Alchemer Workflow Discussion, Overview, and Demo-

Presented by: Gordon Tapley and Elizabeth Coil

Presented by:



Trip Tapley
Senior Account Executive-



Elizabeth Coil
Senior Customer Success Manager

Alchemer

© 2024 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Agenda:

- **Introductions:**
- **About LHD's needs and desires in Workflow**
- **About Alchemer, how we can help, Workflow Demonstration**
- **Next steps**

© 2024 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Public Health
Prevent. Promote. Protect.

LHD ACADEMY OF SCIENCE

CDC
Proudly CDC Grant Funded

- **Standardization of collection, measurement, analysis, and supportive actions to the communities are core parts of this program.**
  - We support large urban counties and smaller rural Counties.
  - State level librarians coordinate standardized questions, measurements, outreach methods, templated surveys, and standardized messaging
  - A variety of engagement models of SMS, QR codes, emailed surveys and phone assisted surveys.
  - Helping pass down and ensure compliance of State Health Initiatives
    - Covid tracking
    - Communicable diseases
    - Aging, health and wellness,
    - Tobacco, alcohol, and drug use
    - Environment, water, trails, parks and req,
    - County Health effectiveness, Social Worker effectiveness
    - Public Safety, See Something Say Something. LEO feedback.
    - Community event management

- Alchemer has been the standardized platform for AOS since 2020. Continued partnership through 2028

- AOS is grant funded at the National and State Level and helps secure funding and standardized operations nationally.

- We must prove value and impact to the communities to keep CDC funding!

- Member Counties participate in regular standardization calls on engagement, measurement, and corrective actions.

© 2022 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Alchemer
Formerly SurveyGizmo

DISCUSSION FOR TODAY:

Public Health
Prevent. Promote. Protect.

LHD
ACADEMY OF SCIENCE

CDC
Proudly CDC
Grant Funded

Our goal for today is to spark meaningful and productive conversation on best practices and successful outcomes we have seen from our best clients with Alchemer Workflow. We can then demo Workflow.

We are looking to understand how to best assist Local Health Departments in achieving ideal Community and Citizen insights and to best leverage collected data for impactful service and closing the loop with Citizens.

1

- Do you have specific Citizen or Community insights and journeys you are looking to capture?

2

- Do you currently run any portfolios of surveys that could benefit from process orchestration?

3

- What do ideal reporting and closed loop feedback systems look like?

