



HAKIM  
GROUP

# Shark Induction

## Introduction



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Prior to the Pandemic we were conducting Shark induction and immersion days at HGHQ which would involve a set of face to face presentations with Sharks, Buddies, and several members of HGHQ conducted over one day. All sessions would be backed up with supporting information, which is presented to the Shark as part of their experience.

We have begun to deliver Shark inductions for new on-boarding partners and practices later in 2020, but as expected the way we conducted the immersion day needed to adapt based on the social distancing measures.

Our number one priority is to keep our practice team members and HGHQ team safe but still give an informative, welcoming, and friendly experience to our new or existing Sharks and their practices.

The plan is to continue to deliver Shark inductions on a virtual basis which will mean us hosting our partners and providing a set of presentations and training sessions which will be spread out over the working week. They will start on Monday and finishing on Friday with a maximum of 3 sessions per day lasting no longer than an hour. We will use the Zoom platform, so the sessions will remain informative and interactive.

By spreading the content out over 5 days and keeping them under an hour will help keep everyone engaged, whilst the timed sessions will allow the Sharks to plan around their practice and other business priorities.

As part of the induction, we will still provide each new Shark a pack of information for them to digest following their immersion into HG. This will be sent to each partner via a transferring website, so they can refer back to the guidance at any point.

Inductions will be offered to all new practice Sharks and be available to any of our partners that wish to refresh themselves on ways of working. The schedule of the induction will be slightly different depending on whether the Shark needs a full induction or a refresher.



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## Week 1

Week 1	
<b>Monday</b>	
10am - Sharks and ways of working and Buddy Objectives - 45mins	Nick & Buddy
11.30 - HelpHub & HG Academy - 35mins	Nick
2pm - Performance Tracker and Grohawk - 45mins	Ijaz
<b>Tuesday</b>	
2pm - EcoOnline - 45mins	Joanna
<b>Wednesday</b>	
10am - Optix - 60mins	Jo
2pm - Operations - 60mins	Jo
<b>Thursday</b>	
10am - Health Index - 45mins	Tony
2pm - Marketing and Digital - 60mins	Declan, Catherine, Mark, David & Megan
<b>Friday</b>	
10am - HR - 45mins	HR Team
11.30 - Facilities and Finance - 30mins	Muzza and the Facilities Team, Munir & Mark Jones
2pm - Amplify Hearing - 30mins	John Taylor



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## Week 2

Week 2	
<b>Monday</b>	
10am - Sharks and ways of working and Buddy Objectives - 45mins	Nick& Buddy
11.30 - HelpHub & HG Academy - 35mins	Nick
2pm - Performance Tracker and Grohawk - 45mins	Ijaz
<b>Tuesday</b>	
2pm - EcoOnline - 45mins	Joanna
<b>Wednesday</b>	
10am - Optix - 60mins	Jo
2pm - Operations - 60mins	Jo
<b>Thursday</b>	
10am - Health Index - 45mins	Tony
2pm - Marketing and Digital - 60mins	Declan, Catherine, Mark, David & Megan
<b>Friday</b>	
10am - HR - 45mins	HR Team
11.30 - Facilities and Finance - 30mins	Muzza and the Facilities Team, Munir & Mark Jones
12pm - Approved Suppliers - 30mins	Paul Forsythe
2pm - Amplify Hearing - 30mins	John Taylor



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## Monday

### Sharks and Ways of working and Buddy Objectives -

Nick Lowe, head of engagement and transformation will introduce you to culture and values of the Hakim Group and share how the partnership works. Nick will also introduce you to the Buddies, their role within the Hakim Group and how they support practices. There will also be 10 minutes allocated for questions and answers.

**Helphub & HG Academy** - In this presentation Nick will demonstrate how to use Helphub. Nick will show how to access resources and guidance from all areas of the group, including how to operate your practice through life after lockdown.

Part of this session will cover training opportunities including an overview of HG Academy. There will also be 5 minutes for questions and answers.

**Performance Tracker and Grohawk** - Ijaz Awan will show you how the Performance tracker works and how to complete it accurately. Ijaz will also introduce you to Grohawk, an application which collates patient feedback and how you can use the information to improve the customer experience in your practice.

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## Tuesday

**EcoOnline** - In this session Joanna Tyson will show you how to access the EcoOnline platform. How to complete a Health Check or Inspection, attach documents, assign actions and how to report an incident through incident reporting application. There will also be opportunity for questions and answers.

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## Wednesday

**Introduction to Optix** - Jo Macklin will introduce you to the functions of Optix, demonstrating how to use Optix in practice, the features and how it will benefit the day to day running of your business.

**Operations** - In this presentation Jo will introduce you to the Operations team and the areas they support you in practice.

This includes Optix, automated KPIs, Health Index and GDPR. You will also be guided through the Life after lockdown trading stages including responsibilities for both the practice and HGHQ.

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## Thursday

**Health Index** - Tony Macklin will take you through the measures within the Health Index and how you can use the information to monitor and improve the performance of your business. This will cover areas including debt management, cash handling and accurate data entry.

**Marketing and Digital** - Declan Bailey and Catherine Hogan will present the services that the Marketing and PR Team offer to practices including coordinating unique marketing campaigns. Declan will also present how the Mystery Shopper portal works and how the data can be used to deliver an exceptional customer experience. Mark Preston, head of Digital, David Barker and Megan Davies will explain and demonstrate how the team can support practices by creating websites, digital marketing and building a media presence. The team also analyze data and use this to implement the best campaigns for each practice.

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## Friday

**HR** - The HR Team will take you through their role and main responsibilities. There will also be a session to discuss how they are supporting practices through life after lockdown, including payroll and pensions, recruitment and retention, benefits and how they support implementing policies and procedures. There will also be an opportunity for questions and answers.

**Facilities and Finance** - In this session Muzza Patel, head of Facilities and his team will explain the objectives of the facilities team and the services they offer to practices. Suaib Issa, Financial director and Munir Moosa, Financial controller will outline the key services they offer to practices and the information they require practices to submit monthly, quarterly, and annually.

**Approved Suppliers** - In this session Paul Forsythe, Operations manager and practice Buddy will talk you through all the brands and suppliers that Hakim Group provides, including pricing, discounts and covering any questions you may have.

**Amplify** - John Taylor will talk through the audiology proposition and how Amplify can support your practice with a team of qualified Hearing professionals to serve your existing patients, whilst attracting new ones.