



Healthcare Workforce Enablement Seminar Series

MicroSite Registration Procedure:

Overview:

This summary outline provides an overview of a standard Landing Page process to host an information page about the Seminar Series on the web, (in this example on the ConnectCore.org website). This is a Community Online Resource Exchange site that hosts a variety of community oriented initiatives.

The same or similar landing page can easily be done on any other site, (COSHealth's site for example), provided that a link back to the MicroSite Registration page on ConnectCore.org's site is done so the database of custom links can be maintained and where the special email database "registration" scripts are hosted and operate from.

Step 1: Access the Landing Page:

<http://www.connectcore.org/healthcare-seminar-series>

The URL link above is a Landing Page that summarizes the Healthcare Workforce Enablement Seminar Series program on the ConnectCore.org site, (see the large image at right). At the bottom of this page is a section for Registering for a Customized MicroSite Portal Link, (see the highlighted image below).

Presentation:
Seminars are presented on-line only, one live event with question and answer with all webinars archived and available on-demand, and are organized so that they collaborate and support each content area as it pertains to the overall Workforce Enablement concept:

Register Now for Your own Customized MicroSite Portal Link:
To access the Healthcare Workforce Enablement Seminar Series MicroSite Portal, you will need a customized access link that allows us to keep track of user access, and to identify those videos and collateral materials that are of the most interest to the Healthcare Community... Just click the Registration button below:

REGISTER

When the blue "Register" button, is clicked, it navigates a user to a second page on the ConnectCore.org site... The MicroSite Registration Form Page. (See next page). This page is also a sub-menu item under the Healthcare Seminar Series menu on the main ConnectCore.org site.

CCC Home | DreamCity 2020 | Healthcare Seminar Series

Addressing Colorado's Healthcare Workforce Training Needs | **healthcare** Workforce Enablement Seminar Series

colorado springs regional business alliance | chp | Humans of Healthcare CORVITUS | WORKFORCE CENTER | Ensemble Ventures, LLC

Background:

The Colorado Springs Regional Business Alliance Health Care Sector Team held a collective impact event in February 2015 to discuss Health Care Work Force Improvements needed to improve the health care sector of our regional economy. The team designated to follow up on notes from the event proposed a Health Care Work Force Program that would address many of the ideas and community needs called out at this collective impact event. The following items were identified as opportunities to grow our economy by sharing information between health care employers (providers, payer, insurers, digital health, health IT, etc.) in our region through this program.

- Round table to formulate a plan to attract more behavioral/psych talent (video)
- Provide info to HC employers about funds and programs available to train their work force; support them in what they want to do
- How to hire the military
- How to engage interns
- How to provide externships (dental assistants, medical assistants, NP)
- Growing and keeping talent (round table - video)
- Volunteer-to-employee programs
- Health week event(s) on health care worker safety (for HR and employees/trainees); award for achievement in safety
- Update on laws and regulations and how they affect the work force

Mission:
Improve the Healthcare Workforce In Colorado Springs via the delivery of a series of web-based educational sessions.

A Collaborative Effort:
Just like a canoe with multiple "rowers", our webinar series is designed to be a "collaborative" Effort of Healthcare Professionals coming together to share the knowledge and experience about our work force needs in Colorado Springs.

Vision:
As a result of high engagement with the webinar series, participants will change their practices to improve workforces, and other items indicated in the results from the Collective Impact Event from February of 2015.

Scope:
Eight Seminar Series events - one or two per month from May through September 2016 focusing on the following subjects:

1. Behavioral/psych talent qualification, recruitment and retention
2. Training funds and programs: what is available and what is needed
3. Enhancing the workforce
 - Hiring the military
 - Engaging interns
 - Providing externships
 - Volunteer-to-employee programs
4. Health care work force retention
5. Health care worker safety
 - Issues
 - Remedies
 - Kick-off for annual award for achievement in safety
6. Healthcare IT
7. Update on laws and regulations and how they affect the work force

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REGISTER

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Continued...

Step 2: Fill out the MicroSite Registration Page:

<http://www.connectcore.org/healthcare-seminar-series/microsite-registration-form>

This page is where a user registers to receive a custom MicroSite URL Link that will enable them to access the MicroSite Portal. This link will contain the necessary email registration information that needs to be added to the MicroSite Portal database so that analytics can be enabled.

The page has two sections, (1) a Contact information Section, and (2) a User Profile Information section. Only 3 fields in the Contact Information is required to be entered, (Firstname, Lastname, and email) to process the form. Additional User Profile information is contained in the second section and can be added to over time. This information is stored in an SQL database on the ConnectCore site and is easily retrieved, and referenced, and can be included in reports, (Spreadsheets, PDF's, etc.). Also, the URL link above can be used in email's to refer people to the registration page if desired.

