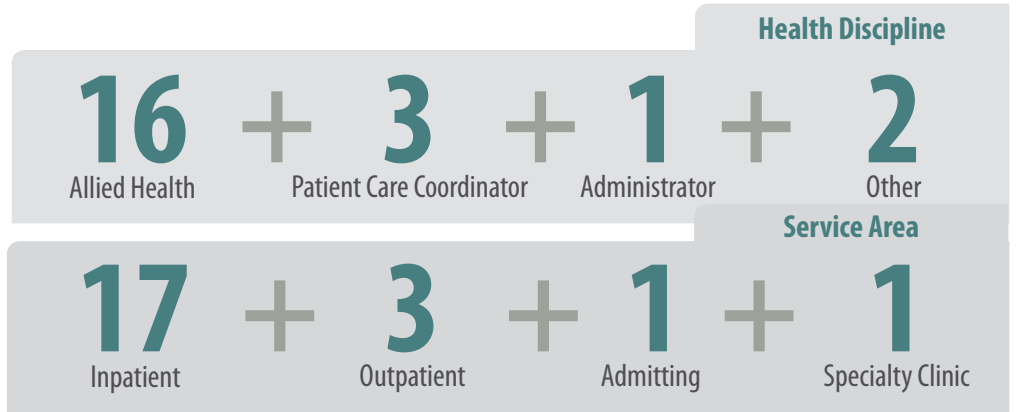
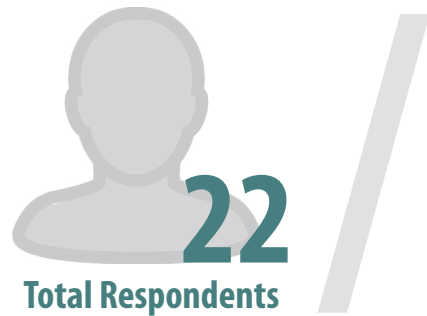
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



West Park Healthcare Centre

Resource Matching & Referral User Satisfaction Data

RESPONDENTS



INFORMATION ACCESS

Users receive information about RM&R through the following:

