

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
September 20, 2022 5:30 PM

PRESENT: Josh Warfel; Karla Sexton, Compliance Officer; and Jim Yoxtheimer, President & CEO

PRESENT VIA ZOOM: Shantay Hall; Austin White; and Pastor Velinda Smith

Austin and Josh were welcomed to their first PR, Marketing, & Fundraising Committee meeting.

I PR & Marketing

a. Tactical Marketing Plan/Bus Project

Karla provided and reviewed the month-to-month snapshot of the marketing plan. She explained that each month the Center focuses on a health topic, service emphasis, and cultural emphasis. She shared the preliminary budget plan. She also reviewed the three different personas that the Center targets.

Karla reviewed the ad that was used for the Specialty Care services which recently moved to the 431 Hepburn Street location.

Karla reviewed the information in the packet referencing the wrap that will be used at a bus shelter on third street by Ruby Tuesday and Texas Roadhouse. The message on the wrap is Enabling Care: Our community thrives with the care you want, when you want it and how you need it. Your Center for Care. The Center will also be using bus tails on four different buses for advertising to showcase Express Care, Pharmacy, General Medical, and Specialty Care.

b. Website Updates: Karla shared with the committee the changes that were made to the website. New tabs added for the Specialty Care as well as a refresh in pictures on the home page video.

c. Social Media/Google Ads Report: Karla reviewed the Google Ads report which showed 3,646 clicks and 37,629 impressions for the time period 06/15/22 – 09/12/22. It showed that 99% of the clicks were from mobile devices. The report was reviewed in detail. Since the dental marketplace has been doing well it was decided to pause the dental ads to see if the numbers continue to be as good as they are without those ads.

d. Let's End COVID!/STEP Project: Karla reported that the Let's End COVID! Group reached back out to her to see if River Valley Health and Dental would be willing to be fiscal agent for them again as they work with STEP. STEP recently agreed to donate approximately \$29,000 to increase marketing for senior citizens in the area. As part of that campaign, the group will produce a 6 segment feature on PA Live with WBRE/WYOU. Our own Dr. Conner will be featured on a segment discussing the antiviral treatments. Barb Parker, Director of Clinical Operations will be featured discussing the different types of COVID vaccines available. This series will be airing in a few weeks.

e. HR Marketing Initiative/PACHC: Karla reported that PACHC will be awarding FQHC's across the state with grant funding to help with marketing for recruitment and retention of employees. It is not known how much River Valley will receive. Once the Center receives the funding, management can determine the best way for spending it. We can work directly with Gavin to put a marketing plan together or we can use the materials provided and run our own campaign.

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f. Press Release—APEX Awards: Karla indicated that two employees have been chosen for APEX awards which will be given out at the Annual PACHC conference in October. PACHC will do a statewide press release and Karla indicated she will concentrate on the local publicity.

II Fundraising Plans

- a. New Development Manager:** Karla reported that the Center has hired a Development Manager who will be joining the River Valley Health and Dental team in October. She will be an extra resource in marketing and will be invited to this committee.
- b. Year End Appeal:** Karla reported that this is typically the time of year that management will think about sending out a year end appeal. After discussion it was decided to wait until the new development manager joins the team in October.

The committee asked if there were any patient testimonials available to help with advertisement. It was felt that would be a very good way to advertise. Karla indicated that she has been working on patient testimonials and has been working with Emily and the Care Management program to see if one of their patients would be willing to share their success story.

The committee questioned about going back and forth between Susquehanna Community Health and Dental Clinic, Inc. and River Valley Health and Dental Center and how that may be confusing to patients. It was discussed that since Susquehanna Community Health and Dental Clinic, Inc. is registered its fictitious name, River Valley Health and Dental Center, it would be acceptable to use that name in contracts, etc. Jim indicated that the team would discuss and begin to make that transition.

The phone tree was also brought up for discussion. A committee member had the opportunity to call into the Center a few weeks ago and felt the phone tree was a bit confusing. The committee was reassured that the team has been actively working on the phone tree and hopes to improve the process soon.

Next Meeting: November 21, 2022 5:30 PM Community Room