Overview of Department
Overview of Department

Portfolio
- Stroger Hospital
- Provident Hospital
- Community Health Centers
- Correctional Health
- Public Health
- CountyCare Health Plan
- Research
- Providers

Responsibilities
- 24/7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Community Affairs
- Marketing
- Internal Communications
- External Communications
- Special Events
Communications

- 24-7 Media Relations
- Public Relations
- Social Media
- Crisis Communications
- Internal Communications
- External Communications
- Website/Intranet
- Special Events
Marketing/Graphics

- Brand and Reputation Marketing
- System Services and Program Marketing
- Facility Marketing
- Health Plan Marketing*
- Sponsorships
- Special Events
- Internal Needs
  - Wayfinding, Signage, Photography, Intranet

*All health plan marketing materials require prior approval by state HFS.

NOTE: Marketing efforts are supplemented with external vendor who conducts market research, develops creative concepts for large campaigns, handles media buys, etc. Annual marketing spend is $1.25M for CCH and $1.25M for CountyCare.
Collateral Materials

- Outreach
- Patient Education
- Marketing
- Special events
- Advocacy Efforts
- Compliance Activities
- Internal needs

Additional samples in appendix
Outreach

- Represent CCH and its service lines including CountyCare* at community events to raise awareness of the services provided at all facilities
- Represent CCH/Health Plan on community-based organization boards, etc.
- Organize/facilitate Community Advisory Councils
- Special Events

* CountyCare participation at events requires pre-approval from the state and all health plans are required to be invited by the sponsoring organization.

NOTE: Community Outreach is supplemented with external vendor during peak months at an annual cost of approximately $50K.
Impact 2020 Update

Status and Results

• Deliver High Quality Care
• Grow to Serve and Compete
• Foster Fiscal Stewardship
• Invest in Resources
• Leverage Valuables Assets
• Impact Social Determinants
• Advocate for Patients
## Impact 2020

### Progress and Updates

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Tactic</th>
<th>Status</th>
</tr>
</thead>
</table>
| Deliver High Quality Care          | Market CCH as the provider of a continuum of care with a focus on those transitioning to Medicare | Look at us Now Campaign 2019: Website launch  
Making an Impact  
CAN TV | Ongoing |
| Deliver High Quality Care          | Launch internal and external campaigns focused on customer service, patient conveniences and reputation building | Look at Us Now  
Safety Now  
Internal/External rebrand  
All Are Welcome  
Patient Portal  
2019: Making an Impact  
2019: Quiet Campaign | Ongoing |
| Grow to Serve and Compete          | Develop and implement strategies to retain and attract CountyCare members | All the Benefits. None of the Costs  
FHP Pilot  
Redetermination Events  
Outreach Activities  
You Don’t Have Time for a Sick Day | Ongoing |
| Grow to Serve and Compete          | Raise awareness of centers of excellence                               | Media stories  
Thought leadership  
Foundation partnership | Ongoing |
## Impact 2020

### Progress and Updates

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Tactic</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foster Fiscal Stewardship</td>
<td>Execute marketing and branding strategy</td>
<td>Look at Us Now CCH rebrand Making an Impact Website</td>
</tr>
<tr>
<td>Foster Fiscal Stewardship</td>
<td>Develop marketing strategies for specific service lines</td>
<td>CountyCare CareLink Labor &amp; Delivery New facilities (Community Triage Center, Professional Building, Arlington Heights) Food as Medicine Adolescent Health</td>
</tr>
</tbody>
</table>
## Impact 2020

### Progress and Updates

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Tactic</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate for Patients</td>
<td>Establish at least two community advisory boards for community health centers</td>
<td>Established - Arlington Heights, Cottage Grove, Englewood 2019 - Austin, Near South, Robbins</td>
</tr>
<tr>
<td>Advocate for Patients</td>
<td>Offer community programming at health centers</td>
<td>Medicaid redetermination events Fresh Truck &amp; Black Oaks Summer Meals Program 4 Men Only Health Fair Partnership for Resilience at the Cottage GroveMen’s Health Initiative at Englewood and Woodlawn</td>
</tr>
</tbody>
</table>
FY2020-2022
The Future
Environmental Scan of Market, Best Practices and Trends
Environmental Scan of Market, Best Practices and Trends

Market Considerations

Consolidations on the provider side create larger organizations with larger marketing budgets

Health plan competition is supported by both ‘known’ brands & marketing budgets of large, national companies

Health systems use facilities and staff as brand ambassadors.