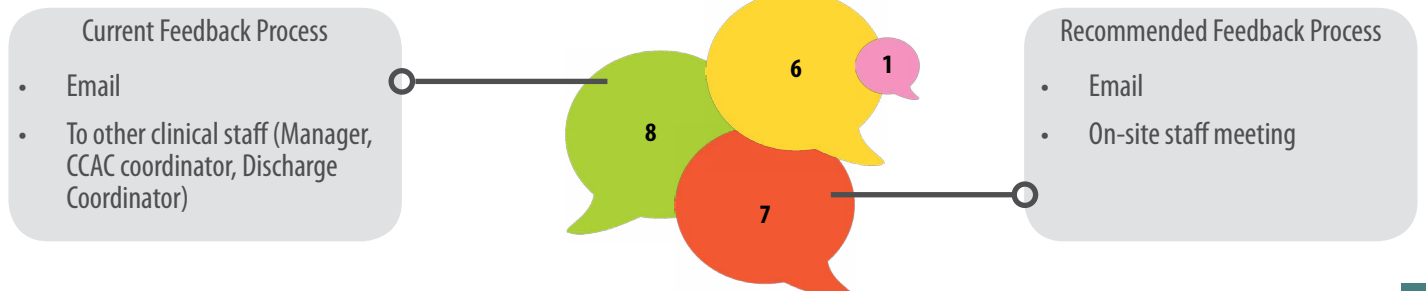


FEEDBACK

I have the opportunity to provide feedback



N
22

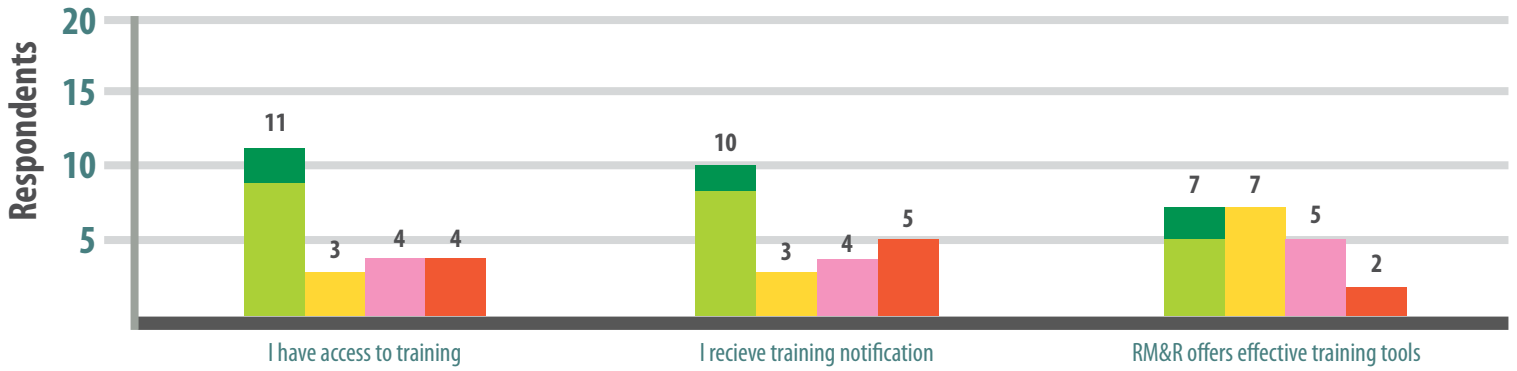




TRAINING

N 22

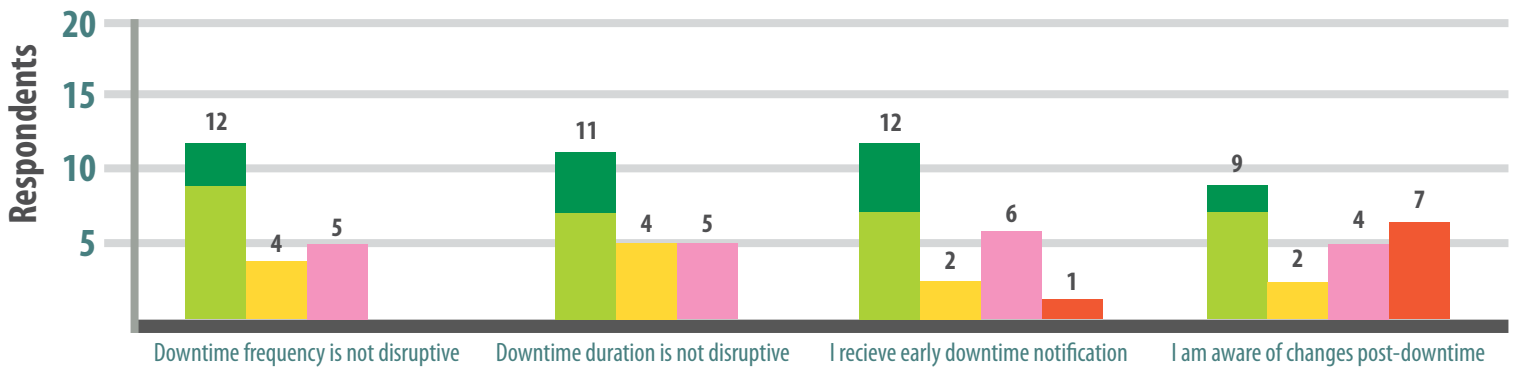
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■ Agree ■ N/A ■ Disagree



