



April 2018

Highlights

- Central Health and its partners were featured in **16** stories from **7** different news outlets
- Central Health staff participated in and/or led **57** community presentations and events
- Central Health posted **36** tweets and **18** Facebook updates

Earned Media

Central Health was mentioned in **16 news stories**:

- 10 print news stories
- 2 online news stories
- 2 TV news stories
- 2 radio news stories



April coverage focused on the CCC's rideshare program, Eastern Travis County Service Expansion, homestead exemptions, and Sendero Health Plans.

Press Releases



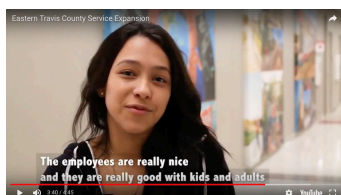
Central Health issued **four press releases**:

- Feria Comunitaria Celebra la Inauguración del Nuevo Centro de Recursos de Salud del Noreste - April 11
- Central Health Board Votes to Invest in Project That Will Provide Housing for Homeless, Reducing Costly Emergency Room Visits and Hospital Use - April 5
- Media Availability Today: Austin Rideshare Company Partners with Central Health, Community Care Collaborative, to get patients to medical appointments - April 3
- Austin Rideshare Company Partners with Central Health, Community Care Collaborative, to get patients to medical appointments - April 2

Video Production

Central Health produced **five videos**:

- Austin Rideshare Helping Get Patients to Medical Appointments - April 4
- Eastern Travis County Service Expansion - April 5
- Reinventing Health Care - April 11
- Central Health: Homestead Exemptions in Travis County - April 20
- Pop-up Health Resource Clinic: Blockchain Technology Testing - April 23



Eastern Travis County Expansion Video - 159 views



CCC Rideshare Program Video - 106 views

Events

Central Health Enterprise staff participated in **57 events**:

- Central Health participated in 47 community activities and reached 517 individuals.
- CommUnityCare attended 10 events and connected with approximately 1,250 individuals.

Other Updates



The April 3 Community Conversation at Central Health Southeast Health & Wellness Center drew more than 30 community members.

A total of 80 community members were involved in Central Health's public participation process via Community Conversations to support the Strategic Work Plan and Advisory Committee meetings meant to support service expansion efforts in Eastern Travis County.



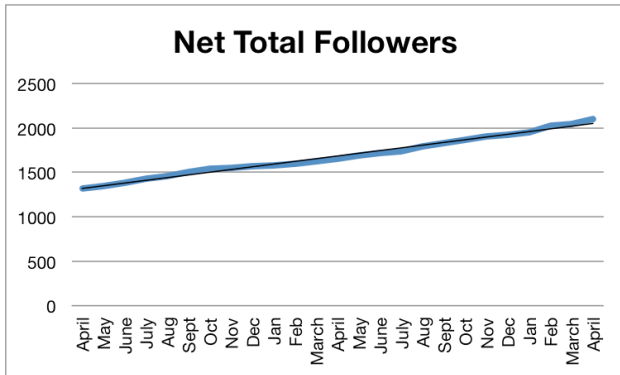
Panelists Dr. Alan Schalscha (left), Ellen Richards (center) and Dr. James Baker (right) speaking at the April 19 Community Health Champions meeting.

On April 19, 36 Central Health Community Health Champions met to learn about health care coverage for Travis County residents with low income and discuss how Central Health and partners collaborate to address inequities in mental and behavioral health. Panelists included CommUnityCare Health Centers Chief Medical Officer **Dr. Alan Schalscha**, Integral Care Chief Strategy Officer **Ellen Richards**, and Dell Medical School Associate Chair of Clinical Integration and Services **Dr. James Baker**.

Digital Analytics

Twitter

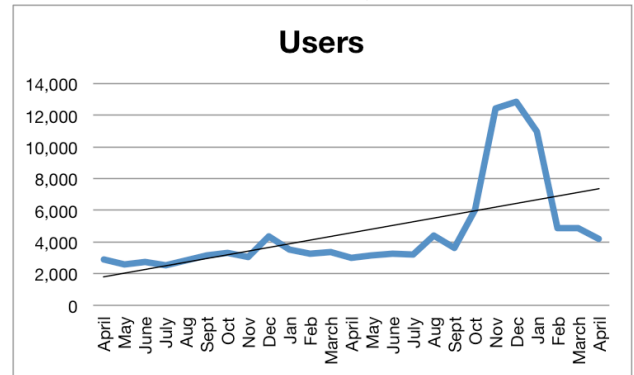
Tweets: 36 Mentions: 56
 Impressions: 27,900 Net Total Followers: 2,098



Total followers continues a steady trend upward, a 27% increase since April, 2017.

