



AUCH

ASSOCIATION FOR UTAH COMMUNITY HEALTH

AUCH/Utah Health Center Communications Peer Group Notes

November 16, 2022 | 1:30-2:30pm

Virtual – Zoom Meeting

Peer Group Members Present	<ul style="list-style-type: none">• Lexie Udy- Bear Lake Community Health Center (Bear Lake)• Megan Johnson- FourPoints Health (FourPoints)• Sloan Cleverly- Fourth Street Clinic (Fourth Street)• Jenette Fillman- Utah Partners for Health (UPFH)• Krystie Westbrook- Carbon Medical Service (Carbon)• Jane Muller- Family Healthcare (Family)
AUCH Staff Present	<ul style="list-style-type: none">• Beth Fiorello, Communications Director• Austin Rives, Communications Coordinator
Roundtable Updates	<ul style="list-style-type: none">• Jane (Family) getting ready for the end of season giving, they are giving Christmas meals for the under privileged. In February, they plan to honor Family’s founders with a monument or the like and using the event for a fundraising opportunity.• Krystie (Carbon) is co-hosting Friendsgiving for recovery patients and hosting a chronic pain seminar in person.• Jenette (UPFH) is having an employee potluck for the holidays. Still intend to have a grand opening for the West Jordan location.• Sloan (Fourth Street) is planning on another Wine Soiree for next year, this year’s was very successful! They recently had their community outreach van wrapped to match the mobile clinic. They are gearing up for the Give One Raise Two fundraiser and planning for the Homeless Persons’ Candlelight Vigil in December. They are asking for recommendations for companies that wrap cars. Sloan also mentioned using dip jars for their events and recommended them.• Lexie (Bear Lake) have been focusing on more community outreach. They are doing a Turkey Trot on Saturday November 19. They are also looking into the Google Ads Grant – Beth connected her to Jane.• Megan (FourPoints) is finalizing the 2023 strategy plan and creating a new communications plan.
Giving Tuesday Success Stories	<ul style="list-style-type: none">• Jane (Family) is looking for donation events or campaign ideas. Mentioned that they used Text2Donate last year and it didn’t work well.• Sloan (Fourth Street) has been doing the Give One Raise Two as a regular event and uses Raiser’s Edge software to track donations and donors – said Raiser’s Edge is an incredible donor database.• Megan (FourPoints) created an Amazon Smiles account where proceeds go to the health center when someone buys something on Amazon.

Health Center Annual Overview	<ul style="list-style-type: none"> • Beth (AUCH) gave an update on the 2021/22 Health Center Overview. She will share the finalized Overview with the group, likely in January 2023.
Workforce Recruitment Video	<ul style="list-style-type: none"> • Beth (AUCH) gave an update on the Workforce Recruitment video and thanked everyone for sending her photos to use.
Policy & Advocacy Update	<ul style="list-style-type: none"> • Beth (AUCH) - Public health emergency likely extended through April 2023: The public health emergency (PHE), which has been in place since March 2020, is likely to be extended through April 2023. The Biden Administration has promised to give 60 days' notice before letting the PHE expire, and the currently end date is set for mid-January 2023. Given the Biden Administrations lack of announcement, it is assumed the PHE will be extended again. This will again delay the Medicaid unwinding/redetermination process and extend telehealth flexibilities.
Next Meeting	<p>Wednesday, December 21, 2022, 2:00-3:00PM</p>