Alchemer

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

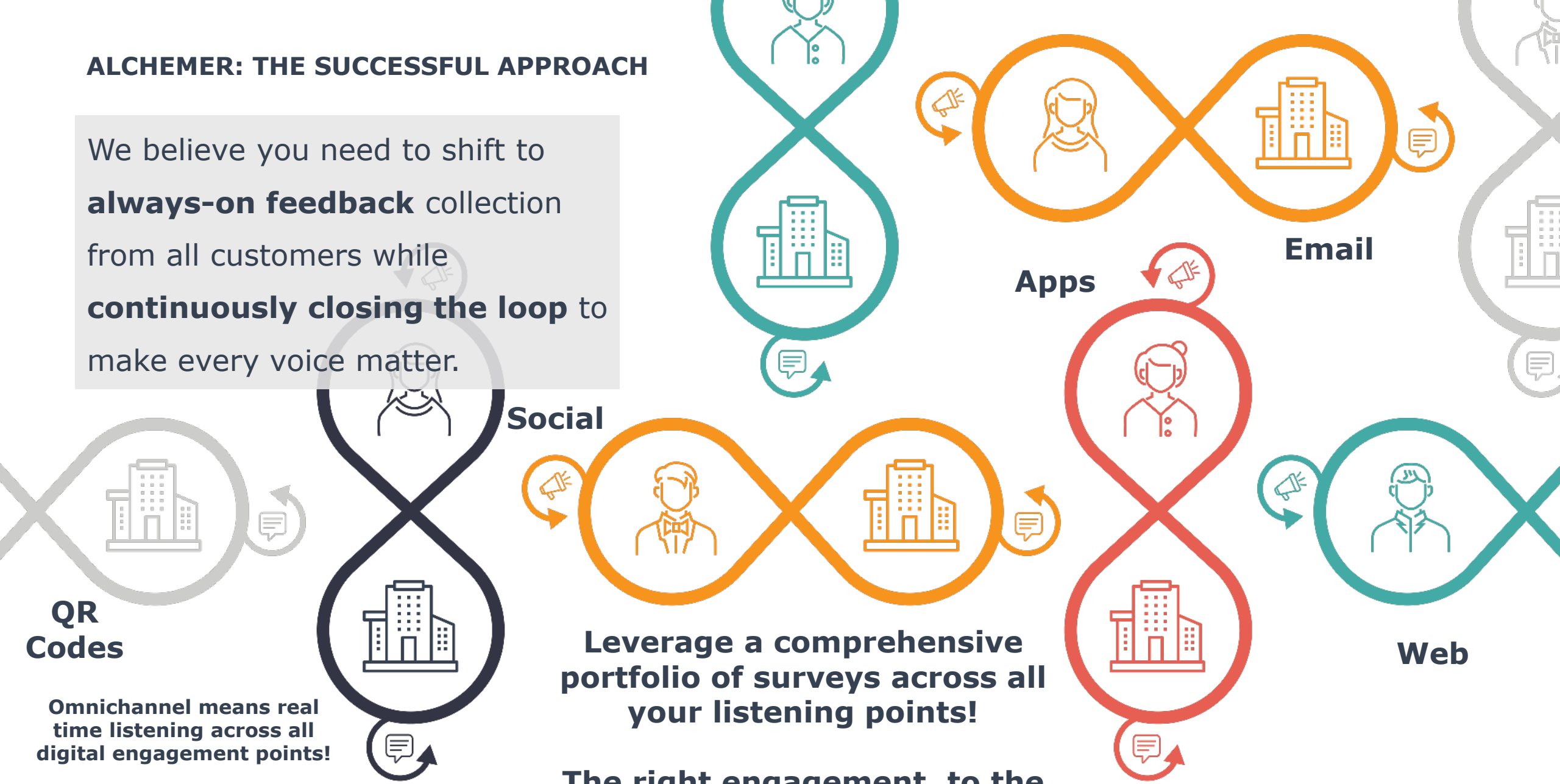
Why Alchemer?

Traditional Approach		Alchemer	
Controlled	>	Democratized and Empowered	Ensure granular and governed access for all members of Local Health Departments and Agencies.
Proprietary	>	Ecosystems and Integrations	Reaching Citizens where they are at with ideal engagement methods.
Dashboards	>	Workflows and Action	Alchemer makes it easy to engage Citizens in a targeted and granular model to drive feedback into the systems and processes that Health Departments leverage.
Blanketed	>	Directional and Impactful	Feedback needs to positively and measurably impact the ability to properly serve, understand, and close the loop with Citizens.

© 2024 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

ALCHEMER: THE SUCCESSFUL APPROACH

We believe you need to shift to **always-on feedback** collection from all customers while **continuously closing the loop** to make every voice matter.



Omnichannel means real time listening across all digital engagement points!

