

**Marketing Committee Meeting
April 22, 2019**

Attendance:

Genevieve Kulaski
Maria Stoppler
Shirley Cornelius

John Skousen
Jim Jenner
Kayla Sanders

Marketing Events

- Open house – it will be a casual gathering, kitchen is prepared to provide the food
 - Hoping the upcoming election will bring people out
- Health Fair – Philipsburg on May 8 and Drummond on May 15
 - Set up will be at 2:30pm at the Pburg Elementary School the day before – may need some volunteers to help
 - 13 tables in Pburg, 14 for Drummond – Genevieve and Shirley will work on the list to see if there are more exhibitors that we can get
 - Shirley will set up a table for people to schedule physicals or follow up appointments
 - The Board will have a table to meet & greet attendees – Genevieve will coordinate who can man the table
 - We will invite the media and hope for good coverage – also posting on social media and will try to do some live posts at the events

Budget

- Reviewed current marketing spending and filled in other projected numbers below. Working on those TBD.

<u>Item</u>	<u>Cost</u>	<u>Total</u>
Philipsburg Mail	\$604/full page ad	\$30,200
Billboard	\$230/month	\$2,760
Radio	\$82.50/month	\$990
Rodeo Sponsorship	\$900	\$900
Philipsburg Territory Sponsorship	\$900	\$900
PAEF	\$500	\$500
Flint Creek Courier	\$100/month	\$600
Newsletter	TBD	
Marketing Events	TBD	
Patient Advocate	TBD	
YEARLY TOTAL		\$36,850

Customer Service Objective

- Priority needs to be on improving our customer service and we want to continue that focus and use marketing efforts to keep it going. We discussed the previous plan of having the providers do follow up calls each week. They have been unable to fit it into their schedules so we brainstormed on other options.
 - Shirley volunteered to take on this task in a new Patient Advocate role. Maria and Shirley agreed that 1 hour of Shirley's time each day can be devoted to follow up calls and/or outreach calls. We will look at including this cost in the marketing budget to make sure it can happen.
 - Shirley will need a few weeks to get the appropriate training on the software to track the calls, make appointments as she is talking to people, etc. as well as find the resources she can turn to in order to answer questions, and work on an initial script to get started with.
 - John and Kayla both have good resources for training on customer service calls, possible scripts and they will follow up with Shirley.
 - Maria will provide the technical training Shirley will need as well as making sure she has a quiet, uninterrupted place to make the calls from.
 - Some technical items needed – direct phone line to Shirley for people to call her with a dedicated voicemail, a patient advocate email address, Athena details for tracking the calls and pulling the reports for data review as well as records information for outreach such as birthdays so Shirley can wish them a happy birthday and see if they have scheduled their annual physical, etc.
 - We will begin to advertise the new Patient Advocate role as soon as Shirley begins making calls to let the community know they have someone to reach out to if they have any issues, concerns, or questions. Shirley will be their go-to person, on their side, to help with anything they might need.
- The plan for the new Patient Advocate is to complete training and start taking calls by mid-May. We will review the data and feedback in our June committee meeting.
 - As we get going, Maria will also do at least one follow up call each day to provide one more level of feedback/outreach.

Next Committee Meeting

- Monday, May 20 at 10:00am