



**AUCH/Utah Health Center  
Communications Peer Group Minutes**

October 28, 2020 | 2:00-3:00pm

Virtual – Zoom Meeting

<p><b>Peer Group Members</b></p> <p><b>Present</b></p>	<p>Jayden Brian – Wayne Community Health Center (Wayne CHC)</p> <p>James Jarrad – Fourth Street Clinic</p> <p>Jane Muller – Family Healthcare (FHC)</p> <p>Megan Johnson – FourPoints Health</p>
<p><b>AUCH Staff Present</b></p>	<p>Beth Fiorello, Communications Manager</p> <p>Samantha Burfiend, Communications Specialist</p> <p>Rachel Craig, Legislative Coordinator</p>
<p><b>Roundtable Discussion</b></p> <p><i>Topics:</i></p> <ul style="list-style-type: none"> <li>• Events/Community Engagement during COVID</li> <li>• Open Forum</li> </ul>	<p><b>Megan (Four Points Health)</b> – Megan started just a few months ago and has been working on website, social media, and telehealth updates. Their marketing efforts have been focused on telehealth and updates to telehealth on their website.</p> <p><b>James (Fourth Street Clinic)</b> – Fourth Streets has been working heavily on donor relations and development. They will be working on a marketing campaign for their winter fundraiser. The clinic shifted a large amount of care outside. They have performed around 7,000 COVID tests. James has been focusing on print materials at resource centers.</p> <p><b>Jane (Family HC)</b> – Jane is working on FHC’s new donor database and fundraising plan. They will be establishing a giving catalog that centers around “supporting our community health center” and “building a stronger community”. The catalog will have products for support, will be visual, and will have quotes from their community VIPS and patient testimonials. Additionally, FHC is creating vehicle decals</p>

	<p>with a modern version of their logo. FHC has also developed a relationship with Canyon Media, doing radio ads on Juan and Planet 101.5.</p> <p><b>Jayden (Wayne CHC)</b> – Wayne did drive-thru flu shots. They are also doing a few marketing pieces for Marketplace Open Enrollment. Wayne has received rapid COVID testing, which has been helpful, due to the small spike in cases the county has seen. Wayne is looking for a memorable jingle for their local radio spots. Samantha (AUCH) suggested working with a larger radio outlet (Canyon Media, Broadway Media) or an online source (FIVVER.COM).</p>
<p><b>AUCH Updates</b></p> <p><i>Topics</i></p> <ul style="list-style-type: none"> <li>• Flu Campaign</li> <li>• Upcoming Campaign Concepts</li> <li>• Social Media Calendar</li> </ul>	<p><b>Samantha (AUCH)</b> presented a digital recap on Flu Campaign analytics for September 15 – October 15, 2020.</p> <ul style="list-style-type: none"> <li>• James requested that AUCH provide zip code specific analytics for Fourth Street Clinic. AUCH will follow-up with James individually.</li> <li>• Wayne County numbers are low, something Jayden has also noticed in their campaigns.</li> </ul> <p><b>Beth (AUCH)</b> discussed future campaign ideas and tentative plans, including:</p> <ul style="list-style-type: none"> <li>• “what is a health center” and targeting patients with chronic conditions</li> <li>• Outdoor advertisements</li> <li>• Push timeline back to December 2020/January 2021, due to the current social media environment and engagement concerns.</li> </ul> <p><b>AUCH</b> is developing a health care social media calendar that will be available for all Utah health centers in December 2020.</p>
<p><b>Policy &amp; Advocacy Update</b></p>	<p>Rachel (AUCH) provided an update on the following policy/advocacy related items.</p> <p><b>Stimulus packages</b> – Any additional COVID-19 stimulus package, including additional stimulus checks or emergency funding for health centers, will be on hold until after the election.</p> <p><b>Mandatory funding</b> – Mandatory funding for health centers is extended through December 11, 2020, and mandatory funding to be expected to be extended at the current level on a short-term basis through early to mid-2021.</p> <p><b>(Pharmacy) 340B</b> –AUCH continues to engage Utah’s members of Congress on recent 340B attacks, and representatives seem supportive of preserving and strengthening the 340B Program.</p> <p><b>Medical respite waivers</b>—the State will likely seek a Medicaid 1115 Waiver for a medical respite pilot program and AUCH has joined discussions with the bill sponsor to attempt to include homeless health center grantees as part of this pilot program.</p> <p><b>New loan repayment program</b>—Last year, the UT Legislature approved funding for the Behavioral</p>

	<p>Workforce Reinvestment Initiative, which provides loan repayment assistance to health care providers that engage in at least some behavioral health treatment. Health center employees that are eligible for this program are encouraged to apply. AUCH is finalizing a flyer for health centers to use to promote to employees and to utilize for recruitment purposes.</p> <p><b>GOTV</b>—If you have not yet voted, you may return your ballots to Official Ballot Drop Boxes around the state until 8 PM on Election Day (Tuesday, November 3), or vote on Election Day at your polling location. For more info, visit <a href="https://vote.utah.gov">vote.utah.gov</a>.</p> <p>Reach out to <a href="#">Rachel</a> with any questions.</p>
<b>Upcoming Meeting Schedule</b>	<p>Due to the holidays and the timing of the group’s monthly meetings, the group decided to cancel November and December 2020 meetings, reconvening in January 2021. In place of the canceled meetings, Beth at AUCH will provide (at minimum) a monthly email update to keep the group engaged. Please reach out to <a href="#">Beth</a> if you need anything in the meantime.</p>
<b>Next Meeting</b>	<p>Wednesday, January 27, 2021, 2:00-3:00pm</p>