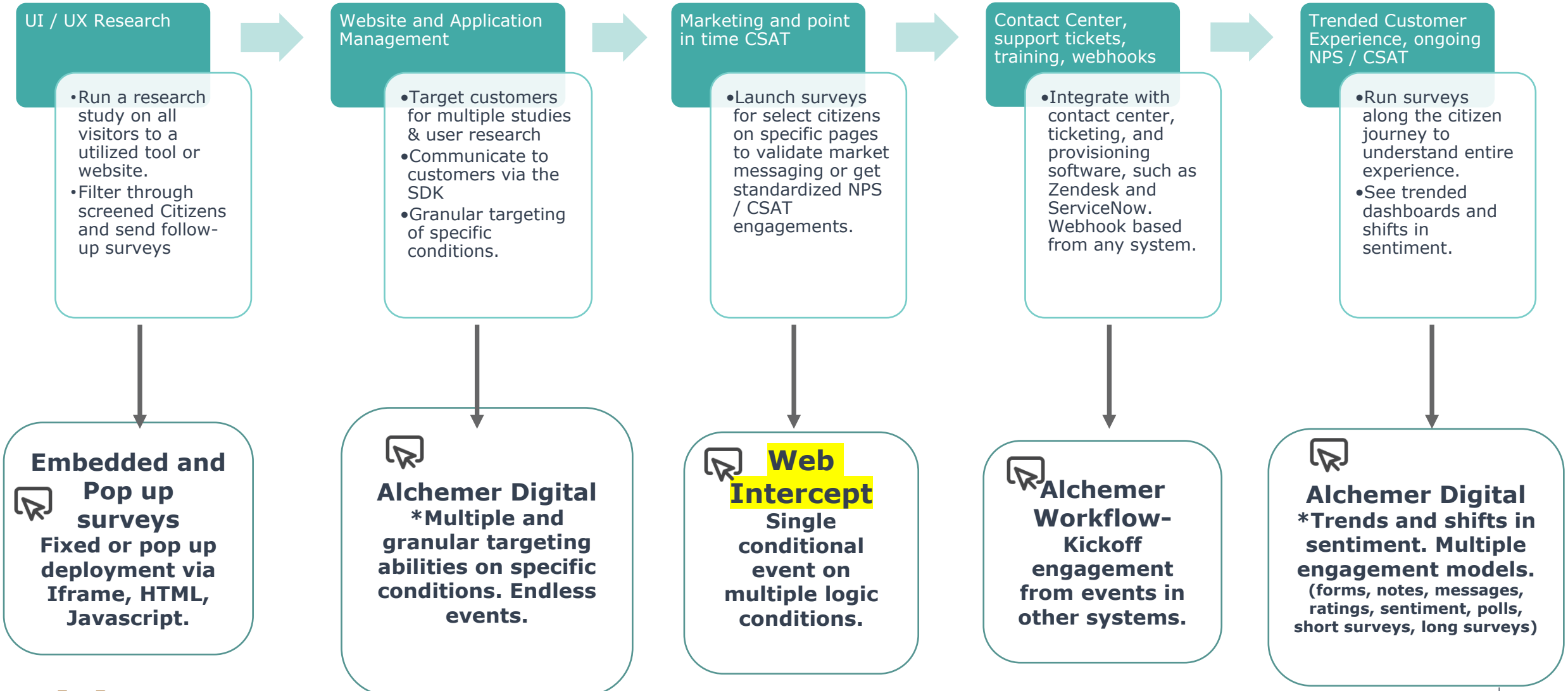
Leverage a comprehensive portfolio of surveys across all your listening points!

The right engagement, to the right citizen, at the right time!

Alchemer

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Versatile Digital Engagement capabilities across use cases-
Omnichannel Engagement for all Websites and Applications



Alchemer

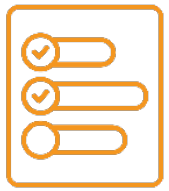
© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Alchemer's suite of solutions enables Omnichannel engagement across your Digital Engagement spectrum!

The Alchemer Platform is the **FASTEST**, **EASIEST**, **MOST EFFECTIVE** way to activate and close the feedback loop with Citizens.

ALCHEMER PLATFORM

CAPTURE EVERY VOICE

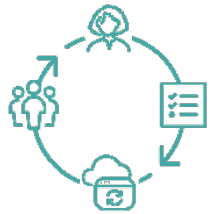


Collect the best feedback with **Alchemer Survey**



Enhanced Web and in-app feedback with **Alchemer Digital**

MAKE EVERY VOICE MATTER



Activate and close the feedback loop. Process Orchestration. **Alchemer Workflow**

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

ALCHEMER SURVEY

Alchemer Survey is the industry leader in **flexibility, ease of use**, and **fastest implementation,** and is designed for all departments and enterprises. Customers can collect feedback, conduct analysis, and realize outcomes on day one, without requiring multiple department modules or IT resources.

