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A Peek into a Successful Launch

**How to Successfully Roll out the Imhealthytoday Program
with your Parents and Staff**

This is an easy-to-use guidebook that will help with the launch of the Imhealthytoday Program for your school. This includes goals for each phase of the implementation process as well as a communication strategy for parents and staff.

Successfully communicating new programs to your community is of vital importance. And for that reason, we have already written a series of communications for you to send to your parents. To make it easier for you, we've indicated when to send the communication, a suggested subject line and the best time in the process to send it out.

The goal of this guide is to make your job as Administrator as simple as possible. Please know you have the full support of the Educator-Resources Team as we roll out this program together.

The first week of school is an incredibly busy and frantic time for both parents and school administrators. The following implementation process takes that into account by simplifying the process as much as possible.

- There are many things to take into account with the implementation of a program such as this:
    - how to communicate
    - when to communicate
    - what to communicate
    - the pitfalls and how to avoid them
    - the technical challenges and how to mitigate them
    - parent concerns and how to address them
    - Ensuring the success of the plan on generally short timelines
    - Ultimately, this is your school and we are here to support your team and the decisions your school makes.

- What are some common things you should consider when implementing this or any new program to your entire community?
    - The best possible solution is to roll it out in a slow, methodical way that is manageable and palatable to your community. Change can be hard to handle, and overwhelming your families will result in a lack of buy-in. Our implementation will stretch over at least a two-week period.
    - Expect "Activation" challenges for a minority of your parents and staff (*See Understanding Potential Activation Challenges*). To expect no challenges is a recipe for frustration. Data will be incomplete, families will not be tech savvy, parents will be too busy and teachers will be focused on their classroom duties. We assure you that we are

cognizant of these realities and our implementation plan is intended to work with those circumstances not against them.
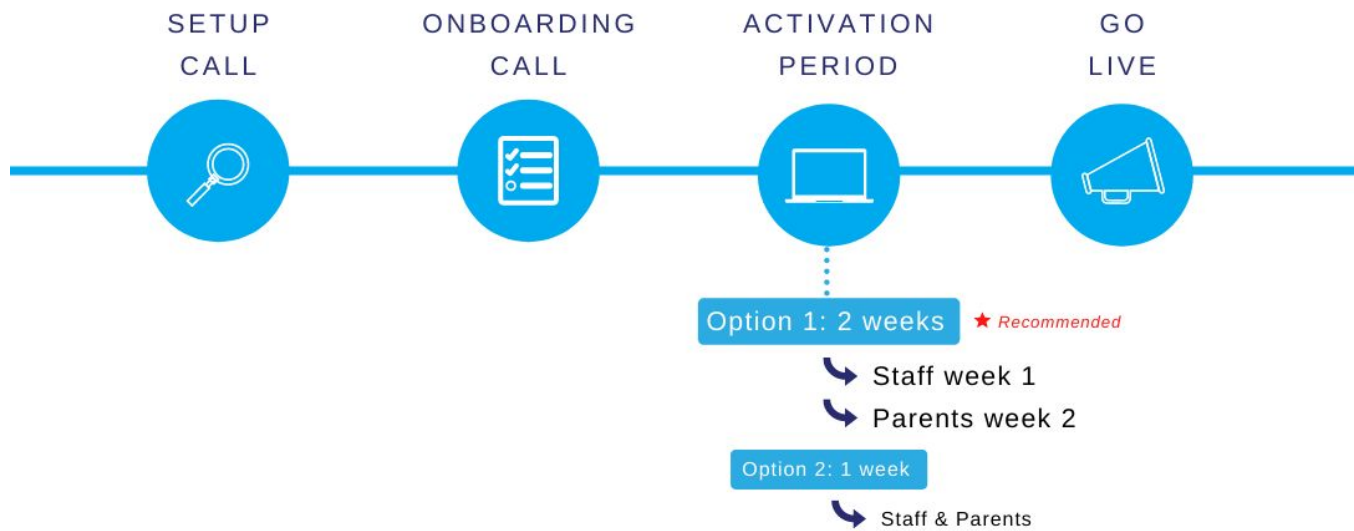
- As with most things in life - communication is key. We have created a simple, easy-to-follow communication plan that includes details of what to say, when to say it and who should say it.
- Parents want all the information in one place when something big is being asked of them. We have provided a Parent Portal with all the documentation they need to answer questions and explain details of the program.
- Parents will have questions and concerns. That is to be expected and we wouldn't want it any other way. After much experience, we are sharing with you the top concerns we anticipate you will encounter and the appropriate resolution to ease their fears.

