**Welcome to birdie!**

**The below email template can be used to communicate the switch to birdie. Simply copy, paste, make it your own and send! Don’t forget to replace the <yellow placeholders>!**

**We recommend you attach the ‘birdie for care recipients’ PDF to that email. Each PDF includes an overview of who and what is birdie, what value it will unlock for them, case studies and a snapshot of key features they’ll leverage.**

Hello <name>,

We want you to know that we’re using a new technology partner called birdie to help us deliver our care to you. We are really excited about it, and we hope you will be too!

birdie is a technology company focused on delivering best-in-class software to a growing community of care partners just like us! Alongside a host of practical resources and support for the care industry, birdie provides software which is used by care businesses of all sizes for care management, rostering, financing and more.

We’ve attached a sheet to this email that has a little more information around who birdie is, what it does and why we’re so happy to partner with them.

If you want to find out more, or have any questions, just ask your care professional on their next visit to help you access the attachment or answer your queries.

Thank you - and take care!

<business name>