



Announcements to Employees

The most successful employee launches have been conducted at facilities that highlight the program and promote the on-site event for at least 2 –3 weeks in advance of Iroquois' attendance. Employees can be made aware of the program and on-site launch through a variety of communication vehicles:

- 1) Posted Memos
- 2) Payroll Stuffers
- 3) Internal Newsletter Articles
- 4) E-mails
- 5) Verbal Discussion by Department Managers
- 6) Tent Cards on Cafeteria Tables
- 7) ESP Posters in Employee Break Rooms and/or General Areas
- 8) Loud Speaker Announcements During the Day of the Launch

Program Information

Iroquois can provide wording to be used in all written communications (i.e., memos, newsletter articles, etc.). However, it is very important for the facility to highlight that this is a NO COST program for the employees. Employees should be encouraged to attend the launch and talk with the Iroquois representatives. No one is trying to sell them anything ---- this is a benefit provided by the facility.

On-Site Launch

Our experience with other launches has shown that the cafeteria is the best place to reach a majority of employees. Additionally, we have found that 11:00 am – 2:00 pm is the optimal timeframe for the on-site launch. Employees who work second or third shifts can obtain cards and program information from the facility's HR department. Word of mouth from those who attended the launch will help promote the program to all employees.

Membership Cards

Because the facility purchased a limited number of cards, you may want to control how the cards are distributed.

Who is eligible to receive cards ? Volunteers ? Nursing students ? Doctors ?

If you can print an alphabetical listing of all employees, you can check off each name as the employee is issued their card. Or, Iroquois representatives can hand out cards on the day of the launch using the alphabetical listing. Or, you can dispense cards through a special employee mailer using an Iroquois memo to describe the program and highlight the on-site launch date.