Even though the vast majority of members will be extremely happy with the IHT program, there will always be some who are disenchanted. Your Educator-Resources team is here to help you manage the few who have concerns. Rest assured that all of our IHT schools are incredibly pleased with the program and the parents are happy to see their school take one more precaution to ensure the safety of the school.

Let's get started with your Imhealthytoday Program,
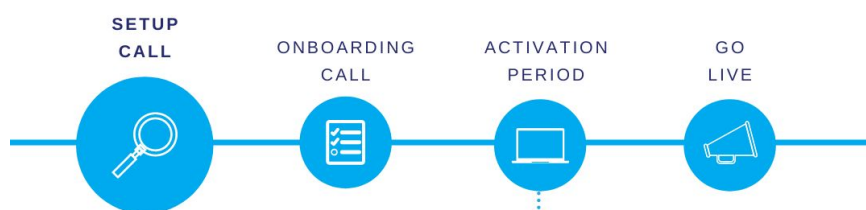
Your Educator-Resources Team

The Onboarding Process

SETUP CALL   ONBOARDING CALL   ACTIVATION PERIOD   GO LIVE

Option 1: 2 weeks   ★ Recommended
↳ Staff week 1
↳ Parents week 2

Option 2: 1 week
↳ Staff & Parents

Step 1: Setup process with Educator-Resources

SETUP CALL · ONBOARDING CALL · ACTIVATION PERIOD · GO LIVE

Goals:

❏ Introduce you to the Educator-Resources Team & your Account Manager
❏ Explain the setup process and assist in completing the Initial setup form
❏ Ensure that we receive a clean, accurate and complete census data file
❏ Receive your ACH set up

The setup process is a critical component to a successful implementation. Here we will collect all the pertinent information that allows us to create your school-specific Dashboard. The Dashboard is the primary tool you will use and it provides the valuable data and insights you need to take actionable steps to manage your population.

Checklist to ensure a successful setup:

❏ Receive a welcome phone call from your Account Manager
❏ Receive access to the Admin portal with the communication package templates via email from your Account Manager (will be sent after your call)
❏ Complete and submit all files to Educator-Resources via Sharefile link included in the setup email
❏ Work with Account Manager to schedule Onboarding call with Imhealthytoday team
❏ Schedule a time for Dashboard Training

Step 2: Onboarding Process with Imhealthytoday Schools team
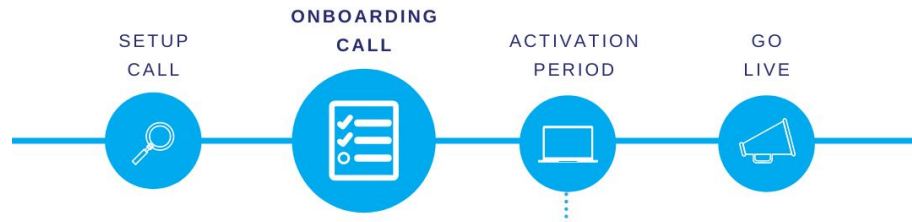
Goals:

- ❏ Introduce you to the Imhealthytoday Team Member assigned to your school
- ❏ Confirm and finalize the accuracy of the data provided to IHT for successful onboarding
- ❏ Confirm dates and times for activation launch stages (for activation & Go Live)
- ❏ Confirm the preferred time of day for sending parents/staff checker texts
- ❏ Assign all designated school representatives' access to the Dashboard
- ❏ Answer any implementation questions you may have

This onboarding call will include your Educator-Resources account manager and a member of the Imhealthytoday implementation team. We will ensure that all of the information you provided during the setup call has been received, is accurate and will allow for a successful upload into the IHT database so that we can proceed to the Activation Phase.

Onboarding/Implementation Call Overview with Imhealthytoday (Subject to change)

1. Initial Self-Checker for staff and students
2. Daily Self-Checker
3. Explain tele-visits and testing
4. Overview of Health Status Dashboard
5. Self-Checker Results
6. Daily Reminders
7. Testing Options

Administrator Dashboard

The dashboard feature of the Imhealthytoday program is a web portal for the School Administrator to review the daily status of faculty, staff and students' initial and daily checkers. The information on this dashboard is invaluable to administrators in determining the overall COVID-19 risk facing the school on any given day. The school administrator was given the ability to grant access to any designated faculty and staff during the onboarding process. There is no limit to the number of people that can access the dashboard.

