COMMUNICATIONS PLAN

Paging Services Changes

**purpose** ([explain](#purpose))

To communicate to affected users and their organizations that University IT will move all unsecured paging services to secure delivery mechanisms in the next six months to better protect the university and patient information. Secure delivery mechanisms are encrypted and data on the device can be wiped if the device is lost or stolen, passcodes can be set on the devices for an additional layer of security, and the data is HIPPA/PHI compliant. None of this is available with the current physical pager offerings.

A dual – but unpublicized – purpose of this communications is to get UIT out of the business of old technology that costs additional time and money to support and service, and move as many of the 5,000 current physical pager users as possible to the smart pager mobile app option unless there’s a business reason that necessitates they have a physical pager. By eliminating the SBAN option, UIT will experience reduced costs by not having pay maintenance on roughly eight SBAN towers around the Bay Area, vendor fees for after-hour services (totally about $65-$75k/year), or large PO agreements for SBAN pagers (currently Stanford buys and owns these; the new ones will be leased and the user is responsible for replacing them if lost/stolen).

**background/overview** ([explain](#background))

CONTEXT

Currently, there are about five delivery mechanisms offered for paging, including two forms of physical pagers both which will be changed.

* The in-house short-range physical pager covered by the local Bay Area Network (SBAN) will retired completely and 3,400 active users of this mechanisms will be migrated to another offering.
* The Spok Wireless physical pager mechanism will be replaced by the long-range secure physical pager mechanism, which will require about 1,600 active users to switch devices. The new long-range Spok Wireless option provides a better service and has already been tested and is available.
* In total, about 5,000 users will need to switch delivery mechanisms, either migrating to the new long-range Spok Wireless physical pager option or switching over to receiving pages via their smartphone via the smart paging mobile app, Spok Mobile.
* New paging services users are no longer being offered the unsecured options.

IMPACT

For users of the sunsetted services, the impact is:

* They have to get a new device.
* The functionality will be the same.
* The service will be better and secure
* But there are cost increases  … (UIT thinks these are warranted for the added security)
	+ Currently, SBAN users pay a one-time fee of $125 for each pager and no recurring monthly fees.
	+ With the new Spok Wireless long-range physical pagers, there will be a recurring monthly fee of $7/pager.

Additionally, there is some sensitivity around the change. The Graduate Medical Education program residents all use SBAN.

TIMELINE

There isn’t a definitive timeline for the migration.

* Effective now, all new users of paging services are no longer being given the option for the two unsecured physical pager options; they are already being enrolled in the new long-range Spok Wireless physical pager option if that’s what they need.
* Starting in August Paging Services will be working to start the migration of the current 5,000 users affected by the change and the goal is to migrate them to a new option ASAP and within three to six months, which is supported by the hospital.

**communications objective** ([explain](#objective))

Ensure that affected Paging Services users and their organizations are aware that UIT will sunset all delivery mechanisms for Paging Services that are unsecured, and understand the action they need to take to move from unsecured mechanisms to secure mechanisms within six months. Additionally, to encourage users of physical devices to opt for the mobile app option, wherever possible.

**communications plan** ([explain](#plan))

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [**audience**](#audience) | [**objective(s) & key message(s)**](#key) | [**comm channel(s)**](#channels) | [**delivery timing**](#delivery) | [**roles & responsibilities**](#roles) |
| Paging Services Clients | Effective immediately, Paging Services will only offer secure delivery mechanism options to protect the university and patient information. If you use one of the unsecured physical pagers, you must take action immediately to replace this device for a secured option. | * Paging Services website
* Direct email/page to those affected from UIT (PRIORITY)
* Series of direct follow-up emails to those affected who have not migrated throughout the migration period (consider some of these emails coming from the clients’ managing organization vs. UIT).
* In-person presentations
* Printed flyers to hang around hospitals and SOM buildings
 | * Website updates begin week of July 20
* Initial email week of August 1 or TBD
* Series of follow-up emails metered out based on migration period timeline and level of desired urgency
* As migration plan dictates
* Start late July; Finalize and print by mid-August.
 | * Ahmad Kakar makes website changes with messaging help from Kate Junco as needed.
* Emails drafted by Ahmad and edited by Kate and Jim Knox.
* Ahmad creates content; Kate and Jim review as needed.
* Ahmad creates content; Kate and Jim review as needed.
* Ahmad provides key message ideas; Rachel/Dave design.
 |
| Hospital and SOM Leaders | UIT takes information security very seriously and will no longer support unsecured delivery mechanisms for paging services.We need your support to quickly move people in your area from unsecured paging devices to secured options.Even though the move to secured options comes with some cost increase, the added security provides a value that has no price tag.  | * Initial and continuing direct emails to leaders throughout the migration
* Presentations to leaders

(PRIORITY) | * Email timing unknown. Estimate to start in early August and continue through January.
* Presentations begin in late July and continue through unknown timeframe.
 | * Ahmad to craft initial email drafts; Kate and Jim to review and provide suggestions.
* Ahmad to craft initial presentations; Kate and Jim to review and provide suggestions
 |
| UIT Community | In an effort to ensure UIT is supporting technology that meets security standards and privacy compliance, Paging Services is sunsetting two unsecured physical pager devices currently used by about 5,000 people.The migration to secured options will take place over the next six months. The change will also get UIT out of the business of supporting old technology, and simultaneously save the university more than $XXX,XXX annually.  | * UIT Community intranet site news article (PRIORITY)
* Email to UIT KeyComm or all UIT staff
 | * News article published on the intranet site for Aug. 10 launch
* Email teaser sent with launch of intranet site to all staff, or in separate individual email to KeyComm
 | * Kate to craft article, Jim to edit, Ahmad to review and approve
* Kate to craft email, Jim to edit, Ahmad to review and approve
 |

**contact**

For more information about this Communications Plan, contactKate Junco, Sr. Communications Specialist, juncok@stanford.edu.