Website

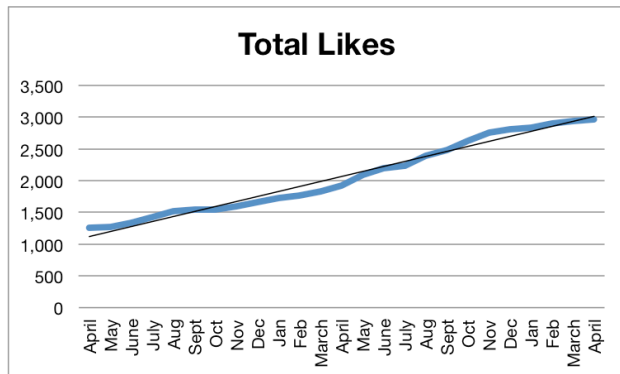
Sessions: 5,981 Pageviews: 12,041
 Users: 4,179 Platform: desktop 71%; mobile 23%; tablet 5%



Total users remains above average following conclusion of the winter public awareness initiative.

Facebook

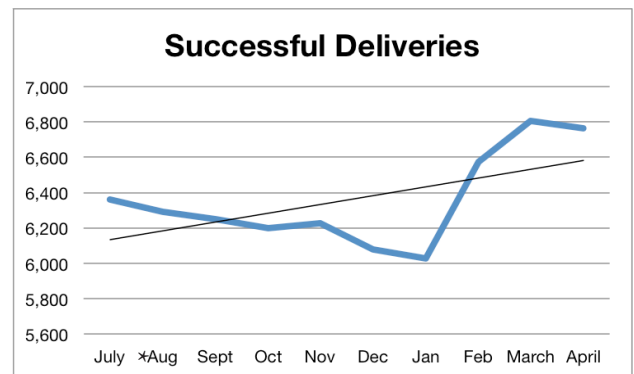
Posts: 18 Likes: 40
 Weekly total reach: 2,921 Reaction avg. per post: 12



Overall Facebook metrics trended down in April, partly due to an alteration in their posting policies modifications. Likes continue to trend up.

Newsletter

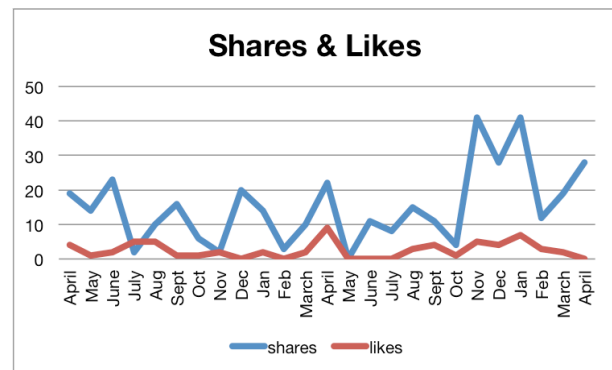
Sent: 6,798 Open Rate: 14.2%
 Delivered: 6,766 Click Rate: 1.6%



Mailing list maintenance removed or updated several hundred invalid addresses, resulting in overall increased successful deliveries.
 * Migration to MailChimp service altered historical reporting method

YouTube

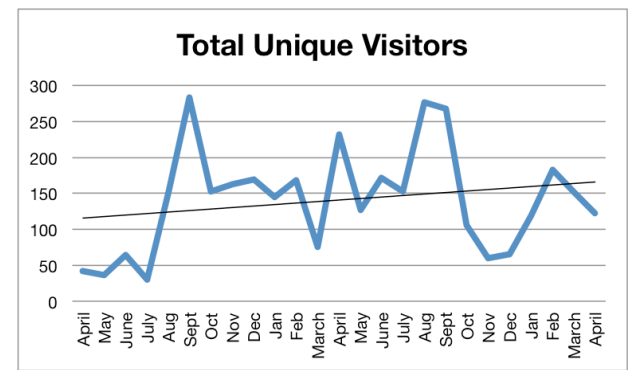
Views: 1,319 Watch time: 2,174 mins
 Avg. view duration: 1:38 Shares: 28 / Likes: 0



Shares bounced back, largely due to a concerted effort to produce more shareable, community-interest content.

Board Meetings

Views: 148 Pageviews: 547
 Unique viewers: 122 Internal/External Views: 19/129



Although views are down, the number of unique visitors indicates some site guests are accessing materials in archives, if not watching.