Dashboard Details
The dashboard is broken into sections in order to provide an easy overview of the population. All data is shown based upon the status of each member, either GREEN, YELLOW or RED.
In addition, using a toggle switch at the top of the screen, the administrator will be able to go between the STAFF and the STUDENT dashboard. The member search bar is used to search by name of the faculty, staff or student. The most current results will be shown for that member.
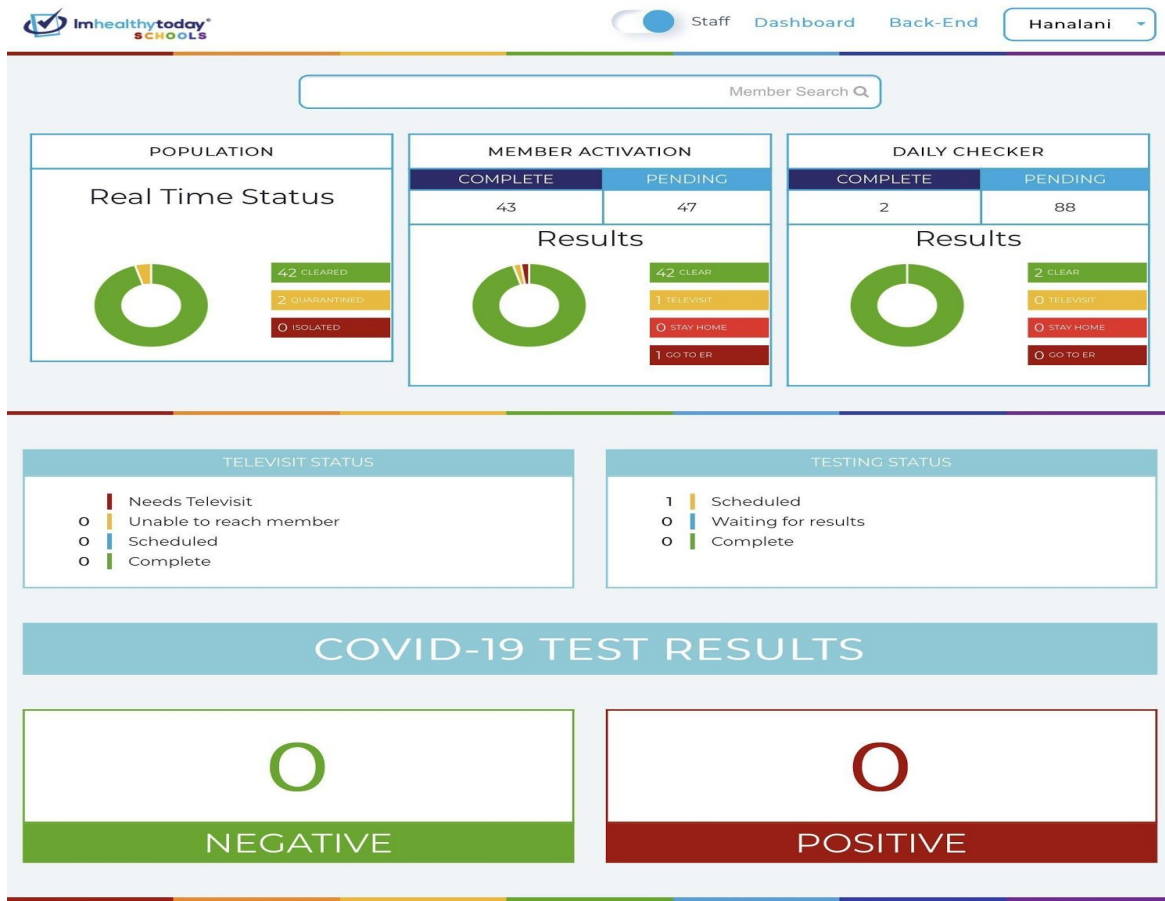
Let's take a look at the information compiled in the various sections of the dashboard.

The top three boxes are cumulative results. For each category of result, the administrator can click on the title to receive a list of all members that are in that status.

1. **Population Real Time Status -**
   a. This shows the status of all members of the school at the current moment; includes the status of the most recent checker taken by a faculty, staff or student.
   b. If the member took the initial checker, but hasn't completed the daily checker, the results include the initial checker status.
   c. If the member has completed the daily checker today, the results of the daily checker are included (not the initial checker)
   d. In the box below, 42 members have been cleared to return to school and 2 members are in quarantine awaiting a tele-visit. Zero members have a positive COVID-19 test.

