



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

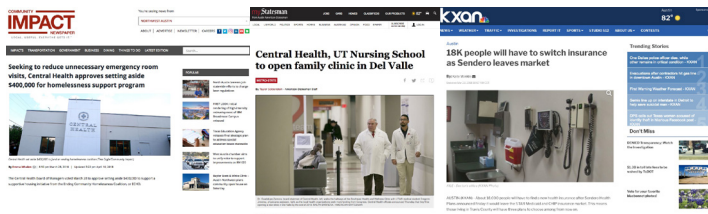
Earned Media

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

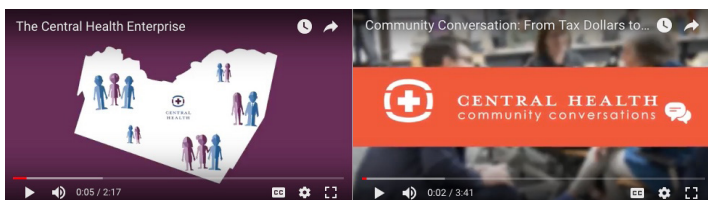
Central Health issued **four** press releases:

- 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 lunch-and-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.



