### **Harmonia phased approach**

### **1. Immediate Engagement: Welcome and Initial Survey**

#### **Objective: Establish trust and collect basic information.**

1. **Welcome Message:**
   * Send a personalized email or text thanking them for joining.
   * Highlight the mission of HARMONIA and what they can expect next.
   * Example:  
     *"Thank you for joining the HARMONIA waitlist! We’re thrilled to have you as part of our journey to make culturally competent healthcare accessible to everyone."*
2. **Simple Survey:**
   * Keep it short (3–5 questions) to gather high-level information and demonstrate their input is valued.
   * Example Questions:
     + What is the biggest challenge you face when accessing healthcare?
     + What type of healthcare services do you most need?
     + How did you hear about HARMONIA?
   * Use their responses to tailor future communication.
3. **Optional Incentive:**
   * Offer a small incentive for completing the survey, such as early access to premium features or a chance to win a discount on services.

### **2. Ongoing Engagement: Nurture the Relationship**

#### **Objective: Keep users excited and informed while providing value.**

1. **Email Series:**
   * Send weekly or bi-weekly updates to share progress, stories, and resources.
   * Topics:
     + Updates on HARMONIA’s development or launch timeline.
     + Testimonials or success stories from providers or patients.
     + Health tips or culturally relevant wellness content.
2. **Educational Content:**
   * Share blog posts, videos, or infographics about healthcare equity, finding culturally competent providers, or navigating telehealth.
3. **Sneak Peeks:**
   * Offer behind-the-scenes looks at the app development process, such as design previews or feature announcements.
   * Example:  
     *"Here’s a first look at our provider search feature—we’d love your feedback!"*
4. **Engagement Campaigns:**
   * Polls or quick questions on social media or email to keep them engaged.
   * Example:  
     *"What feature are you most excited about? Reply to this email and let us know!"*

### **3. Longer Assessment for Deeper Insights**

#### **Objective: Collect detailed information to refine the product and personalize their experience.**

* **Timing:** Send after 2–3 weeks on the waitlist or as you approach launch.
* **Content:** Include more detailed questions about their healthcare needs, frustrations, and goals.
* Example Topics:
  + Demographics and location to understand their needs better.
  + Preferences for platform features (e.g., telehealth, reviews, scheduling).
  + Specific health goals or barriers they face in accessing care.

### **4. Activities to Build Community**

#### **Objective: Create a sense of belonging and excitement around the mission.**

1. **Exclusive Webinars or Q&A Sessions:**
   * Host virtual events on topics like "Breaking Barriers in Healthcare" or "The Power of Culturally Competent Care."
   * Include sneak peeks of the platform and allow attendees to ask questions.
2. **Early Access Beta Program:**
   * Invite a select group of waitlist members to test the app before launch.
   * Collect feedback to refine features while making them feel valued.
3. **Referral Program:**
   * Encourage waitlist members to refer friends and family to join.
   * Offer incentives for referrals, such as extra perks or premium access.
4. **Social Media Engagement:**
   * Create a dedicated hashtag or group for waitlist members to share their excitement and experiences.
   * Post user-generated content to highlight their involvement.

### **5. Pre-Launch Activities**

#### **Objective: Build momentum and maximize engagement before launch.**

1. **Countdown Campaign:**
   * Send countdown emails or texts leading up to launch day, highlighting features and benefits.
   * Example:  
     *"We’re 5 days away from launching HARMONIA! Here’s how we’re transforming healthcare for underserved communities."*
2. **Exclusive Offers:**
   * Provide early-bird discounts or premium feature trials for waitlist members.
   * Example:  
     *"As one of our first members, you’ll get 3 months of premium access for free when we launch."*
3. **Feedback Opportunity:**
   * Share a pre-launch demo or preview and invite waitlist members to provide input.
   * Example:  
     *"Your opinion matters! Help us refine our provider search tool before launch."*

### **Summary of Activities**

1. **Start with a Simple Survey** to gather high-level insights.
2. **Build Engagement** with nurturing emails, educational content, and sneak peeks.
3. **Follow Up with a Longer Assessment** for detailed data collection.
4. **Foster Community** through webinars, referral programs, and beta testing.
5. **Generate Excitement Pre-Launch** with countdown campaigns, offers, and opportunities for input.