DOWNTIME

N 22

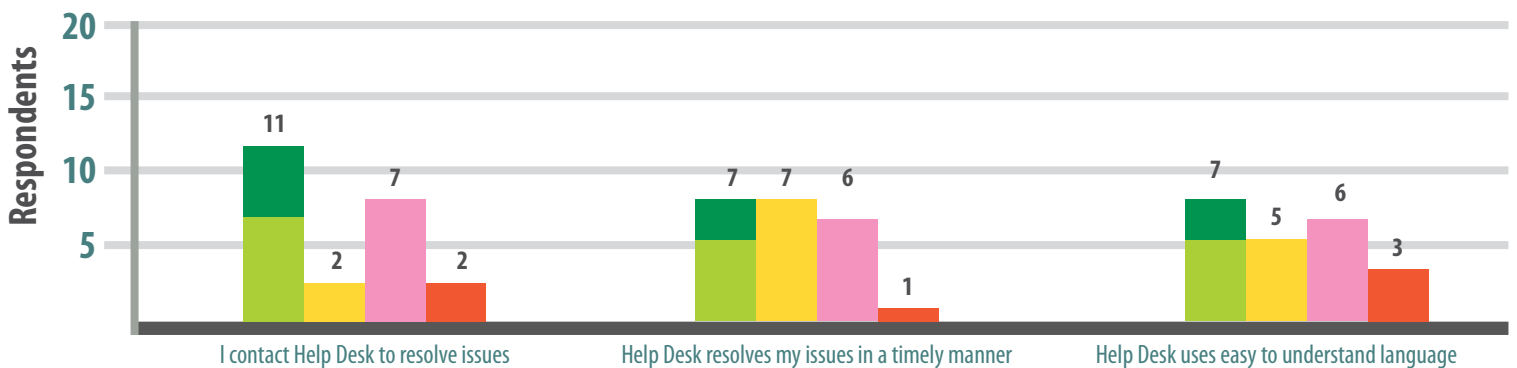
■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



HELP DESK

N 22

■ Strongly Agree ■ Neutral ■ Strongly Disagree
■ Agree ■ N/A ■ Disagree



Improvement Activities

The Relationship Management data highlights 4 opportunities that can enhance user satisfaction with the RM&R program: improved information access, effective internal governance, revamped training tools and robust internal help desk. These recommendations will also inform future process improvement initiatives undertaken by the RM&R program.

IMPROVED INFORMATION ACCESS



In the survey, 20% (196) of respondents indicated they did not receive critical information about RM&R. 17% (180) of respondents were not aware of changes, to the RM&R application, after a downtime. 13% (144) did not receive training notifications. Discussion with the sites showcased two roadblocks to timely information access.

The RM&R program sends critical information in an inconsistent fashion. Communication tools are lengthy, technically focused and do not specify the affected audience. To resolve this roadblock, the RM&R program will standardize its communication tools. For example, the program will now use email templates to send critical information regarding downtimes, program updates and training notifications. These emails will identify (among other items) affected groups, contact information for more details and associated time lines.

The data also indicated that many participating organizations do not have an established process to disseminate critical information about RM&R to all affected groups. The RM&R program highly recommends participating organizations establish a communication pathway to disseminate critical RM&R information. An effective communication pathway would include the following elements:

- **Points of contact:** The participating organization should identify staff responsible for receiving and disseminating RM&R information.
- **Distribution lists:** The participating organization should develop and routinely maintain a distribution list of all affected groups. For example, an effective distribution list would include senior management, unit managers, practice leads, help desk personnel, training staff, information technologists etc. If the participating organization is a large acute care facility, the RM&R program recommends the points of contact receive access to the global/All Users distribution list.
- **RM&R information repository:** The participating organization should also develop and maintain a process to house critical RM&R information. After the points of contact have disseminated the information to affected groups, they should also store the information in an easily accessible location. For example, an organization may store critical information such as training documents, list of super users, RM&R newsletters, Frequently Asked Questions etc. on an intranet page. Any communication tool disseminated by the points of contact would also include a link to the intranet page.

