

Living Well Network Marketing and Recruitment Workgroup Call

Minutes 7/28/09

Attendance: Ann Way – Lincoln County Health Department
Bernadette Maziarski – OSU Extension Services
Judy Wick – Portland VA Medical Center
Betty Landis – Community Connections of Northeast Oregon
Brenda Johnson – Deschutes County Health Department
Cara Biddlecom – Oregon Public Health Division
April Rautio – Oregon Public Health Division
Sarah Bartelmann – Oregon Public Health Division

Review activities for this year

Marketing materials survey – Cara has drafted a version of the survey. The group decided that October 2009 should be the launch date for the survey since many programs will be ramping up their marketing and recruitment efforts for fall workshops after taking a break for the summer months. The survey draft will be reviewed during the September conference call.

Recruitment and retention best practices – The recruitment and retention best practices document was transformed into the marketing and recruitment section of the forthcoming Living Well Program Guidebook. The Living Well Program Guidebook is about to undergo a final review from some Living Well Network members before it is finalized and disseminated in August. The Guidebook will be disseminated in a printed, bound version for Living Well coordinators and will also be available by section online.

Spanish language marketing materials – Revision to the NCOA Spanish language marketing materials is complete and templates have been posted online. Posters are currently available for distribution, but the brochures needed to be reprinted so they should be available in another few weeks.

Reimbursement message development and next steps

Sarah shared that the Reimbursement Workgroup would like to develop some messages around what the true cost of Living Well is in Oregon, after the average per participant cost of \$375 was identified. Marketing and Recruitment Workgroup members asked about whether this message should be directed at participants, insurance companies, or physicians to best acquire the intended outcome – that Living Well is valued as a worthwhile, reimbursable program. Sarah will follow up with the Reimbursement Workgroup to gain consensus on the target audience, and Bernadette, Ann, Judy, and Brenda will participate in a working group to review these messages, to be completed no later than September 30.

Marketing and recruitment share time

Lincoln County – Ann distributed 1,400 brochures advertising their upcoming workshops, but participation in the summer months has been lower than expected and two workshops had to be cancelled. Other workgroup members indicated a similar trend during the summer months in their area and some do not schedule workshops in July and August, instead ramping up again after Labor Day in September.

Southern Oregon – A letter has been mailed out to Living Well participants that outlines the calculated cost per participant in Living Well and request participants to make a donation of \$25 to cover program fees. Some funds have been collected already. Bernadette has gotten area hospital discharge planners to include Living Well brochures in their discharge packets, and is working to get the Living Well promotional video looped onto the hospital cable TV stations.

Deschutes County – Mosaic Medical, the local federally qualified health center with offices in Deschutes, Jefferson, and Crook counties, is taking on Living Well through support from their operations officer who is also a parish nurse. Mosaic Medical is developing a referral protocol for clients at their clinics to local Living Well programs.

Northeastern Oregon – Word of mouth has been the most successful recruitment strategy for their first program.

Next workgroup call will take place on Tuesday, September 22, 2009 from 10:00-11:00 am.