- What LHD currently has



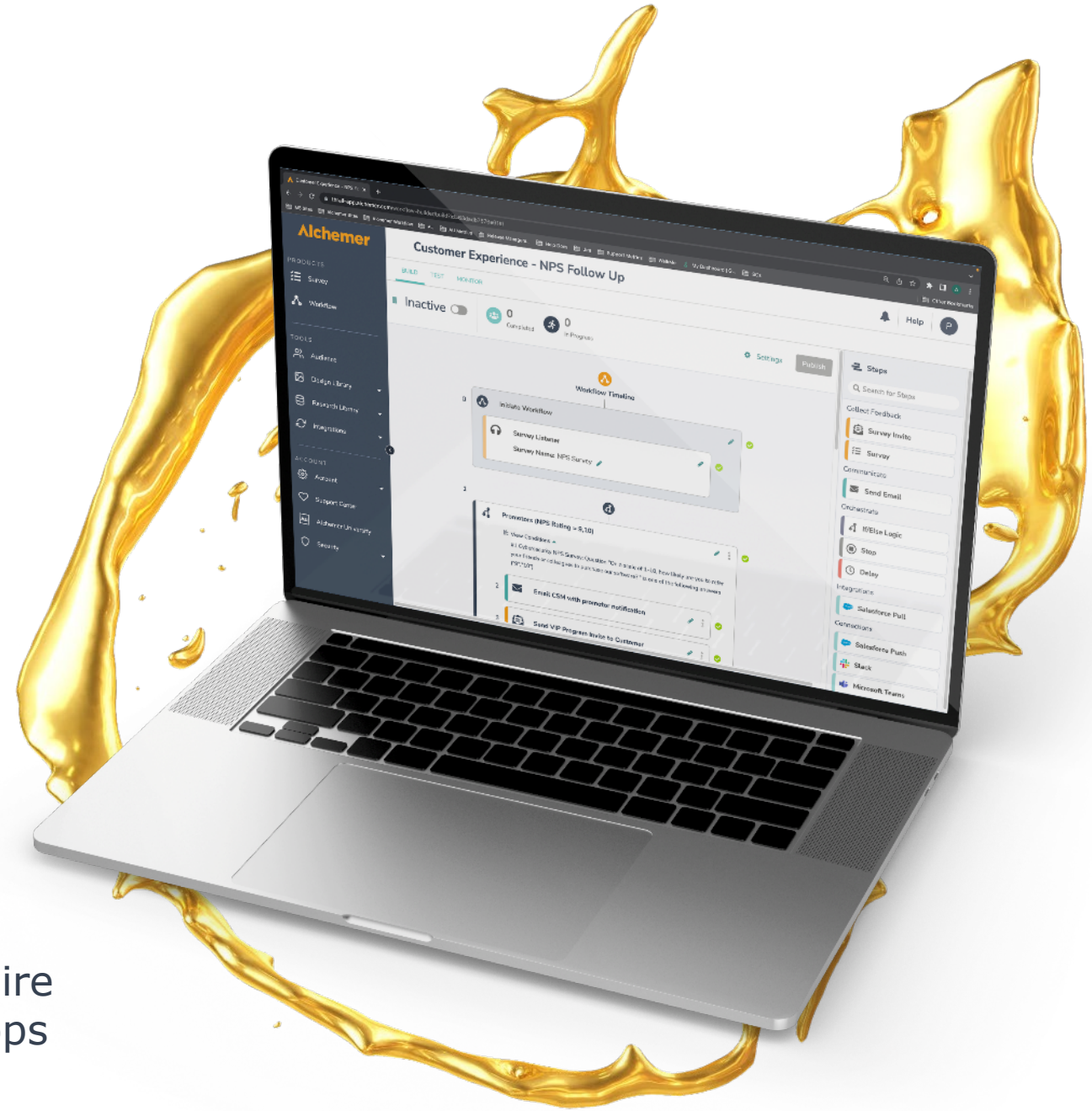
Alchemer

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

ALCHEMER WORKFLOW-

Alchemer Workflow is the **fastest, easiest, and most effective way to close the loop** with the customers and employees who give you feedback, so you can increase retention, adoption, growth, and advocacy.

