

I) PROJECT SUMMARY

SIHF Healthcare (formerly Southern Illinois Healthcare Foundation) was founded for the purpose of providing medical services to low income residents in metro East St. Louis communities and has evolved into a large regional health care safety net system with 35 health center site locations, providing services throughout 12 Illinois counties. Last year, over 100,000 individual patients were provided a medical home by over 140 full and part time employed physicians.

The purpose of this request is to enhance SIHF Healthcare's capabilities to effectively utilize social media marketing by producing video content to increase the probability that both new and current SIHF patients will learn more about positive health behaviors and increase their utilization of SIHF services. Currently, SIHF cannot afford to advance our social media into video production, a key method of communication to a new generation of patients. This project will allow for expansion into this arena, resulting in a more comprehensive plan to engage patients through social media and enhanced abilities for SIHF to attract and retain patients as the provider of choice in our communities.

SIHF needs to increase social media marketing efforts in order to attract and retain additional patients not as easily reached by current marketing efforts. These efforts will be centered on a new "Don't be a Statistic" campaign, featuring the production and utilization of video messages hosted on YouTube and pushed through Facebook, the social media formats most used and most accessible to our patient population. Messaging will primarily focus on areas of growing and continuing need, including mental health services, women's health, and the importance of receiving regular care and medical services each year. Once these video advertisements are developed and pushed to targeted audiences, SIHF will use detailed analytics to ensure their

effectiveness and determine which messages are most successful in how they influence patient behavior.

The project objectives will be to: Increase the number of new SIHF Facebook followers, Increase the number of new visitors to SIHF's website, and to Increase the proportion of referrals to the SIHF website from social media. Both Google Analytics and Facebook insights are able to track internet traffic and determine where patients come from when they access the SIHF website.

The project will be coordinated by Neil Kiesel, SIHF's Communications & Marketing Director. Mr. Kiesel has more than 30 years of experience in strategic communications, community relations programming and planning, as well as design and image development. Video production and message development will be led by Cork Tree Creative, a full-service marketing firm in the St. Louis area with videography/photography staff already in place to help assist in the creation of dynamic and interactive social media content.

II) PROJECT NARRATIVE

A. STATEMENT OF NEED (20 Points)

1) Describe the specific challenges your health center experiences...

SIHF Healthcare faces challenges attracting patients who are often hard to reach due to transient living arrangements, cultural perceptions, a lack of understanding preventive health care, and SIHF's own limited capabilities with social media. Additionally, patient retention can often be a problem with a large proportion of SIHF patients neglecting to return for regular care on an annual basis, instead opting to only return when a health issue arises or when they face an acute need for services. Many SIHF patients move frequently making direct contact difficult with a continuous changing of address and phone numbers. Today, this population is often better reached through media outreach, particularly social media. SIHF does not currently have the resources to produce video content, the most effective content for reaching our target audience. By adding newly developed video content to current social media efforts, SIHF will be able to more effectively reach out to a targeted audience and increase healthcare utilization.

Many low-income communities have a cultural disposition to avoid mental health services. A 2014 study published by American Psychological Association indicated that these individuals did not believe mental health treatment would help them. Additionally, spiritual, religious or cultural beliefs about mental illness vary among groups and a lack of accurate information can inhibit persons in need from seeking treatment. According to a 2013 study entitled *Poverty and Mental Health: How Do Low-Income Adults and Children Fare in Psychotherapy?* "low income and ethnic/racial minority individuals may be hesitant to engage in mental health care because of fear or mistrust due to historical persecution and racism within the mental health care system, which has led to misdiagnosis and inappropriate treatments."

Women have specific health needs, including the need for annual well-woman exams, including cervical cancer screenings through pap smears. These exams need to be conducted every three years. In 2016, SIHF had succeeded in ensuring 46.2% of women received their scheduled pap smears, considerably short of the SIHF goal of 65% or greater compliance.

In order to ensure patients are controlling their health on a regular basis, annual check-ups are highly recommended by SIHF physicians. Unfortunately, SIHF faces a challenge getting patients to access this regular care. This can be shown by the significantly larger number of patients SIHF serves than those who visit each year. Over a 3 year period (2014-2016), SIHF served 157,461 unduplicated patients. Yet, over this same time period, only 103,472 visited SIHF each year on average. Based on these figures, 53,989 patients served by SIHF have failed to return for annual exams each year.

2) Describe existing marketing strategies...

SIHF Healthcare's current marketing strategies are traditional approaches, while also integrating limited website-based and social media marketing to reach current and potential patients in our primary service areas. Because budgets are limited and we strive in every way to be cost-effective and efficient, our marketing includes significant public relations and community outreach.

