RLDATIX

Allocate Optima

Naming Update Comms Kit

January 2023

Kit Assets

- This kit has been designed so you can promote the name change from 'HealthRoster' to 'Allocate Optima' in release 11.2.4. It is designed to give a simple message of the name change and directs readers to find out more from their rostering team.

Assets

- A4 Poster

- Email Signature

- Screensaver/Digital Screen

- Animation (GIF and Video Formats)

- Desktop Icon

- Logos

- FAQs

Comms Kit

Print Item: A4 Poster

- Printable poster with simple headline message of new name.

- For placement in common staff areas/near workstations where people may log into Allocate Optima.

Supplied Format	A4, PDF

Comms Kit

Print Item: Digital Screen

- Landscape digital screen that you can use as a screensaver or on rotational digital screens.

- Simple headline message of new name.

Supplied Format	16:9 ratio, JPEG

Comms Kit

Print Item: Email signature

- Image that can be added to the bottom of email signatures.

- Includes a 'find out more' message so you can link to an internal intranet page for additional info, or to your Allocate Optima URL.

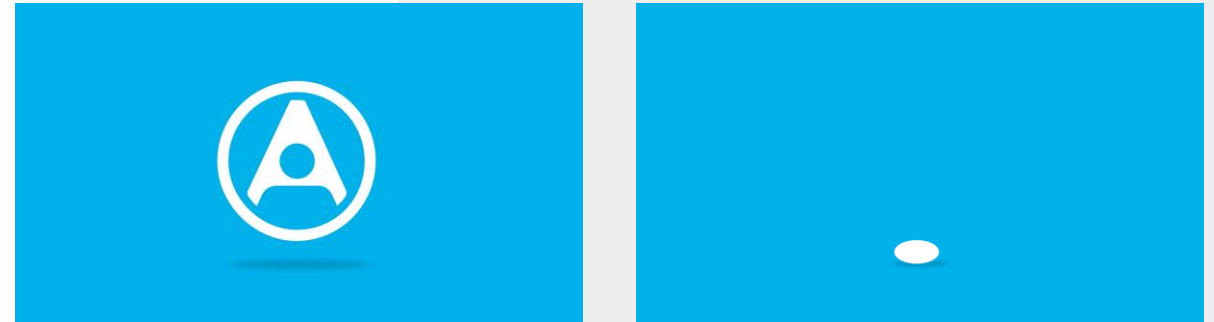| Supplied Format	JPEG

Comms Kit

Print Item: Animation

- A short animation that shows the HealthRoster icon updating into Allocate Optima.

- Can be used on internal intranet pages or digital communications, such as a newsletter.

Supplied Format	Supplied as GIF and video format

Storyboard of Animation

Comms Kit

Print Item: Desktop Icons

- Allocate Optima symbol that can be used as a desktop icon, or any small button links to Allocate Optima.

- Available in Purple and White

Supplied Format	Both as PNGs

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Comms Kit

Print Item: Desktop Icons

- Allocate Optima logo that can be used to replace any existing use of HealthRoster logo, or in own internal communications

- Available in Purple and White

Supplied Format	Both as PNGs

Comms Kit

Print Item: FAQs

- A list of FAQ's about the naming update.

- You can use these to form the basis of your own communications to your end users.

Supplied Format	PDF

Allocate Optima | Name Update

Release 11.2.4 | FAQs

Q: Will my URL for logging into Allocate Optima/HealthRoster change?
No. Your URL will remain the same and will not affect how you login. Therefore, if your URL contains the name 'HealthRoster', this will remain.

Q: Where will I see the changes in name within Allocate Optima/HealthRoster?
You'll notice the Allocate Optima logo has changed in two key places:
Firstly, on your login URL.
Secondly, in the top left corner of screen while you are using the solution.

Q: Are EmployeeOnline or Allocate Loop changing their names as well?
No. These will remain as they are.

Q: Does changing the name of 'HealthRoster' to 'Allocate Optima' effect my bundle, that is also called 'Optima'?
No. This is purely just a cosmetic name change of 'HealthRoster' to 'Allocate Optima' and does not make any changes to your contract or bundle.

Q: Should I communicate the name change with people who use Allocate Optima/HealthRoster?
This is totally up to you. As the solution is not changing, some people may not notice the name has changed for a while. We do advise however if you get asked about the name change from your users, you are able to provide them with an answer.

Q: Can I still refer to it as HealthRoster for a while with our users?
The decision on is ultimately yours. Some people will start calling it by the new name straight away. Others may take a long time to call it something else as that is all they have known. You may already call it something else that works for you, like 'eRostering'. If any of your users inquire about the name change, you can provide them with an explanation.

You may want to start referring to the solution as 'Allocate Optima/HealthRoster' in any internal documents, communications or intranet pages to help educate your users the name has updated.

Q: Will there be a Communications Kit provided to help promote the name change within my organisation?
If you wish to proactively communicate the name change, we will be providing a Communications Kit you can use, including email signatures, digital screen, new desktop icon and more. This will be made available on the Communications Vault soon.

Q: Are any other solutions across the Allocate portfolio changing their names?
We will be making some other name changes in the future. These will be communicated separately closer to the time and on a solution-by-solution basis.

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Allocate Optima

If you have any questions or feedback about these assets, we are happy to help.
Please contact:

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