Add on at the account level, upgrade user licenses.



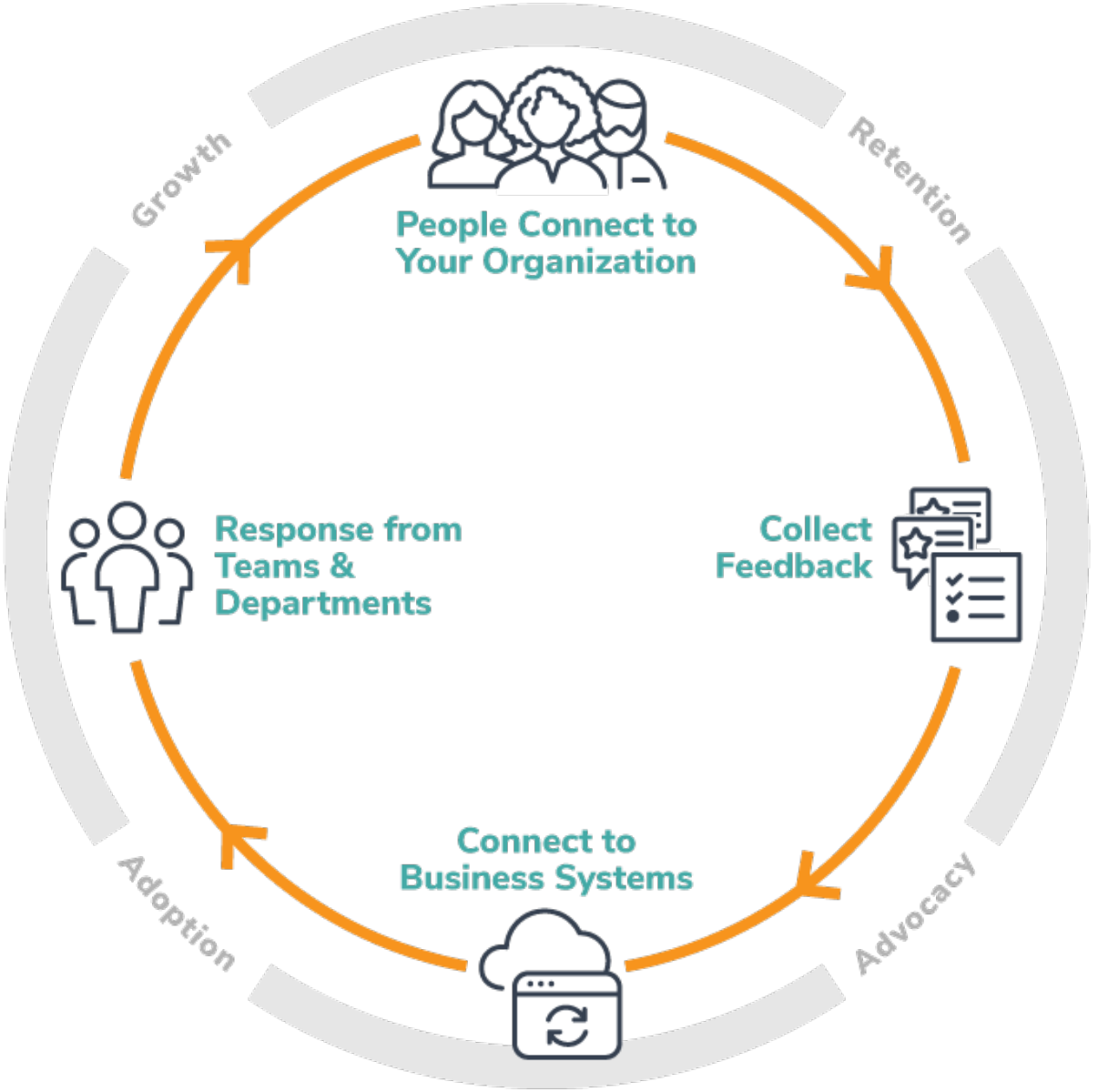
- Leverage a portfolio of connected surveys
- Process automation
- Cross Survey listening and logic
- Develop the exact citizen journeys you desire
- Close the loop with your ideal feedback loops

