



**Your role as the UpToDate Clinical Advocate is important. To assist, we've provided best practices for driving registration and usage.**

### Phase One: Develop a Communication Plan

- Visit the Customer Success Center and become familiar with the communication templates
- Bookmark the Customer Success Center for easy access to materials
- Review UpToDate product information in the [Training Resource Center](#)
- Identify a list of five opportunities to build awareness
- Set dates to conduct awareness and registration events

### Phase Two: Build Awareness & Hold Registration Events

- Send an announcement from an Executive promoting the benefits of UpToDate Anywhere (template provided in Customer Success Center)
- Conduct registration events to facilitate staff registration. (pre-written emails and social media posts in Customer Success Center.) Events held at large meetings or near a cafeteria during mealtimes work well. Hospitals experience large spikes in their registration numbers by holding registration events.
- Include Information about UpToDate in your Newsletters, Social Media and other vehicles (prewritten communications and social media posts in Customer Success Center)
  - Encourage downloading of mobile apps
  - Drive usage through the EHR (if available)
  - Promote continuing education accrual and redemption, as appropriate
  - Encourage colleagues to submit success stories and/or testimonials
- Use the PowerPoint slides and UpToDate videos to demonstrate the easy registration process and mobile app download (slides and video links available in the Customer Success Center and [User Academy](#))

### Phase Three: Continue to Build Awareness & Promote Registration

- Endorse UpToDate at staff meetings, in the lunch room and during training events
- Invite colleagues to Live Online Learning sessions
- Enlist the support of your educational group to drive CME/CE/CPD accrual and redemption (where available)
- Send follow up emails with success stories such as number of CME/CE/CPD's earned, number of mobile devices connected and your clinicians' testimonials regarding how they use UpToDate

### Promote consistency in care:

- Demonstrate key UpToDate benefits to clinicians during lounge trainings, medical staff meetings, and "Lunch and Learn" events (use product and key feature demos in [User Academy](#) or [Training Resource Center](#))
- Include UpToDate in your orientation and ongoing training programs
- "Share" success stories and usage numbers (pre-written social media posts in the Customer Success Center)