

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, and Fundraising Committee Minutes
March 18, 2019 5:30 PM

PRESENT: Pastor Velinda Smith; Rick Wyatt; Shantay Hall (via telephone); Karla Sexton, Business Development/Compliance Officer; and Jim Yoxtheimer, President & CEO

EXCUSED: Kim Wetherhold

I Strategic Directions

a. WHO—Target Audience: Karla reported that this month she focused information to discuss the target audience that the Center would like to reach. Using information from the most current UDS, she focused on what parts of the county patients are coming from. It was interesting to find that the Center has patients from the Wellsboro, Liberty, Mansfield, and Renovo area since it is so far away and another FQHC in that area (but who does not offer dental). After discussion it was decided to see if there is a way to track which services that they utilized at the Center.

b. WHAT—Message/Content Emphasis (Targeted for discussion next meeting)

c. HOW—Media Channel Priorities

II PR

a. Upcoming Opportunities

a. Community Room/Community Meeting—Karla asked the Committee to think about different events which could be held in the Community Room. Consideration was given to planning a Community Meeting to reach out to the community to make them aware of the services the Center has to offer. It was asked if other organizations wanted to hold a meeting, if the room would be available to them. After discussion it was decided that is an option with consideration of whether the use would be if the need was during regular business hours, etc.

III Marketing

a. Outreach

a. April—Donate Life Month: April 12 is the kickoff for the PACHC Donate for Life challenge to promote organ and tissue donation awareness. The staff will wear blue and green on April 12. The challenge runs through to September. The Center receives points for different promotions that it does. Last year the Center had enough points to receive an Ipad which is used in the Health Education department, at no cost to the Center.

b. Workshops—Diabetes Program: RVH&DC has partnered with the Central PA Foodbank to do a program titled Nutrition 101: Your Prescription for Better Health. The first program is scheduled for the community room March 19 from 5:30- 7 pm with a follow up session on March 26. Currently 12 people signed up for tomorrow evening. The first session will feature the Foodbank, a provider from the Center, and a member from the Health Education team. Next Tuesday will feature the Foodbank and a member from the Dental team. This workshop will also provide an opportunity to track our patients to see if there was an improvement with their diabetes.