Alchemer

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Alchemer Workflow

That's how you can effectively **CLOSE THE LOOP** with your customers and employees to increase **RETENTION**, **ADVOCACY**, **ADOPTION**, and business **GROWTH**.



- What county health processes can be improved?
- Citizen Journey Tracking
- Solve complex county processes

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Alchemer

Alchemer
Formerly SurveyGizmo

Public Health
Prevent. Promote. Protect.

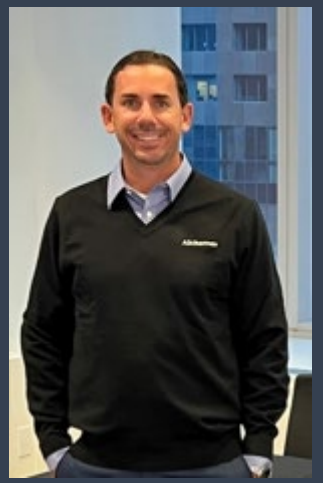
LHD
ACADEMY OF SCIENCE

Proudly CDC
Grant Funded

Alchemer Workflow Demo



© 2022 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.



Thank you!

Trip Tapley

Senior Account Executive- Public Sector, Education, and Non-Profit

Alchemer
Trip.Tapley@alchemer.com

© 2024 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Long-term relationship highlights:

- **Long term stability in operations for AOS**
  - Turnkey, reliable, repeatable, clear process and expectations for your members.
  - Long term stability in operations, onboarding, and reliability of Alchemer platform and services.
- **Continued commitment and respect from Alchemer.**
  - Received executive leadership and KKR Board approval to keep relationship as is through 2028.
  - Presented our best pricing up front, continue to extend that and rate lock.
- **Continued organized and reliable operating structure.**
  - Library and structure is highly organized, onboarding is clear and repeatable.
  - Changing platforms has huge costs in re-training, re-tooling, migration of surveys and data. Hard on members for an inferior experience.

Same pricing since June of 2020, locked in through 2028!

- **No adjustments for inflation, a net decrease.**
- **No business platform access. No cost per response. No charge for overages.**
- **Beware of the high cost of low prices with other vendors. We have shown long term stability in our pricing. Alchemer has clear pricing with integrity.**

The state of Alchemer is strong!!

- **Now backed by KKR Private Equity. Increased investment into our platform. Growing. Acquisitions.**
- **Survey Monkey is stagnant and unable to sell to Private Equity.**
- **Qualtrics looking to go private after an inflated IPO. CEO made over $500mm last year. Inflated earnings from other product lines. Foresee major changes to costs and service offerings. Price gouging concerns.**

A proven, successful, scalable, reliable, and fruitful partnership!

- **Completed multiple standardization trainings with a dedicated group of librarians handling standardized questions, surveys, and operations.**
- **Approachable onboarding model with high adoption.**
- **Gordon continues to be aligned long term.**

© 2022 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.



SECURITY-DRIVEN PLATFORM

Trust Alchemer to help keep your data secure and meet your compliance and privacy requirements.

- HIPAA Compliant
- SOC2 Type 2 Compliant
- ISO 27001 Compliant
- Secure API and SSO
- Default data encryption
- Identity and access management
- Regional data isolation for privacy
- Anonymized responses

© 2023 Alchemer. Confidential and proprietary information. Do not duplicate or distribute.

Alchemer