

2021

# Region 3 Healthcare Coalition Alliance Outreach Strategy



Approved: June 2019

Updated June 2021

The Region 3 Healthcare Coalition Alliance finds value in having a comprehensive strategy for outreach to potential members, as well as membership retention. The Alliance contracted with a marketing firm to implement the following strategy to achieve our goal of growing membership.

Outlined briefly below are the most important measures to ensure that the Region 3 Alliance outreach strategy is successful and focused on attracting members who will actively participate and provide essential assets to each coalition.

- Research
  - Research of potential facilities, and their administrator or executive staff. This is an important step in getting to the right person at each facility so “cold calls” become “warm calls”.
- Outreach
  - Call facilities to confirm that the contact information from our research is correct and update our database. This is key to gaining access in order to educate administrators and safety personnel about the Coalition and the benefits of being a member.
- Email Marketing
  - Management of a personalized email system that sends out informative and “call to action” emails after phone calls are made. These follow up emails significantly increase conversion rates from prospects to members.
- Promotion
  - Recognition in the media ensures that potential members and the community recognize your Coalition and know and understand your mission. Promoting the activities of the Coalition assists in this recognition.

### Successes for 2018-19

Below you will find a comprehensive list of the marketing firm successes for the coalitions to date:

- Established custom processes for each coalition that address goals and deliverables
- Trained and placed key team members, each specializing in the 4 areas:
  - Research
  - Outreach
  - Email marketing
  - Branding
- Researched and identified over **2,000 facilities** across the three coalitions in Region 3
- Identified **~1,300 facilities** as potential members
- Contacted **726 facilities** by phone and email
  - Still have 450 remaining facilities to contact for the coalitions in Region 3 and 150 facilities to make follow up calls to
- Converted **33%** of contacted facilities into members
- Our outreach emails have an average open rate of **25.25%**

- Average open rate in the government sector is 3.1%
- 2,681 outreach emails have been sent to potential members

### **Successes for 2019-2020**

A major initiative of the Alliance was to consolidate the communications for all members of the three coalitions. This used a three-pronged approach:

- Using a new communications and member management platform- ReadyOp
- Continuing the bi-monthly newsletters
- Standardization of coalition websites

The COVID-19 incident provided a unique opportunity to increase membership of each of the coalitions. During the COVID response, the Alliance created, and distributed daily situation reports to provide members with key points covered on the multitude of statewide conference calls, a centralized point for links to COVID resources and the most recent data for Florida.

As part of the daily Situation Reports, there was a link to *New Member Form* for non-members that received the report and wanted to join the Coalition. Since May of 2019, the Coalition has had a 17% increase in membership (577 members to 675 members). During the first two months of the COVID activation, there was a 9% membership increase.

### **Successes for 2020-2021**

The response to COVID-19 provided the Coalition the opportunity to test the ability to communicate and share information with members on a regular basis. Through these communications, membership continued to grow to more than 730 members.

The marketing firm successfully promoted multiple member projects in local and statewide media. This media attention continues to raise awareness of the Coalition and its activities.

### **Long-Term Initiatives**

The following initiatives are recommended for a long-term strategy for a sustainable coalition.

#### Membership Outreach

- Continue with weekly research and database updates for potential members and current membership partners
- Continue outreach calls and conversations that clarify the benefits of coalition membership or partner

### Member Referral Program

- Establishing a referral initiative would be a great way to ensure your current members are making it a point to share the benefits of coalition membership with their professional contacts.

### Relationship Cultivation

- Holding non-structured “Think Tank” or social gatherings will allow for members to talk openly about ideas and opportunities they feel would help the coalition as a whole.
- Social gatherings allow for members to get to know each other on a personal level and can also lead to members looking forward to monthly meetings and exercises.

### Special Trainings or Speakers

The goal should be for coalition members to feel as though they are getting something out of their membership. In the event membership is no longer free, current members would be willing to pay a membership fee if they perceive and have experienced that they gain more by being a member.

- Special Member Only Trainings
- Lunch & Learns sponsored by vendors and offered to members only
- Speakers that specialize in topics of interest to members at meetings and special events

### Engaging Executives

Engaging executives, such as CEOs and Facility Owners, is the best way to make sure that facility leadership is on board and understands the value of coalition membership.

- Personal Relationships
  - Embrace the value of each executive or key facility personnel by acknowledging the value of their membership.
- Host a Quarterly Roundtable for Executives with Keynote Speakers
  - This is a great way to get leadership of different facilities together in the same room to discuss topics of concern at a higher level.
- Quarterly Newsletters or Report Cards
  - Personally send executives a newsletter or report card for their facility showing how many events, meetings, and trainings their representative has attended each quarter.

### Branding

Working to engage, including participating at monthly meeting, having them serve as ambassadors to the coalition who share their experiences with peers and delegates.

- Monthly Newsletters
  - Send monthly newsletters that are engaging:
    - Include tips
    - Include invitations to training and links to save the date directly to calendars
    - Include recap photos of exercises
    - Include the names of new member facilities
    - Include contact information for coalition leaders
    - Include Board Reports
- Surveys
  - The best way to learn what your members need from you is to ask them.
    - Send out surveys asking members what they need and want to see from the coalition currently and long term.
- Continue to brand the coalition through press releases, exercises, and partnerships such as, “Stop the Bleed”.

### Results

Membership across all three coalitions continues to grow. Below are the year-end membership numbers for each coalition (June 2021).

<b>HCC</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2021-22</b>
CHAMP	89	112	135	136
North Central	90	124	137	209
Northeast	214	341	359	398