Best Practices & Trends

Content marketing

Web and mobile applications beyond patient portals

Traditional marketing tactics needed for Baby Boomers

Digital strategies
Environmental Scan of Market, Best Practices and Trends

Digital Trends

- Website
- Social media marketing
- Online advertising
- Images and videos
- eNewsletters
- Paid search marketing
- Email marketing
- Blogs or Micro-blogs
- Content marketing
- Infographics
- Retargeting ads
- Online reputation mgt.
- Mobile marketing
- Marketing automation
- Online communities
- Programmatic buying
- Geo-fencing
- SMS/Text messaging
- Dark Posts on Facebook
- Real-time marketing

More and more healthcare marketers are moving to newer digital marketing tools.

Source: Greystone.net
Generational Healthcare Marketing

Millenials
43% are likely to switch practices in the next few years
54% have made a switch in the past 2-3 years

Generation X
44% are likely to switch primary care physicians in next 3 years

Baby Boomers
20% are likely to switch physicians in the next three years

Prefer a sophisticated and integrated digital approach
Adapted/ing to digital
Prefer traditional approaches

SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats
## SWOT Analysis

### Strengths
- 180+ year mission = community trust
- Comprehensive portfolio of services
- Media Go-To
- Research driven strategies have proven successful for system and plan

### Weaknesses
- Positive brand awareness of CCH often limited to trauma/emergency medicine and Stroger
- Market research has been limited.
- Perception that CCH is only for uninsured
- Reputation for delays, cultural competency, etc
- Limited resources impact reach
- Diverse and geographically dispersed patients/staff require different tactics and resources
- Health plan brand awareness not as strong as national brands
- Lack of career path for staff

### Opportunities
- Efforts to address social determinants of health extend reach and provide added opportunity
- Centers of Excellence
- Clinical research that furthers the mission
- Staff & facilities as brand ambassadors
- Digital strategies (portal, texting, social)

### Threats
- Patient Experience
- Competition (brand loyalty and $$)
- Expensive media market
- Reputation
- Competing internal needs
- Brand awareness of competitors
FY2020-2022
Deliver High Quality Care

FY2020-2022 Strategic Planning Recommendations

Strategies

• Support internal efforts to raise quality bar/scores
  • “Quiet” campaign
• Continue to position CCH and its providers/leadership as thought leaders on quality and population health management
• Work with clinical leadership to develop a comprehensive patient education strategy

Ongoing:

• Continue to market CCH as the provider of a continuum of care
• Continue internal and external campaigns focused on customer service, patient experiences and reputation
• Complete rebranding process
Grow to Serve and Compete

FY2020-2022 Strategic Planning Recommendations

Strategies

• Conduct additional market research to understand
  • Opinions and choice patterns of CCH patients
  • Referral patterns of primary care providers (CCH and FQHCs)
  • Where new opportunities (segments, service lines, etc) may exist for CCH
  • Opinions and choice process of health plan members

• Develop consumer and non-consumer facing strategies to raise awareness of specialty care

• Develop strategies to support growth in primary and specialty volumes

• Develop and allocate resources to a sponsorship strategy

Ongoing

• Raise awareness of clinical Centers of Excellence within CCH specialty services

• Develop strategies to maintain CountyCare market share
Leverage Valuable Assets

FY2020-2022 Strategic Planning Recommendations

Strategies

• Continue to position CCH providers/leaders in media and community
  • Strategic speaking engagements, sponsorship strategy, new media guide

• Develop strategy to unify look and feel of existing health centers to create a recognizable brand

• Engage front line staff in brand ambassador efforts
  • Outreach events, speakers training, branded gear

• Engage members of the Cook County Health Foundation as brand ambassadors

• Highlight CCH research that supports/furthers our mission

• Work with providers to identify and promote additional patient stories

• Mature current digital and social media strategies
Impact Social Determinants/Advocate for Patients

FY2020-2022 Strategic Planning Recommendations

Strategies

• Establish community advisory boards at remaining sites
• Work with health center leadership to expand programming at health centers
• Expand/develop new avenues to promote CCH efforts
  • Videos and content marketing
  • White papers
  • Research & Innovation Summits
• Continue to support CCH efforts through media, community, advocacy efforts
Coming Soon
Reputation Building Campaign 2.0
Thank you.
Appendix
Look At Us Now 2017 Reputation Building Campaign Sampling of Ads

4-month check-ups and 4 a.m. phone calls.
No matter the reason, you can call on our team of more than 100 family doctors and pediatrics.

Look At Us Now.

Training the Navy and treating your grandmother.
Top doctors training the military are the same doctors making sure she gets back on her feet.

Look At Us Now.

State-of-the-art equipment and a treatment plan just for you.
In the fight against cancer you can depend on the latest in technology: Innovative research and top doctors standing by your side.

Look At Us Now.

Adding years to your life and life to your years.
Convenient hours and locations so you can get back to what matters most.

cookcountyhealth.org
Collateral Materials
Collateral Materials