Marketing messages vary based on need, but the majority of our messaging has traditionally focused on: alerting the community to a new physician/provider who has joined our care team; sharing the key benefits of a new service or enhanced technology; or announcing the opening of a new health center and how to access services. A general summary of SIHF Healthcare's currently utilized strategies is outlined below:

Advertising: SIHF utilizes a variety of advertising channels including Print ads in local publications, Radio advertising in some markets, Outdoor (Billboards) to highlight new

locations/services; as well as some web-based advertising driven by core web searches. We also support sponsorships of events/organizations that are aligned with our mission, and our health center lobbies include helpful collateral material and posters to reinforce key services as well as reminders and convenient contact information.

Events/Community Outreach: SIHF Healthcare participates in a large variety of events and community outreach activities. These range from health fairs and community celebrations, to groundbreaking and ribbon-cutting ceremonies. We usually conduct health screenings at these events and always offer convenient physician referral services and helpful service information.

Direct Mail: SIHF uses direct mail to alert our patients when their provider may be retiring or leaving our organization. Our goal is to maintain the primary relationship with our patients and make it convenient to continue to use our services via other quality providers.

Media Relations: We work with local news media to share information and stories of key interest to their audiences. This may range from promoting an upcoming health screening, to offering a variety of medical experts to contribute to key health coverage or breaking news.

Website & Blog: In addition to providing user-friendly service, location and provider information on our recently upgraded website (www.sihf.org), it also includes a medical blog to share timely health topics.

Team Communications & Support: We recognize that effective marketing begins, and ends, with our health care team. They are often the first point-of-contact for our patients, and therefore are the true difference-makers in our organization. We support their key role with various honors, including our quarterly Mission Leader Award, as well as highlighting team accomplishments, big and small, in our internal communications.

Social Media: As noted earlier, we continue to work on growing our relatively new social media presence, including regular, social media posts on Facebook, Twitter and LinkedIn.

In order to build upon these efforts a more focused, targeted social media campaign is needed. This will allow SIHF to focus on key services and reach audiences that are otherwise difficult to contact in an effective and cost effective way. In the United States, 1 in 3 adults seek additional information on the internet about health conditions and 1 in 8 patients use video to research hospitals, insurance and other health information. In order to reach the planned objectives, this project will produce a video and digital ad campaign to encourage existing and prospective patients to “Not be a statistic”.

B. PROJECT OBJECTIVES (15 Points)

Increase the number of new Facebook followers to 1,200

The SIHF Healthcare Facebook page now has 310 followers. We would like to reach a goal of 1,200 followers representing an increase of 890 followers. We will track the improvement in the number of Facebook followers using Facebook Insights.

Increase the proportion of referrals to SIHF Website from social media to 25%

On average, SIHF Healthcare’s website plays host to an average of 5,127 different users/visitors per month, 16.1% of which are referred to the website from social media sites. We would like to increase that percentage to 25%, which is average for most service-based social channels and their referral efforts. We will track the improvement of social referrals to the website using Google Analytics tools.

Increase the number of new visitors to SIHF’s website to 6,250 per month

By increasing the number of referrals from social channels and from overall enhanced brand awareness we will increase the number of monthly visitors to the SIHF.org website from 5,127

visitors to approximately 6,250 visitors per month, an increase of approximately 22%. We will track the number of new visitors to the SIHF.org website using Google Analytics tools.

C. PLAN OF OPERATION (25 Points)

1) Describe how the funds will be used:

a) Purchase equipment.

No equipment will need to be purchased for this project.

b) Acquire new software/applications...

No software will be purchased for this project.

c) Hire or contract with personnel or consultants...

Cash expenses for this project will be expended through the hiring of a specialized marketing team with extensive experience utilizing social media for marketing and outreach. Cork Tree Creative is a full-service marketing firm in the St. Louis area providing web design and website development of content management systems (CMS) and search engine optimization (SEO). As marketing experts, Cork Tree utilizes graphic design, public relations, social networking and advertising to build brand identity. Cork Tree has on staff graphic designers and public relations professionals to provide press release development, logo design, branding, media relations, community outreach and strategic marketing. In addition, Cork Tree Creative has a videography/photography staff to help assist in the creation of dynamic and interactive social media campaigns.

2) Describe the implementation plan to achieve the project objectives.

The Approach “Cisco predicts that by 2020, over 75% of mobile traffic will be video, and 45% of people surveyed in the US and Canada said they expect to watch more mobile video in the future.” Cork Tree Creative will be contracted to produce three different videos and digital ads utilizing the same background and actors/actresses. The recommended approach is to film all three videos on the same day to keep production costs low. Videos will be edited to play in 30

second clips, 15 second clips and as a static digital ad. Videos will be formatted appropriately for viewing on mobile devices as low-income individuals most often access the internet through mobile devices. Videos will also be closed captioned. Facebook statistics indicate that video viewing is increased when captioned. Captioning will be in both English and Spanish.

