

Providing **Access**
to **Healthcare** for the **Uninsured**
and **Underinsured**

Health**Key**
E

SERVING THE COUNTIES OF:

Alcona • Arenac • Iosco • Ogemaw • Oscoda





OPENING DOORS TO THE SERVICES YOU NEED



National CJA ~ Marketing Call

Cathy V. Maxwell, Executive Director
Jennifer Bolen, Intake Coordinator

September 20, 2007



OPENING DOORS TO THE SERVICES YOU NEED



Our Vision for 100% Access



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The Community We Serve

- Five county area of 2,730 square miles....2 ½ times the size of Rhode Island
- Total population of 87,390 with 7,195 uninsured adults
- 12% of residents live below the FPL (State of MI at 8.7%)
- 8% of residents are unemployed
- Limited large employers; many people employed in service industry jobs at minimum wage pay
- Rural communities with geographic and transportation barriers to access



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The Community We Serve (continued)...

- Cost of care for the Uninsured
 - Per The Kaiser Family Foundation; *Sicker and Poorer: The Consequences of Being Uninsured* (2002) States for every person that becomes insured an annual net value of \$1,010 is added to their life.
 - Per the Institute of Medicine: *Hidden Cost, Value Lost: Uninsurance in America* (2003) states the annual average medical expenditures for an adult with Medicaid is \$2,435. Estimated annual spending by the uninsured is \$923.43 a difference of \$1,511.57

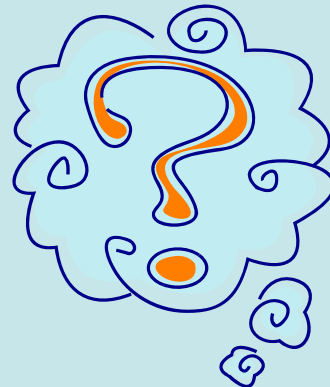


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MARKETING ~

WHO, WHY, WHEN, HOW?!?!

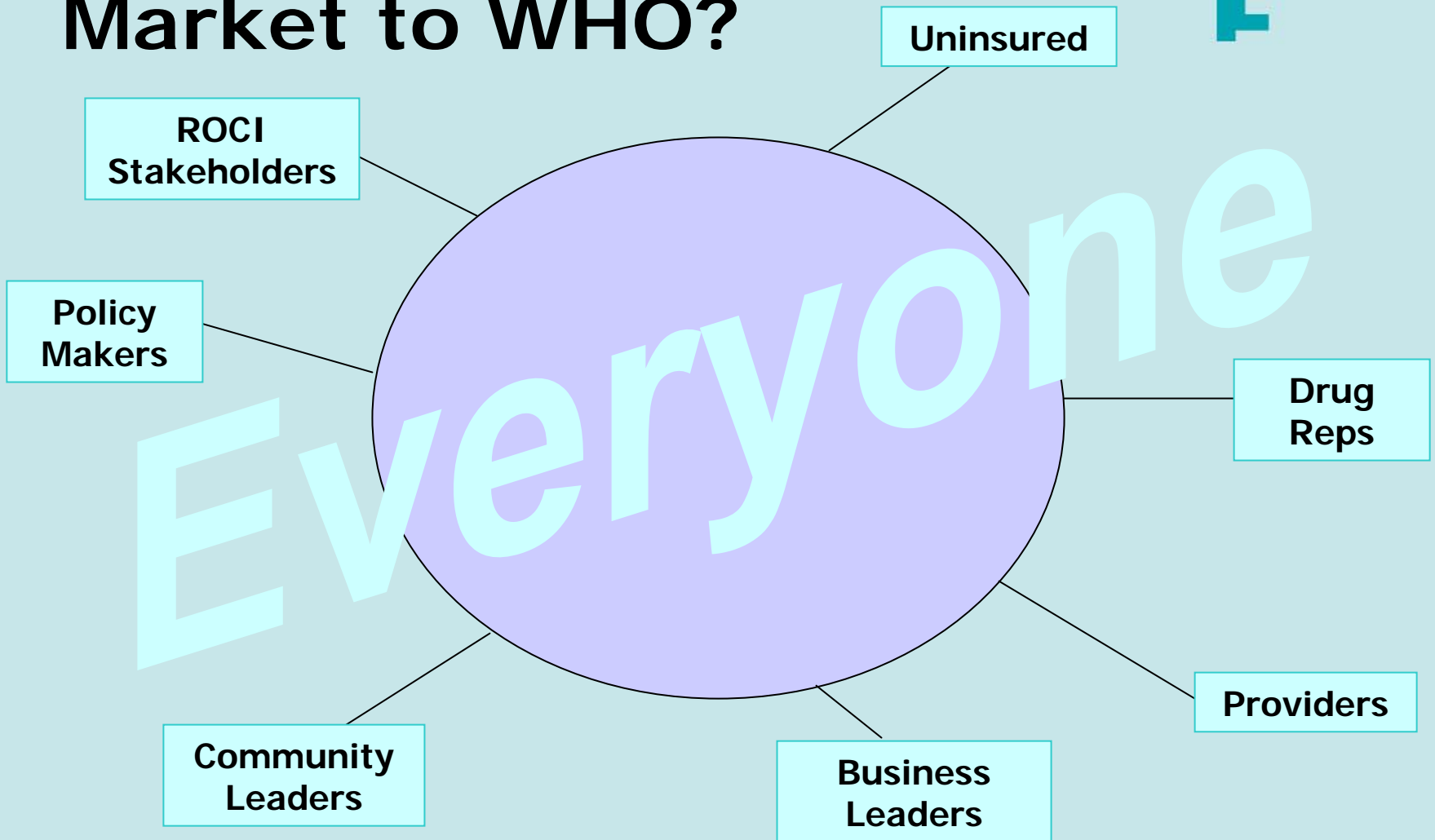




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Market to WHO?





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WHY Market?

- It could be us....
- Reach out – they don't seek you out!
- To sell your product/service



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WHEN to Market?

- 24/7





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HOW to Market?

- **Talk A LOT!!**
- Say *THANK YOU* all the time
- *Share* success/failure stories
- *Create* unique "brand identity"/niche
- Use your community/local area
- Annual reports/project booklets
- Traditional (news releases, brochures, trinkets & trash)
- Network with local media (print, radio, television, etc)



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What Makes Us Unique?

- Caring, compassionate TEAM
- Cohesive leadership

Working Toward....





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- Make lasting impressions (Far & Wide)
- Touch even the *smallest* lives....



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Please feel free to call or email for *any* additional questions:

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Thanks for being GREAT listeners!!