2. **Member Activation: Complete and Pending**
   a. This shows the total number of members that have completed the initial checker and the total number of members that have not activated their initial checker.
   b. Additionally, it includes the status that the members who completed their initial checker received.
   c. In the box below, 90 members have been activated (43 complete and 47 pending). Of the 43 complete, 42 have been cleared to return to school, 1 is waiting for a tele-visit and also received the message to go to ER due to the answers from the initial checker.
   d. This box is used for activation status only. Once all members are activated, the Population box and Daily Checker Box are the two main boxes to review.

3. **Daily Checker:**
   a. This shows the current day's number of members that completed the current day's daily checker and the number still pending.
   b. This section can be used in the morning to identify which students are clear to return to school, how many are quarantined and how many received positive COVID-19 test results.
   c. In the box below, 2 members have completed their daily checker and are clear to return to school. 88 members are still pending and have not completed the checker.
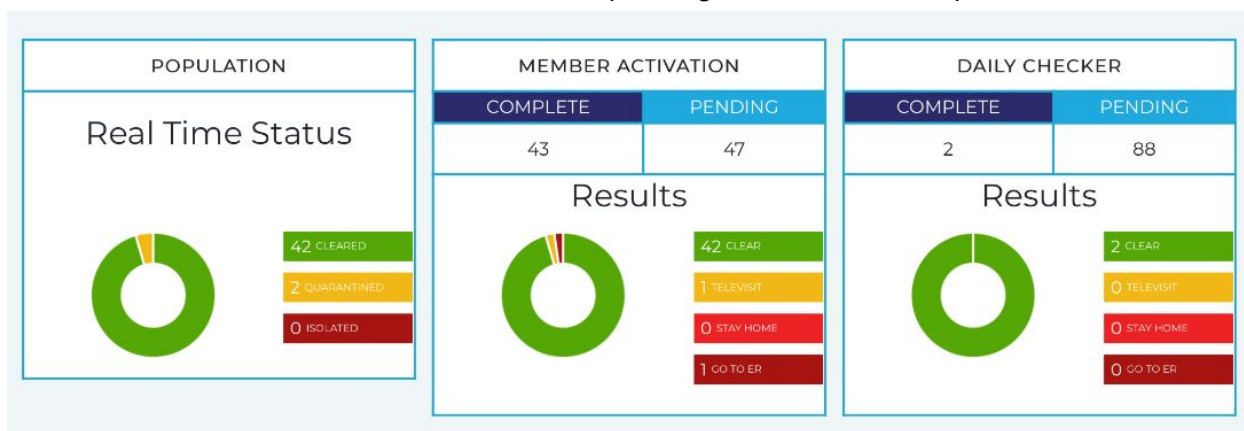
The bottom four boxes are used to track the status of members that received a yellow status or are awaiting test results.   This information is useful in knowing how many members are in the process of being evaluated to return to school. The information can be useful to administration to determine if the school is experiencing a high spread or risk of COVID-19.

The first box identifies the number of members awaiting a tele-visit and the Imhealthytoday customer care reach out status. In the box below, there are no members currently waiting for a visit.

The second box shows the number of members in testing status. In the box below, one member has a test scheduled and is waiting to take the test. Zero students have already taken a test and zero students have completed the test and have their results.

The next two boxes are the current status of COVID-19 test results. In the boxes below, zero students have been tested therefore, there are no negative or positive numbers listed.
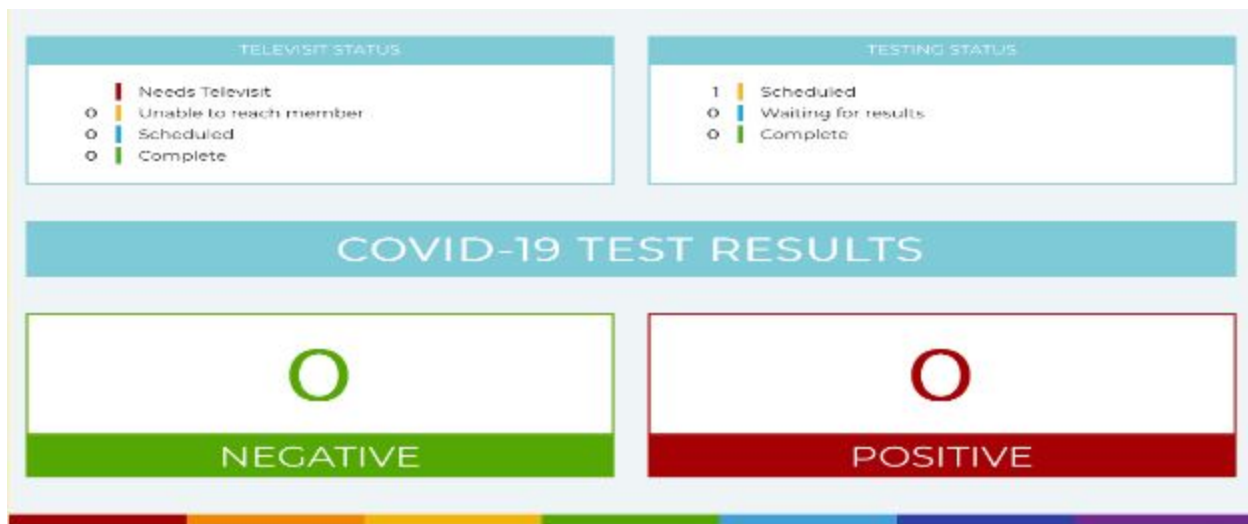
Step 3: Member Activation Phase

