

Pricing & Programming Launch Timeline

Overview of Key Milestones, Field Communication & Launch Support

Weeks 1-2



Foundation

Leadership education delivered; Launch Support Team organized; timelines finalized and team notified.

Weeks 3-4



Briefing & Training

Support Team briefing, FAQ review, Central Team education, and full team training completed.

Weeks 5-6



Go Live

Support Team runs scheduled calls; Program Release and Go Live; live field assistance provided.

Post-Launch



Follow-Up

Regional Leadership survey on rollout experience and education effectiveness, and success metric analysis conducted.



Mid-Point Check

Field Readiness Review

Regional Leadership prepares support calls; daily touch-base calls covering all locations.



Weeks 8-9

Survey, Feedback & Success Metrics

Feedback gathered from Regional Leadership on launch experience and additional resource needs. Adoption metrics analysis.

*Timing is relative to Go Live and can be compressed or extended based on program scope

Support Team Communication Timeline - By Week

Key Milestones for a New Pricing and Programming Launch

Numbers reflect program week

1



Timelines/Launch Support Team Organized

Education milestones delivered to Leadership group. Launch Support Team of daily support call team organized.

2



Support Team Notified

Introduce the full Central Team to the project so they have context if someone reaches out to them.

3



Central Team Education Brief

Educate the full Central Team on the project so they can answer basic questions.

Call at end of week to review the project, each member's responsibility, and the list of locations they own.

5



Support Team Calls

Mon-Wed: Team runs scheduled calls with their assigned locations.

Internal Review

Thu: Team reviews the most-asked questions and useful questions from locations.

Final Support Team Call

Fri: Final group call with locations to review remaining questions and useful questions raised by other locations.

6



Program Release, Go Live

Support Team members should be ready for live field assistance.

8

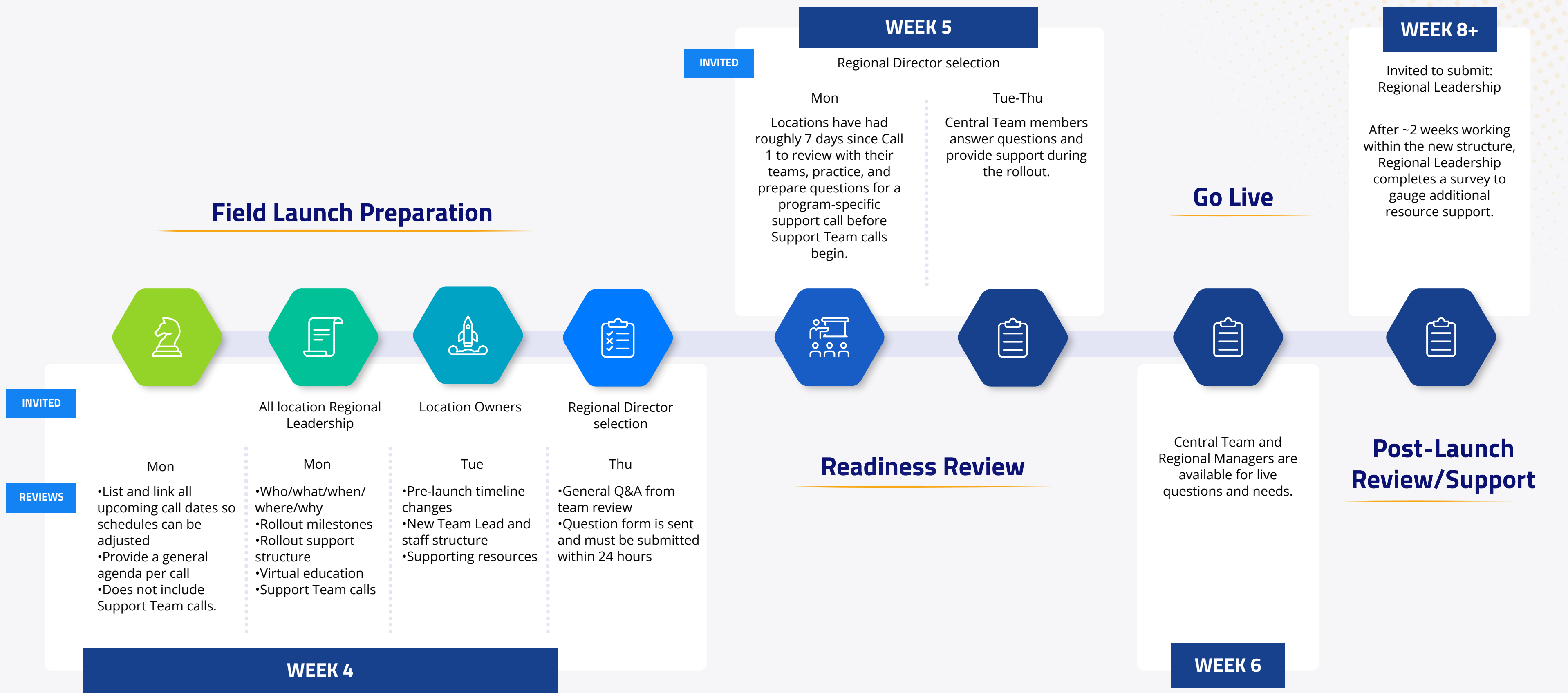


Post-Launch

Week 8, then in a 30-60-90 day cadence. Recommended to survey Regional Leadership on the launch rollout and the education provided. Review success metrics and update Leadership Team.

Field Communication Timeline - By Week

Suggested Timeline for Central Team to Field Virtual Support



Launch Support Structure

Post-launch follow-up, team roles, and support organization for the rollout



Support Team

14 Central Team members organized early, each covering approximately 5 locations throughout the rollout.



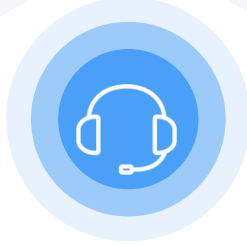
Team Roles

Review FAQs, schedule support calls with locations, and provide live field assistance during Go Live.



Final Group Call

A final group support call is held at the end of Week 5 to address any remaining questions before launch.



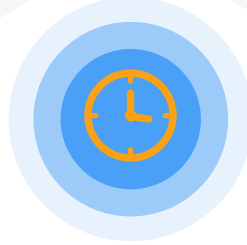
Live Assistance

Central Team and Regional Managers provide real-time support to all locations during the Week 6 Go Live.



Post-Launch Survey

Regional Leadership survey distributed in Weeks 8–9 to gather feedback on rollout experience and resource needs.



Timing Flexibility

Schedule and support structure may be adjusted based on overall program scope and regional readiness.