

SUSQUEHANNA COMMUNITY HEALTH & DENTAL CLINIC, INC.

PR, Marketing, & Fundraising Committee Meeting Minutes

April 20, 2020 5:30 PM

PRESENT VIA ZOOM: Shantay Hall; Kim Wetherhold; Karla Sexton, Compliance Officer/Business Development; and Jim Yoxtheimer, President & CEO

Excused: Rick Wyatt

I PR & Marketing

Karla reported the following marketing plans were implemented before the COVID-19 pandemic. It is difficult to tell how much the pandemic has affected the outcomes.

a. Advertising Initiatives

o TV, Bus billboards, NorthcentralPA.com

The Center has been running ads with Effectv, formerly known as Comcast Spotlight. Karla shared with the committee a report of when an ad was run. The report shows how often the ad for the pharmacy ran and during which television show. You can see from the report that it was shown on a variety of channels to capture different viewer types.

The Center had already committed to place billboards on buses in Williamsport to advertise the pharmacy. Of course, due to the pandemic there are not a lot of people riding the buses currently, so it is hard to get feedback of the effectiveness of that advertising.

The Center has recently partnered with NorthCentralPA.com and have been receiving good coverage from them. They are running social media ads as part of the package as well.

o Social Media

As recommended by Gavin, the Center has been working on their social media presence. Karla reviewed highlights of a report printed from NextAd Agency which shows women between the ages of 25-34 have a higher potential to see our content and visit the Center's page. It also shows that on a daily average there are 121 people from Williamsport accessing the web site, followed by Lock Haven at 35 people per day, Montoursville with 23 per day, and Muncy at 22 per day. You can also see in the report the total number of engagements of three of the posts, two of which were posted directly from the Center. Karla reported the Center now has a different social media manager, Sara Franch, who seems to be working with her better.

o Focus for May: COVID-19

Karla reported that for the month of May her thoughts were to focus on COVID-19 related messaging and to get out the message out that the Center is still here and cares about their patients. To let patients know it is important to reach out to your provider for the care they need. She thought it would be a good opportunity to revamp the efforts of advertising around the telehealth capability. The bus billboard will be changed mid-May. Karla asked the committee if they had any other thoughts for the month of May on what the Center should be focusing on. After discussion it was felt it was a good idea to focus on COVID-19 and telehealth services. One of the consumer committee members indicated they had utilized the telehealth services from the Center, and including family members, and they were all very pleased with the outcome. Jim indicated the only video telehealth services offered before COVID-19 was mental health (telepsych). The committee felt telehealth may be at a higher demand after the pandemic as

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patients are getting used to the “new normal.”, even recognizing the definite benefits of face to face visits.

Karla shared with the committee a tear sheet which will be available to patients to inform them how to access care after hours. This flyer was a result of the patient survey as patients indicated they did not know how to access care after hours. The quality team recommended this form be developed.

b. Outreach Update

Karla reported that the Center has been able to continue delivering food boxes to the patients in the diabetic nutrition program. The goal is to continue to pass out the food boxes to the patients until a follow up A1C can be obtained to determine the effectiveness of the program.

Karla indicated that Jackie has just submitted a grant application to Delta Dental which, if awarded, would allow the Center to expand the Diabetic Nutrition program to about 40-50 patients. The Center requested \$17,500 on the grant application and should hear any day if awarded.

Karla reported the Center, partnering with the Central PA Foodbank, has been requested to hold up a pop-up food distribution event. The event will provide 50 boxes of food as well as fresh produce, milk, and eggs delivered this Wednesday to diabetic patients of the Center. The food will be delivered on Thursday from 3 – 5 p.m. Staff are working on calling 50 patients to drive up to the administrative offices. Staff will place all items in the patient’s cars to help promote social distancing. If patients do not have vehicles, they will be able to walk up to the door as well. The committee was provided a press release which is available for immediate release.

II Fundraising

a. Raise the Region

Karla reviewed with the committee the final numbers from Raise the Region 2020. The intended donation amount total was \$3,675. After stretch monies and prizes received as well as fees and gift to FCFP the net grant received was \$4,257.41.

b. Eat Around the World

Karla polled the committee for their thoughts on proceeding with the Eat Around the World for September of this year due to all the uncertainties with the COVID-19. Discussion included not knowing if local restaurants would be able to recover quickly enough to be willing to donate so soon. Also, will the sponsorship participation be as plentiful as last year. The committee felt it may be advantageous to not do the fundraiser in September of this year, but rather wait until Spring of 2021. A suggestion was made to consider an annual giving request sent out closer to the end of the year. Karla indicated the final decision did not have to be made tonight. This topic will be resurfaced at the May meeting for a final decision to be made at that time.

Next Meeting: Thursday, May 14, 2020 @ 5:30 PM 431 Conference Room or Zoom: TBD