**Driven by** “**Supplier” Needs**

**Feedback on Step 3 – Determine Message**

* Clear
* Tell them what to do – protocols
* Concise, not too much
* Where to find out more
* Avoid contradictions
* Consistency
* Early – “Before Today Show”
* Like tables… simplicity
* Like “Pearls” – messages for patients
* Only send messages when important, too many is spam
* Actionable
* Provider role vs. Health District role
* Info/Actions/Preventions
* Who is saying this (Scott L)
* Confident that I will get same/clear messages from staff if I call/ ask questions

*Want to know how to get feedback*

*Follow-up when needed/asked for*

**Feedback on Step 5 – Send Message**

* Redundancy OK
* Email & Fax (usually get it indirectly, i.e. from office staff)
* Text/social media not called out

**Feedback on Step 4 – Write Message**

* See Step 3 plus:
* Like to know “how we’re doing”
* Are we getting better?
* Updates on previous messages?
* Like clinician to clinician tone/content
* Disease background/contact – local
* Practical info

**Mapping Customer Requirements to Our Process**

**Step 6**

Assure Message Received

**Step 7**

Receive Feedback on Message

**Step 1**

Identify Current Active Medical Providers

**Step 2**

Choose Audience to Receive Message

**Driven by** “**Supplier” Needs**

**Step 5**

Send Message (How Customers Receive)

**Step 4**

Write Message

(Vet, Edit)

**Step 3**

Determine Message to be Sent

**Driven by Customer Needs**