Communications and Community Engagement Report



March 2018

Highlights

- Central Health and its partners were featured in 19 stories from 9 different news outlets
- Central Health staff participated in and/or led 68 community presentations and events
- Central Health posted 32 tweets and 18 Facebook updates

Earned Media

Central Health was mentioned in 23 news stories:

- 13 print news stories
- 3 online news stories
- 2 TV news stories
- 1 radio news story



The dominant news item for the month was Sendero's withdrawal from the Medicaid and CHIP markets.



Press Releases

Central Health issued four press releases:

- Central Health Partnering with UT School of Nursing, Travis County Emergency Services to Expand Health Care Services in Eastern Travis County - March 1
- Central Health Announces New Chief Strategy and Planning Officer - March 7
- Central Health-Funded CommUnityCare Bringing More Health Care Services to Northeast Austin - March 8
- Sendero Health Plans withdrawing From STAR Medicaid and CHIP Market Effective May 1 / Sendero Health Plans se retira del mercado de seguros médicos STAR Medicaid y CHIP a partir del 1 de mayo - March 23

Video Production

Central Health produced four videos:

- Central Health Honored with a Community Partner Award - March 6
- Community Conversation: From Tax Dollars to Health Care - March 12
- Community Conversation (live event) March 19
- The Central Health Enterprise (English & Spanish) -March 23



Events

Central Health Enterprise staff participated in 68 events:

- Central Health attended 32 events
- Sendero attended 25 events
- CommUnityCare attended 11 events.

Other Updates

Central Health kicked off a series of Community Conversations in March to engage the community on how Central Health partners with others, spends tax dollars, and plans for the future. The public was invited to listen, learn, and provide feedback on a variety of topics. Two Community Conversations were held in March, with the series continuing through the summer.

- From Tax Dollars to Health Care March 2
- Improving the Health of our Community (including presentation of Germaine Solutions third-party performance review)- March 19

Texas Health and Human Services Executive Commissioner Charles Smith toured the Central Health Southeast Health & Wellness Center on March 7.





The Community Health Champions held a lunchand-learn dealing with gentrification in Austin on March 23.

Central Health launched an expanded and enhanced section of the website dedicated to the Eastern Travis County service efforts, accessible at www. centralhealth.net/easterntravco.









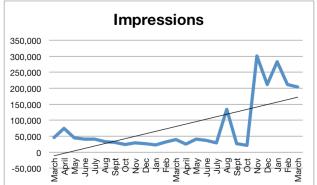


Digital Analytics

Twitter

Tweets: 32 Mentions: 53

Net Total Followers: 2,046 Impressions: 204,000



Tweet impressions remain higher than normal following the end of the public awareness initiative.

Website

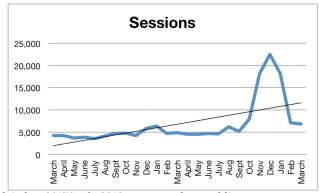
Sessions: 6,886 Users: 4,880

Pageviews: 13,135

Platform: desktop 67%; mobile

CENTRAL HEALTH

26%; tablet 7%

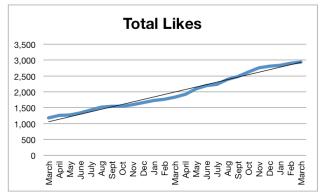


Peak in late 2017/early 2018 corresponds to public awareness initiative and remain higher than prior to the initiative.

Facebook

Posts: 18 Likes: 53

Weekly total reach: 96,084 Reaction avg. per post: 26



Followers continue to steadily trend upward, almost tripling over the year, and wePhotos

Newsletter

Sent: 6,845 Open Rate: 15.6% Delivered: 6,806 Click Rate: 1.9%

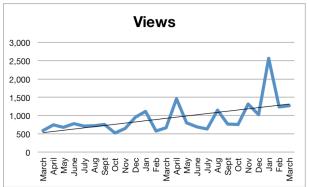


Following the final round of list maintenance our successful deliveries have reached 99%.

* Migration to MailChimp service altered historical reporting method

YouTube

Views: 1,271 Watch time: 1,932 mins Avg. view duration: 1:31 Shares: 19 / Likes: 2

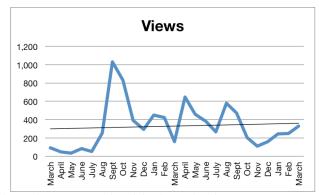


Peak in early 2018 corresponds to the release of the Dell Medical School explainer video and a small related promotion campaign.

Board Meetings

Views: 328 Pageviews: 695

Unique viewers: 151 Internal/External Views: 61/298



Peaks tend to correspond with budget-related meetings.