SETUP CALL — ONBOARDING CALL — ACTIVATION PERIOD — GO LIVE
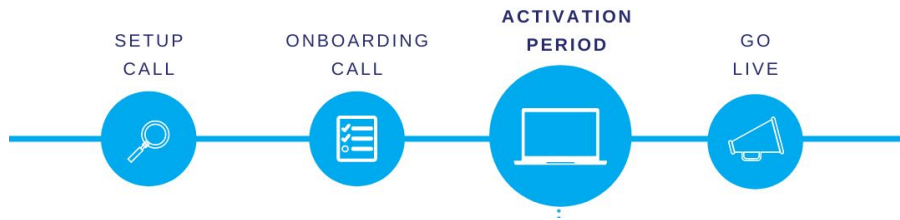
Goals:

❏ Successfully activate all members of your faculty/staff
❏ Successfully activate all members of your student community
❏ Address any faculty/staff concerns that arise through the process
❏ Address any parent concerns that arise through the process
❏ Not to turn away any child who may be healthy, but has not yet had success completing the activation process.

In our experience onboarding many schools into this program, we have learned that when facing a tight timeline leading up to your first day of school, we have greater success when the activation period is completed over a two week time frame as described below.

A key to this phase of the rollout is that you communicate very clearly with your community that no student will be turned away from campus for non-compliance with the program other than health concerns (even though they have been unsuccessful in logging the data into the IHT web-based portal). This time frame allows for all in this partnership to resolve technical concerns without the parent fearing their child will be turned away from school

First Activations - Initial Checker rolled out to Faculty & Staff

The first activations start on a designated day (to be determined by your school), preferably an early weekday. These first activations are for faculty & staff only. The activation is initiated by sending (via text) the link to the Initial Checker to these employees.

Second Activations - Initial Checker rolled out to Students (via Parents)

Second activations in this phase are to your students by way of the parent contact information. Because the database of students is significantly larger than the employees, we prefer to launch the student activations as soon as the faculty/staff activations have been completed. This activation will be initiated by sending (via text) the link to the Initial Checker to all parents.

Step 4: Go Live (Official Launch)
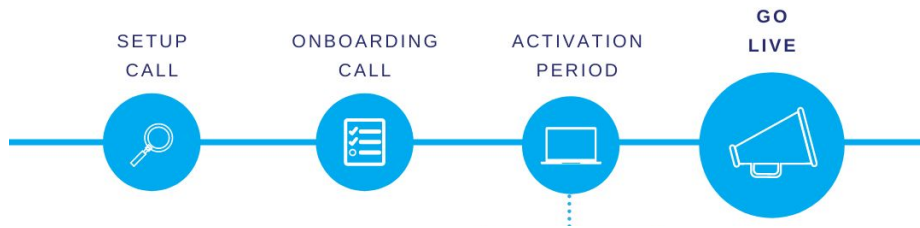
Go Live Checklist

Because the Go Live phase is when we enforce the rules of the IHT program, we encourage schools to set this date when we can be sure that there are minimal open issues that could cause any complications for an administrator, school or parent. So in order to move to this final stage, we will want to ensure the following:

- ❏ Confirm that IHT has loaded the most current data file, including any adds/deletes
- ❏ Confirm the date for GO LIVE
- ❏ Ensure that the administrator has been trained, and is comfortable with the dashboard
- ❏ Ensure that the entire population has been successfully activated
- ❏ Select the official Go Live Date
- ❏ Communicate to the parents one day prior to the Go Live date

FAQs for Setup and Activation

1. **How do the members activate their account?**
   A: The member activates by clicking the link in the morning text message which sends the member to the school's portal and member specific login credentials. The member can activate the program using either the email or the text link. Two options are provided to facilitate the process. Members only need to choose one option to activate their enrollment. The strong preference is for the daily checker to be sent and accessed via text message since it will also serve as a daily reminder. Email is often missed or can be sent to a spam folder. We can support the ability to turn off one form of the communication but our strong preference is to keep both enabled to provide a form of redundancy.