Improvement Activities



EFFECTIVE INTERNAL GOVERNANCE

Participating organizations with high user satisfaction had a strong internal RM&R governance structure. Participating organizations with either low response rate or low user satisfaction had little collaboration between groups. The RM&R program highly recommends participating organizations develop an internal committee to oversee RM&R. An effective internal committee would include the following elements:

- **An effective chair:** The chair will develop or approve the agenda, act as the final point of escalation and oversee all RM&R related activities.
- **Committee composition:** The internal committee would include representatives from all affected groups. Along with clinicians (unit managers and practice leads) the committee would also include auxiliary staff like help desk personnel, site educators and information technologists. Ideally, existing RM&R subcommittee members would form this internal committee.
- **Meeting frequency:** The internal committee would hold scheduled meetings. The RM&R program strongly recommends these meetings occur quarterly. Ideally, the internal committee would meet after RM&R User Group (RUG) meetings.



REVAMPED TRAINING TOOLS

The Relationship Management survey data revealed that only 11% (113) of respondents were dissatisfied with the training documents offered by the RM&R program. However, in the Relationship Management Initiative data debrief discussions, a majority of participating organizations requested the RM&R program reexamine the training documents currently offered. Both users and site training staff expressed dissatisfaction with the current training documents. The primary complaint was regarding documents length and technically focused content.

The RM&R program is revamping the old training documents. Instead of a single comprehensive guide, the new documents will be broken into short navigational guides. For example, while previously all navigational actions associated with managing referrals (How do I respond to Request for Information? How do I put a referral on hold?) were placed in one lengthy document, each navigational action will now be a separate document. Users will be able access the new training documents either through the www.resourcematchingandreferral.com website or through the RM&R application by clicking the Help button located in the navigation bar.

Participating organizations will be notified when the revised training tools are ready.

Improvement Activities



ROBUST INTERNAL HELP DESK

While only 6% (68*) of respondents were dissatisfied with help desk, 19% (198*) indicated they did not use help desk. Further analysis revealed, participating organizations that use a two tier help desk model were more likely to have users who did not use help desk. In a two tiered model, users encountering issues will contact internal help desk. If the internal help desk is unable to adequately resolve the issue, it is triaged to the vendor help desk. The vendor will then prioritize the issue and upon resolution, notify the user.

The Relationship Management Initiative data debrief discussions revealed that poor previous experiences with internal help desk and the length of time spent waiting for a response from the vendor help desk, may explain low usage. The RM&R program is actively working with the vendor to develop better processes to identify high priority issues and resolve them in a timely manner. The RM&R program also highly recommends participating organizations reexamine its internal help desk processes to improve user satisfaction. An effective internal help desk would include the following elements:

- **Clear understanding of internal help desk roles and responsibilities:** Each site, upon initial RM&R go-live, has determined a set of roles and responsibilities for its internal help desk. The RM&R program recommends reassessing those roles and responsibilities to determine potential amendments. For example, account management issues (which form the bulk of help desk issues) are currently manned by the vendor help desk. Account management could be transferred to internal help desk. This would greatly improve user satisfaction with internal help desk.
- **Basic knowledge of RM&R:** While help desk cannot answer clinical questions required to complete an eReferral form, users may contact help desk to assist navigating the RM&R application. The RM&R program, therefore, highly recommends each internal help desk staff receive basic training about RM&R.
- **Have an internal help desk super user:** The RM&R program recommends each internal help desk team have an RM&R subject matter expert to resolve complicated navigational questions. This internal help desk member should have a thorough knowledge of all the options available and should be aware of upcoming version releases, monthly configuration changes etc.
- **Part of the distribution list and internal RM&R committee:** An effective internal help desk should be aware of critical RM&R information and be part of the internal RM&R committee.

*An average of all questions in the Key Satisfaction Indicator



“How do you measure relationships?”

The Relationship Management Initiative, draws inspiration from Dr. James E. Grunig and Dr. Linda Childres Hon's, "Guidelines for Measuring Relationships in Public Relations." Published by the Institute for Public Relations, the report is widely acknowledged as a gold standard for the use of metrics to quantify relationships and subsequently develop stakeholder engagement strategies.

