



Health Center Communications Peer Group

June 24, 2020

Virtual – Zoom Meeting

Peer Group Members Present	<p>James Jarrad – Fourth Street Clinic</p> <p>Amanda Robinson – Mountainlands Family 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> <p>Rachel Craig, Legislative Coordinator</p>
Review Expanded Marketing Campaign Proposal	<p>Beth Fiorello (AUCH) presented the updated to the ‘We’re Open’ toolkit / expanded marketing 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> <p>Beth reviewed:</p> <ul style="list-style-type: none"> • Reinforcing AUCH efforts and the efforts needed by individual health centers • New print and digital materials • Marketing research <ul style="list-style-type: none"> ○ This should be two-fold with research on a state level and from the health centers <p>Sam went over:</p> <ul style="list-style-type: none"> • Budget for marketing materials • Timeline for campaign

Campaign Questions and Answers	<p>James (Fourth Street) recommended Fourth Street Clinic’s photographer and videographer.</p> <p>Jane (Family) wants to establish health centers as one unit. Discussed email captures and emails for active patients. Recommended being clear on campaign objectives and messaging – “Hot button and motivator”. Jane spoke about Family’s ‘new patient health care kits’ and the idea of providing/customizing incentives for new patients.</p> <p>The group discussed combating the stigma that health centers are a place for poor people and highlight the continuum of care they provide. The group discussed the need for both patient retention and acquisition efforts. For marketing materials, Jane suggested bumper stickers and window clings. James mentioned being thoughtful of distribution regarding swag items.</p>
National Health Center Week	<p>Rachel (AUCH) discussed the National Health Center Week (NHCW) 2020 theme, “Community Health Centers: Lighting the Way for Healthier Communities Today and in the Future.” More information can be found in NACHC’s NHCW social media toolkit. This year’s focus days, events, and activities can be found here and health center sponsorship opportunities can be found here.</p> <p>Fourth Street will not be doing their usual film festival but will still have virtual panels with their providers during that week. They plan to keep the community engaged. Rachel discussed the idea of reaching out to state lawmakers for the event.</p>
AUCH Connect	<p>Sam (AUCH) went over AUCH Connect. AUCH Connect is a private online community created exclusively for AUCH members. As part of an AUCH Connect peer group community, you will be able to easily connect and engage with your peers, keep yourself informed of upcoming training and events, ask for advice, access the resource library, and share promising practices. Sam will be creating an AUCH Communications Peer Group community for the team to collaborate in-between monthly calls.</p>

AUCH Reminders	<p>Sam (AUCH) reminded the group they can submit health center job openings to AUCH's job board at www.auch.org/jobcenter. All submissions will be added to the job board and posted on AUCH's social media platforms. Jobs posted on AUCH's social media platforms reach an average of 2,000 people. Additionally, AUCH staff attend job fairs throughout the year, promoting health center job openings submitted via the job board. You can also sign up for emails that will automatically notify you of new job postings each week.</p>
Follow-Up Items	<ul style="list-style-type: none"> - Sam will develop AUCH Connect community for the Communications Peer Group to collaborate on. - Sam will share the following resources on AUCH Connect: email marketing, virtual assets, and best content strategies - Beth will keep the group informed on updates made to the campaign, based on the June meeting, as well as Board approval.
Next Meeting	Wednesday, July 22, 2020, 2:00pm – 3:00pm