Once the information is entered into the two sections, a Captcha field is processed, (to be sure this is a human doing the data entry, and not a web robot), and the "Submit" button is entered.

Then a Registration Confirmation page will appear, (see below).

This page displays a Registration Confirmation Message and creates a customized MicroSite Portal Link for the user that can be clicked on to access the MicroSite directly.

The URL Link is specially encoded for this user and will automatically place their email into the MicroSite database for analytic purposes.

Also the user will receive a confirming email to the email address they used in the Contact Information Section that contains the fully visible MicroSite link, and an attached PDF file with the record submission. (See Next Page).

Above in the Red Circle is where the URL Link is located on the Registration Confirmation Page. It says "Click here to access the Microsite". This is Step 3: Accessing the MicroSite...

Continued...

Below is a copy of the email that is sent to the user who submits a MicroSite Registration Form. This also includes a PDF report that is attached to the email, and can be printed separately with the relevant information, (see last page).

Your Custom Healthcare Workforce Enablement Seminar Series MicroSite Portal Registration Inbox x

COShealth MicroSite Portal Administrator <mschmidt@collabraflex.com> 1:42 AM (55 minutes ago) ☆

to me

To: Bob Davis

Thank you for registering for a Custom MicroSite Link on the Healthcare Workforce Enablement Seminar Series Registration Portal Page.

The customized link below is for your use only, and will help us to track and analyze access to the site, identify which videos and collateral materials are viewed more than others, and help us to plan future video series and training programs. Your participation is welcomed and important to the success of our overall program.

Your Private MicroSite Link:

<https://ensemble.qosimian.com/sp/m/pgD8esCVsLvyRKj7LMpvmA/bWlrZS6zY2htaIR0LnVzxUBnbWFpbc5jb20=>

You can click on this link to access the site anytime. Be sure to save it in your bookmarks of your browser for ease of access.

Your Contact and Profile Information Provided is:

Firstname: Bob
Lastname: Davis

Email Address: mike.schmidt.usa@gmail.com

Company Name: Acme Health
Title: President
Phone: [719-555-1212](tel:719-555-1212)


Healthcare Work Classification: Vendor
:

We look forward to receiving your feedback or comments on the Seminar Series Program and MicroSite Portal

Regards,

The COSHealth Team

MicroSite ver 1.0

 **PDF** 20161031014253-...

Two separate email recipients will each receive a copy of the MicroSite Registration submission by email that will contain the following Information:

Record saved to database with ID: 30
Form ID: 1
Form title: Healthcare MicroSite Portal Registration
Form name: hcwfessmsportalreg
Submitted at: 2016-10-31 01:42:53
Submitter IP: 174.24.41.169
User-ID: 0
Username: -
User full name: -
Submitter provider: Unknown
Submitter browser: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/49.0.2623.112 Safari/537.36
Submitter operating system: win
Firstname: Bob
Lastname: Davis
Email Address: mike.schmidt.usa@gmail.com
Company Name: Acme Health
Title: President
Phone: 719-555-1212
Healthcare Work Classification: Vendor
Employment Status: Considering Career Change
Microsite Link: <https://ensemble.qosimian.com/sp/m/pgD8esCVsLvyRKj7LMpvmA/bWlrZS6zY2htaIR0LnVzxUBnbWFpbc5jb20=>

(Note: the above link is not valid. Shown as example only).

Continued...

2016-10-30 23:15:39	
ID:	1
Submitted at:	2016-10-30 23:15:39
IP:	174.24.41.169
Browser:	Mozilla/5.0 (Windows NT 5.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/49.0.2623.112 Safari/537.36
Submitter operating system:	win
Data:	
Firstname:	Bob
Lastname:	Davis
Email Address:	mike.schmidt.usa@gmail.com
Company Name:	Acme Health
Title:	President
Phone:	719-555-1212
Healthcare Work Classification:	Vendor
Other (Describe):	
Microsite Link:	https://ensemble.gosimian.com/sp/m/pgD8esCVs9yyRKj7LTpvmA/bWlrZS5zY2htaWR0LnVzYUBnbWFpbC5ib20=

This report contains the same information as the administrative email, but in a PDF format. It also contains the full MicroSite Link for future reference and use.

These PDF reports can also be pulled as multiple page reports from the user database in the back end admin.



Mike Schmidt
Ensemble Ventures, LLC
October 2016 – Version 1.0