While the Relationship Management Initiative does not mimic the procedure laid out by the report, it closely adheres to the core principle. To effectively measure a relationship, one must first understand what factors contribute to a relationship's constitution. By using a mapping exercise, the RM&R program laid out all the factors that contribute to a user's satisfaction. The factors were then refined using two criteria: a.) is the factor a constant feature in the relationship? and b.) can the factor be improved? After confirmation with the program's clinical advisors, the refined factors were then labelled Key Satisfaction Indicators (KSIs).

These KSIs form the parameters of the Relationship Management Initiative. The data assists the program in identifying problem KSIs and prioritizing which KSI requires immediate attention. Comparing the KSI data, across sectors and/or organizations, helps manage expectations and increases transparency. Finally, the KSIs also offer a platform to host discussions with stakeholders.

Listed next are the Key Satisfaction Indicators used by the Relationship Management Initiative.

Key Satisfaction Indicators

INFORMATION ACCESS



Knowledge of RM&R's activities is an essential component of a user's satisfaction. Through this KSI, the program can measure the tools through which users receive information. This data helps the program focus on the most receptive communication tools and eschew others. It also reveals if users are receiving information about RM&R. The latter then facilitates a focused discussion on the communication pathway used by organizations to disseminate RM&R's key messages to users and identify opportunities to improve.

FEEDBACK



The opportunity to provide feedback, regarding RM&R, is measured in this KSI. The program also probes through which mechanism do users currently give feedback, or conversely, would prefer to give feedback. The data can then be used to either strengthen or build the organization's feedback pathway for RM&R.

TRAINING



The RM&R program routinely updates the application to meet business requirements. Subsequently, it also offers training to users. This KSI measures access to training, the timeliness of training and the effectiveness of the training tools offered. The data facilitates a focused discussion on the organization's training processes for RM&R.

DOWNTIME



Major updates necessitate a fixed downtime period, during which users are unable to use the application. This KSI measures users' satisfaction with downtime frequency, forewarning and the knowledge of changes post-downtime.

HELP DESK



If a user experiences difficulty either logging into or navigating through the application, they may contact the Help Desk to resolve their issues. This KSI measures the frequency of Help Desk usage, the timeliness of Help Desk responses and the Help Desk effectiveness. It is critical to note that the Help Desk model varies by participating organizations. Some will call their organization's internal Help Desk, while others will call directly to the vendor Help Desk

Implementation Activities

PLANNING PHASE



The first step of the Relationship Management Initiative is building a project plan. A comprehensive project plan includes a scope analysis, clear objectives, identified audiences, key implementation activities, risk management log and a budget. Once the project plan has been developed, the second step is building a survey. By using Key Satisfaction Indicators as the parameters, the survey questions must paint a detailed picture of the users' satisfaction with RM&R.

PROMOTIONAL PHASE



After the survey is built and reviewed by all pertinent parties, a vigorous series of promotional activities is required to raise awareness and ensure a robust sample size. The 2014 Relationship Management Initiative used RM&R's external newsletter, website, governance structure and customized site emails. Additionally, the initiative also used a prize incentive to increase response rate. It bears noting that promotional activities do not occur just once the survey is made live. Instead, stakeholders must be periodically provided updates about survey results.

ANALYSIS PHASE



Once the survey is closed, the next phase is analyzing the data into meaningful information. A detailed report must include: a.) the Relationship Management Initiative background, b.) the Relationship Management Initiative data and c.) Key Satisfaction Indicator trends.

DIALOGUE PHASE



In the fourth phase of the Relationship Management Initiative, the collected data is shared with all stakeholders. The report is published in the external newsletter, website and distributed to all governance members. The RM&R program also held meetings to showcase the participating organization's data and compare it with the program data. Through focused discussion, the RM&R program is able to understand the strategies behind successful KSIs and opportunities to improve other KSIs.

KNOWLEDGE TRANSFER PHASE



The last phase of the Relationship Management Initiative is to transfer all the knowledge collected: both the Relationship Management Initiative survey data and the outcomes from the participating organization discussions, to the RM&R program's senior leadership and internal staff. The knowledge will inform their engagements with participating organizations and potentially assist with program planning.



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