Tactics The 30 second videos will be utilized on Facebook and “boosted” to reach a specific target audience in an effort to deliver the videos to the right audience. Facebook posts can be “boosted” both by geography and user demographics to ensure we are reaching our target market. Success of the video views can be monitored and the demographic and geography of each ad delivery can be modified as necessary for better performance. The 30 second videos will also be added to the SIHF Healthcare website. The 15 second videos will be used as pre-roll on YouTube. Pre-roll are the video vignettes that appear as commercials before the YouTube user is able to view the video they have selected to watch. YouTube is one of the largest social/search channels and is highly utilized by our demographic. The static digital ads will be available to be interspersed throughout all social media channels and utilized in blog posts.

Timeline

Month 1

- Write Story Boards for Each Video Campaign
- Begin Casting for Videos
- Schedule YouTube Pre-roll Spots
- Order any needed video equipment

Month 2

- Schedule video shoots with actors, make up and stylist
- Video Production
- Begin Editing
- Team Approval

Month 3

- Final Editing
- Begin scheduling Facebook videos and YouTube pre-roll

Months 4-6

- Facebook videos and pre-roll run with paid support

This represents an aggressive timeline for video production, but through pre-planning and cooperation between SIHF and Cork Tree Creative, this is achievable.

- 3) Describe how the proposed project will be integrated...

The proposed project will be integrated into the SIHF marketing and public relations department. Currently, SIHF has a small marketing department and primarily handles more extensive marketing opportunities through a paid consultant relationship with Cork Tree Creative. Thus, this project will integrate easily into this current structure. Cork Tree will produce the videos, work through Facebook to “boost” posts appropriately, and provide detailed web analytics of both social media activities and website visits that come directly from these social media posts, while reporting progress to SIHF.

D. PROJECT EVALUATION (15 Points)

- 1) Identify who will be responsible...

The project will be evaluated by SIHF marketing staff with substantial data input from Cork Tree Creative. Cork Tree Creative will provide regular updates as to video production and social media release and detailed analytics to describe the effectiveness of these products. SIHF will analyze these factors, monitor overall performance and provide guidance for Cork Tree Creative in terms of target audience. Neil Kiesel, the SIHF Communications and Marketing Director will be responsible for providing evaluation to SIHF upper management.

Cork Tree Creative has extensive experience in video production and social media campaigns. Cork Tree has an on-staff videographer with over a decade of experience producing video advertising and has coordinated and monitored social media campaigns for dozens of local companies and national major brands such as Dunkin’ Donuts and Diamonds Direct. They are

fully equipped to provide detailed analytics, including monitoring total posts, audience growth, click through totals by platform, average daily use, message volume, engagement, engagement by channel, relative engagement, page view by geography, likes, reactions, and a full demographic profile of those who engage through Facebook.

2) Describe the process to be used...

The project will be evaluated by the timely production of videos, the placement of the videos and the completion of postings as scheduled. Once the project is “live,” effectiveness will be determined through meeting clearly defined program objectives and continual monitoring of new patients presenting at the health center and those visiting the website in search of specific health center locations nearest them. SIHF has an established system to ensure accurate counts of new and current patients and a patient survey will be distributed in the targeted areas so that patients who were brought to SIHF through social media posts will be identified.

As evaluation methods are underway, the campaign and all paid boosting or performance-enhancing methods will be modified as necessary to improve effectiveness. It is not unusual to have to modify campaigns midway for improved performance.

E. SUSTAINABILITY (10 Points)

This project will utilize one-time funding to make a lasting difference in SIHF Healthcare’s social media presence and effectiveness. The primary expenses are centered on video production, a strategy that has proven to otherwise be beyond the scope of the SIHF marketing budget. Once these videos are produced, they will be useable far beyond the timeframe of this project. The video production costs are the biggest cash outlay associated with this project. Push through social media is a cost-effective option that can be carried forward beyond the timeframe of this project, allowing the results of this project to continue into the future.

BUDGET PROPOSAL

PROJECT EXPENDITURES

Expenditure Category	Description	Total Amount Required	Amount Provided By Applicant/Others	Amount Requested from Grant
Equipment	N/A	-	-	-
New Software	N/A	-	-	-
Personnel	SIHF Communications and Marketing Director Expenses	\$20,582	\$20,582	\$0
Consultants	Cork Tree Creative Expenses	\$20,000	\$0	\$20,000
Training	N/A	-	-	-
Other	N/A	-	-	-
TOTAL	N/A	\$40,582	\$20,582	\$20,000

Personnel costs will include .2 FTE (one day per week) from the SIHF Communications and Marketing Director to this project. This will account for \$17,152 in salary and \$3,430 in benefits for a total in-kind contribution of \$20,582 to ensure the success of the project.

Consultants costs include the following:

Project	Fees	Quantity	Total
Video Production	\$2,800	3	\$8,400
Facebook Boosting	\$1,500	3	\$6,000
YouTube Pre-roll			\$5,600
TOTAL			\$20,000

OUTLINE OF VIDEO PRODUCTION COSTS PER VIDEO

Actors / actresses - \$300

Video / Photo production - \$800

Rental equipment - \$300

Video / photo editing - \$1,000

Makeup artist - \$200

Hair stylist - \$200

TOTAL: \$2,800 per video / photo shoot