

Client Engagement Initiative for XXX

Project Summary

Purpose:

The purpose of this project is to perform comprehensive industry and company research, perform a feasibility analysis and recommend an IT solution that will improve client engagement for XXX.

Objective:

The project must achieve the following objectives: propose an innovative way to reach clients, facilitate client engagement and streamline access to the agencies' programs and services.

Scope:

| Inclusions | Exclusions |
|--|---|
| <ul style="list-style-type: none">The XXX division | <ul style="list-style-type: none">Other divisions |

Approach:

The project was implemented in two phases of four months each. Phase one focused on conducting industry analysis, company analysis and IT analysis. Based on the analysis key business problems and areas of improvement were identified. Phase two focused on one area of improvement, proposing a feasible IT solution and providing a detailed implementation plan.

Key Requirements:

| | |
|---|---|
| <ul style="list-style-type: none">Browser based solution | <ul style="list-style-type: none">Mobile application |
| <ul style="list-style-type: none">Secure sign-in to personal area | <ul style="list-style-type: none">Latest News |
| <ul style="list-style-type: none">Frequently Asked Questions | <ul style="list-style-type: none">Forum |
| <ul style="list-style-type: none">Important Contacts | <ul style="list-style-type: none">Information About XXX |
| <ul style="list-style-type: none">Client Feedback / Surveys | <ul style="list-style-type: none">Newsletter |
| <ul style="list-style-type: none">Online consultation with a nurse / request for a chat | <ul style="list-style-type: none">Schedule / View / Cancel Appointments and sending reminders |
| <ul style="list-style-type: none">General info & Recommendations | <ul style="list-style-type: none">Personal Information Tracker (mood, weight, diary, baby naps, feeding etc.) |
| <ul style="list-style-type: none">View assessment results | <ul style="list-style-type: none">Request change of personal information |
| <ul style="list-style-type: none">Family Physician's Login | <ul style="list-style-type: none">Guide to the portal |

Outcome:

Based on the requirements, vendor responses and feasibility analysis, the recommended solution is to implement a client portal utilizing XXX internal IT resources. To implement the project, the in-house IT department will need a team of 6 members including a program manager, business intelligence analyst, data warehouse analyst, process management analyst, corporate IT applications manager and a corporate IT network analyst. The estimated time to implement the solution is one year.

A mockup of the proposed client portal home page is shown on the next page.

YORK REGION PUBLIC HEALTH PORTAL

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