2. **Why do I need a unique email address for each student/member?**
   A: A unique email address is required for each student in the Imhealthytoday database. The individual username and password is linked directly to the unique email address in the system. Most families have more than one email address, so this should not pose a significant issue. If a family has a large number of students enrolled in the program, we may need to help them establish additional email addresses, but rarely necessary.

3. **Can a parent designate that the text/email goes directly to their student?**
   A: No. The text/email must go directly to the parent to oversee the checker. However, the parent can forward the resulting badge that shows the student was cleared for school to their cell phone.

Communication Overview

We have created the following communication templates for you to use as is, or edit to accommodate your communication style. We ask that you not alter any content that is specific to the program so we do not jeopardize the integrity of the information as it relates to our protocols.

We believe the most effective way to ensure buy-in and support from the parents is to share as much as possible, as timely as possible. Every school has different communication systems and strategies, but we suggest that you "drip" this communication series out to your parents in small easy-to-digest pieces as we have outlined in this document. Feel free to combine communications, use in formats such as schoology or any other method that best suits your school culture.

As often as possible, we encourage you to redirect parents to our Parent Portal website. It is here that all the information contained in this document will be stored, and more information is being loaded as needed. It is our hope and intention that School Administrators are not overly burdened by parent concerns that can be addressed either by our team or through the portal. Please disseminate the link as often as possible - we suggest a link be provided in each communication so there is no mistake where to locate more information.

We recommend the program be implemented in two phases:
1. **Activation Period.** A two week "grace" period for ironing out any technical issues that may arise causing parents to worry their child will not be permitted on campus through no fault of their own. This grace period must be clearly communicated to avoid unnecessary concern. During this two week time frame, parents should honor the COVID code of conduct by not sending ill children to school, but we suggest you not turn students away for non-compliance during this initial activation period.
2. **GO LIVE Launch.** Go Live is the official start date of the program (after the entire community is fully activated) and all of the established rules will be followed with no exceptions.

Again, please keep in mind, these are meant to facilitate the communication process for you and your community, but are not required. We suggest you begin the communication/education/awareness emails below as soon as possible. Even if you happen to be working on a tighter timeline than you would like, please begin these communications as soon as you are able so that we can ensure success with the program.

There are several very important documents we have included in most of the communications for you to send to parents as attachments. All of these attachments can be downloaded straight from our Admin Portal for you to send with these mailings.

Technical Support Overview

Technical Support Visit us at www.Imhealthytodayschools.com

Technical Difficulties
Password reset, email address issues, phone number changes, multiple sibling setup
Online Chat on www.Imhealthytodayschools.com
(in lower left corner of Imhealthytodayschools.com Home Page)

Daily Checker
Accidentally answered a question wrong & need to reset
Call: 855-806-3910
Press Option 1: for Imhealthytoday Schools Menu
Press Option 3: for Member Services

Tele-Visit Assistance
Call: 855-806-3910
Press Option 1: for Imhealthytoday Schools Menu
Press Option 3: for Member Services

COVID-19 Testing Assistance
Call: 855-806-3910
Press Option 1: for Imhealthytoday Schools Menu
Press Option 3: for Member Services

General Questions
Email: memberservices@Imhealthytoday.com

Appendix

Click the Appendix Title to be redirected to the PDF version

A. <u>Parent Communication Series</u>

B. <u>Faculty/Staff Introduction Email to IHT</u>

C. <u>Model Code of Conduct</u>

D. <u>How Safe & Secure is My Child's Data</u>

E. <u>Yellow Shield, Now What?</u>

F. <u>Who is Behind the Imhealthytoday, LLC (Schools) Program?</u>

G. <u>COVID-19 Testing Process with IHT</u>

H. <u>Understanding Potential Activation Challenges</u>

I. <u>Top Parent Concerns</u>

J. <u>FAQs for Administrators</u>

K. <u>FAQs for Parents</u>