

RHNSCNY
 Health Care Access Programs: Marketing Plan, March 2006
 Results of March 6, 2006 Meeting

| Action/Task | Effort | Impact | Responsible | Target Date |
|---|-------------|-------------------|------------------------------------|-------------------------------|
| 1. Promotional – Informational Mailings to primary referral sources (use of existing mailing list, etc.). This needs to be targeted based on the RHN service, demographic, etc. <i>Plan/schedule developed. H.R. Depts.</i> | Low | High | Christine B. | 3-20-06 |
| 2. Employment services Promotion Plan: Need to target those losing jobs, low paying jobs, point they lose health insurance, etc. | Medium | High | Christine B. | 3-20-06 |
| 3. Develop schedule of press releases and implement strategic releases to support RHN fund raising, CTUW, Health Care Access awareness and new initiatives, etc. <i>Note: Weeklies, dailys, etc. This will be an AGENCY Plan that includes HCA services</i> | Medium | High | Jack S. | 3-20-06 & first Press Release |
| 4. Develop AGENCY Health Fair schedule and identify RHN staffing of health fairs and related public events | Medium + | High* *depends | Staff Meeting | 3-10-06 |
| 5. Develop schedule and implement periodic Presentations on Health Care Access services to primary referral sources – based on priority list. This needs to be targeted based on the RHN service – demographic, etc. | Medium | Medium | Christine B. | 3-20-06 |
| 6. Target partner agency newsletters for RHN Health Care Access articles and stories, etc. (STIC, FarmNet, Council of Churches, etc., etc.). Prioritize and develop a schedule. <i>Note: Use partner newsletters for event promotion – annual forum, etc.</i> | Medium | Medium | Jack S. | 3-20-06 |
| 7. Maximize the use of the web site for both Health Care Access promotion AND continued development of tools for customer self help and self sufficiency. <i>Note: Web Business Card promotion idea.</i> | Medium | Medium | Christine B. to attend Web meeting | Effective 3-17-06 |
| 8. Strategic service promotion partnerships: Health Insurance Companies, “Branding” strategies, etc. | ? | ? | Jack S. | Ongoing development |