



Health Center Marketing Campaign Meeting

May 29, 2020 | 9:30 – 11:00am

Virtual – Zoom Meeting

Peer Group Members Present	<p>James Jarrad – Fourth Street Clinic</p> <p>Amanda Robinson – Mountainlands Family Health Center</p> <p>Krystie Rachelle – Carbon Medical Service</p> <p>Jayden Brian – Wayne Community Health Center</p> <p>Jane Muller – Family Healthcare</p> <p>Kurt Micka – Utah Partners for Health</p>
AUCH Staff Present	<p>Beth Fiorello, Communications Manager</p> <p>Samantha Burfiend, Communications Specialist</p>
Review “We’re Open” Marketing Toolkit	<p>Beth Fiorello (AUCH) presented the “We’re Open” campaign. The toolkit was created in response to member concerns regarding whether health centers are open/providing telehealth services, to inform patients/the general public that health centers are open, have telehealth services available, and are providing care, safely.</p>
Cambia Grant	<p>Beth discussed the Cambia grant and how it will be used to fund the marketing campaign. The AUCH Board discussed using a portion of the funding (\$100,000) for a marketing campaign, to focus on the following:</p> <ul style="list-style-type: none"> • Availability of telehealth • Patients being the heroes • Marketing to patients with chronic conditions

	<ul style="list-style-type: none"> • Health centers offer immunizations (to coincide with kids going back to school in a couple of months) • Those newly eligible for Medicaid <p>The Board prefers the Campaign be created by health center communications staff in tandem with AUCH communications staff, as opposed to a marketing firm.</p>
(Roundtable)	<p>DISCUSSION TOPICS</p> <p><u>What advertisement method(s) work best in your area?</u></p> <p>Jane (Family Healthcare) informed the group that Family Healthcare (Family) is targeting 2,500 patients over the age of 60, who had been to the clinic within the past year with a customized mailer. This target audience has indicated that they are fearful of continuing their “journey” with Family – the content of the mailer focuses on Family confidently offering telehealth services.</p> <p>Kurt asked for a mailer example from Family Healthcare. Jane shared.</p> <p>James (Fourth Street) Fourth Street is following a different route, due to their unique patient population. James suggested focusing the Campaign on the comprehensive, integrated services provided at health centers. They are pushing the message of integrated care while facing the stigma and barriers for care. Their best tactics have been word of mouth and print materials at other homeless community agencies. They also have a requirement to serve a population that isn’t experiencing homelessness (less than 10%).</p> <p>Regarding the “We’re Open” campaign, James suggested AB testing (a feature available on Facebook). The AB test would compare the “We’re Open” campaign with a campaign focused on comprehensive/integrated care & it’s easier to get care at a health center than you think.</p> <p>Kurt (Utah Partners for Health) They are working with Spanish radio ads.</p> <p>Jane mentioned the thought of the number of people in the state who have become newly unemployed and without health care coverage. A growing segment of the population that is new in this situation of needing access to affordable healthcare.</p>

To target individuals looking for employment or applying for unemployment, the Campaign could incorporate the development of digital communications through the service sectors that have larger layoffs, service sectors that people follow for jobs, and work platforms to reach those people. The group could also look to advertise on Indeed.com.

James suggested the assets of YouTube and Hulu ads. Other steaming platforms, such as Pandora and Spotify, were also discussed.

Jane asked about the Google Grant, but FQHC's are not eligible due to their federal funding.

Medicaid Expansion

Kurt asked the group how O&E is going at the other health centers? UPFH is currently transitioning to the Point Care software system, to help streamline enrolling patients.

Jane mentioned that the Medicaid enrollment process is complicated and asked if it helps to have designated O&E staff to assist patients. **Kurt** said yes and that UPFH has an 82% uninsured rate. **Jane** inquired about the opportunity for cost-sharing.

Samantha (AUCH) mentioned event marketing and the effectiveness in rural areas. This cost could be something to look at in addition to media advertisements.

COLORING AND IMAGERY IN "We're Open" MARKETING

Family Healthcare has yet to use the toolkit materials, as they are currently changing web platforms.

James said he liked the "We're Open" marketing content but felt it was too text heavy, particularly for social media and would be troublesome due to the algorithms. The group agreed on wanting more visuals.

CAMPAIGN PHOTOGRAPHY

Beth tasked the group if there was interest in hiring a professional photographer to come to the health centers, mainly for patient/provider photos. The group discussed liking photos that portray patient-provider interactions.

Barriers:

- The COVID-19 related environment may make it difficult for a photographer to come in and take photos. And photos would only consist of situations that portray the current environment – which would be beneficial in the short-term but unknown in the long-term.
- **Beth** mentioned that one of the pros of hiring a professional photographer is the ability to have quality photos that represent the entire state.

Jane mentioned earned media with local media organizations (i.e. St. George News, Salt Lake Tribune). Big media photographers will volunteer their time to help with photography or camera work because they want to give back.

Krystie (Carbon) mentioned that she is a professional photographer and barriers in her area include:

- HIPAA laws – diligent on clinic information.
- Getting copyright from photographer itself.
- Ensuring you have patient approval not only to use their image, but to use it for an entire campaign.

The group shared their varying thoughts on using stock photos, the difficulty in finding unique ones and ones that properly portray the populations served by health centers.

Beth noted she has had positive experiences hiring professional photographers for health center shoots. Professional photos that depict the “health center experience” are impactful, as opposed to stock photos.

Amanda (Mountainlands) mentioned that a photographer could come and take staged photos of providers/staff inside and outside of the building, should the group decide it’s not a good idea to photograph patients at this time.

	<p>Kurt has recently had media at his clinics and believes patients would be very supportive of being in photos during one of their scheduled visits.</p> <p>Jane mentioned Family Healthcare has staff members who are patients. Would that be ethically wrong to get a photo of their interaction with a provider? The group notes that there is still journalistic integrity due to it being an honest experience.</p> <p>Kurt (UPFH) mentioned grant funding – cost and spending money budget is the 6th of June.</p> <p>Final thoughts:</p> <ul style="list-style-type: none"> • Can we get monthly call going? People said yes. • A doodle poll will go out for everyone to meet. • If we need to meet before then to talk about this campaign – we will.
Health Center Fundraising Event	<p>Due to the pandemic, Lori and Jane at Family Healthcare brainstormed a virtual event for the health centers (example here: https://pets2therescue.org/). Jane thought, as a state, health centers could come together for a fundraising walk. Jane plans to contact the company for Family Healthcare but would love to know other HCs interests. Thinking about partnered events.</p>
Follow-up/Action Items	<ul style="list-style-type: none"> • Expand “We’re Open” Campaign to encompass the following: <ul style="list-style-type: none"> ○ Target newly unemployed and uninsured populations and patients with chronic health conditions who have gone without care since the pandemic started ○ Health centers offer child immunizations (coincide with back-to-school) ○ Add mailers to print materials ○ Add materials that focus on the comprehensive/integrated services offered at health centers ○ Highlight the ease of being seen at a health center • Additional website/media advertisement (Hulu, Indeed, YouTube) <ul style="list-style-type: none"> ○ Advertisement cost breakdown • AB Testing • Health Center photos, lifestyle advertisement, telehealth photography

	<ul style="list-style-type: none">• Health Center fundraising events possibilities (if interested, contact Jane Muller at jane@familyhc.org).• Marketing Medicaid for future campaigns
Next Meeting	See accompanying email containing Doodle poll.