



# KEY INSIGHTS

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# 1 A System of Engagement is an enterprise solution

Everyone is talking about apps. It's easy to talk about apps. Apps are only part of the picture.

Many of the most important elements for success happen below the surface. Successful health & human services engagement solutions are based on an enterprise mind set from the start.

Think deeper than apps.



## 2 Health & Human Services needs are different

We shouldn't have to make this point, but these days the obvious is often befogged.

Some vendors are working hard to make the world believe that solutions designed for CRM or supply chain management should be used to help people in the HHS realm.

Would you buy a hammer to change a light bulb?

# 3

## A System of Engagement is a transformative technology

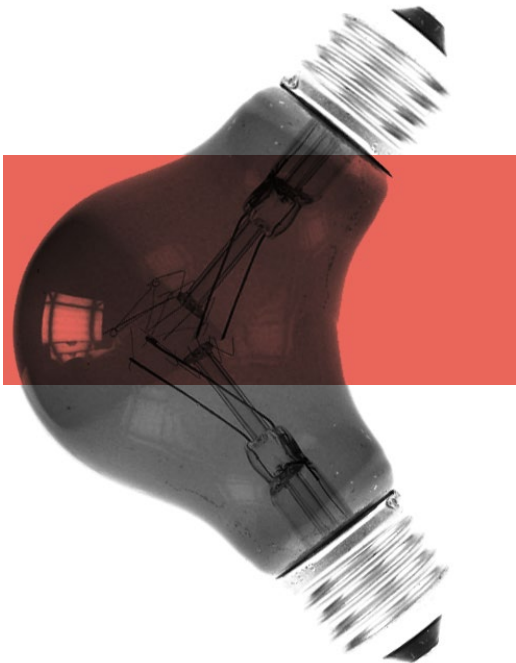


Remember when the web got started, and we all thought it was going to be about online brochures?

Then we realized it was changing absolutely everything.

Systems of Engagement are bringing bigger changes, they're happening faster.

And we're just at the beginning. Buckle up.



## **4** Unique demands don't require eccentric solutions

Sure, you have requirements that are unusual and specific to your organization. That doesn't mean you need to invent a new way to meet them.

Others have already solved problems that are similar to yours and thought about problems you haven't even run into yet.

Turn other people's successes and mistakes to your advantage.



## **5** Open standards = no regrets

You don't like when vendors try to lock you into proprietary technologies, do you? By selecting open technology solutions that offer resilience and flexibility, you can protect your organization in a dynamic and unpredictable world.

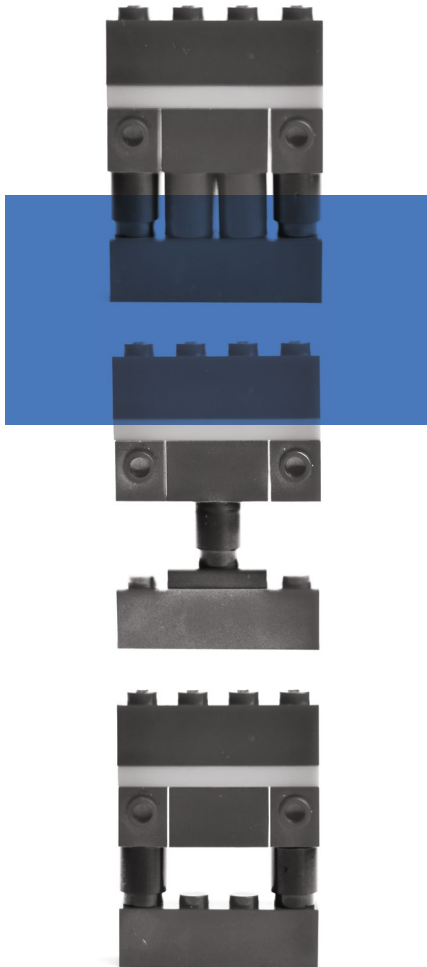
Watch out for blind alleys.



## 6 A solution is more than a platform

Don't get us wrong. There are some amazing software platforms out there. They can help you build great solutions if you have the time and resources. Here's the thing to keep in mind...

Platforms don't solve problems. Solutions solve problems.



## 7 Coding is seldom the best option for Systems of Engagement

Coding is not always the best way from A to B. The complexity and nuances of client and caseworker engagement makes coding a high effort and low-return activity. The problem only gets worse when you need to change things down the line.

Commercial off the shelf solutions that can be configured out of the box reduce risk, cost, and time at every stage.

Think before you code.





## 8 Excellent user experiences are a must

Excellent user experiences are where it all comes together. They determine whether people will use a solution.

It's not easy. Designing for smartphones and tablets is not for the faint of heart. It's a new and different way of doing things. It really is.

If you don't have the experience and expertise to deliver user experiences that users want, make sure you work with people who do.



## 9 — Systems of Engagement expertise is key. Expertise with domain knowledge is key-er\*

Successful engagement projects for HHS are built on a deep understanding of both Systems of Engagement and HHS culture and processes.

Few people can do Systems of Engagement well. Far fewer can do Systems of Engagement for HHS well.

When designing your approach, ensure you combine both types of expertise.

\* yes, sometimes we make up our own words.

# 10 Pick a partner who gets it

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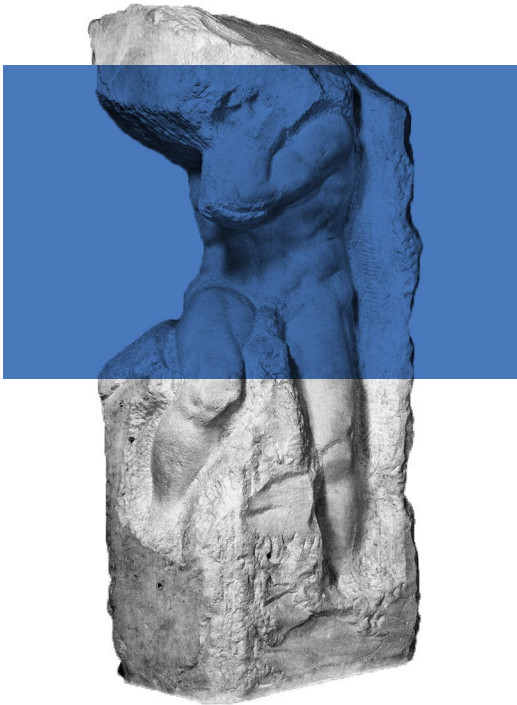
Getting it means that your vendor is moving in the same direction as you.

Getting it means caring about social program delivery as much as you do.

Getting it means understanding the technology without making it an end in itself.

Getting it means succeeding only if you succeed.

Work with someone who gets it.



# 11 Systems of Engagement are a work in progress

Systems of Engagement means new solutions, standards, methods, possibilities, and best practices emerging rapidly.

It can feel overwhelming, but help is out there.

Where to start? Don't be afraid to talk to people and ask questions. Feel free to start with us.

# About Diona

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Diona provides innovative systems of engagement solutions to government Health and Human Services, Social Care, and Social Security agencies and NGOs around the world. Diona's family of social program engagement solutions, turn mobile devices—such as smartphones and tablets—into tools to achieve better business and social outcomes by helping agencies serve people more effectively, while improving how their employees work and collaborate. Diona solutions extend organizational systems of record and deliver real-time data directly into the field for clients and workers. Diona solutions are secure, robust, scalable, and reliable and feature flexible cloud-based or on-premise deployment options. With deep domain expertise and a usercentered design philosophy, Diona delivers digital solutions that help government agencies and NGOs solve real-world problems for their clients and employees.

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