

PrimaryPlus Ripley School-Based Health Center Marketing Campaign

Main goal: To raise awareness about the opening of the school-based health center in the Ripley Union Lewis Huntington School District that will serve the entire community

Additional goal: To educate about telehealth

Target audiences

Parents of students in the school district

Community members

Patients in Ohio who currently travel to Maysville, Kentucky, to use the PrimaryPlus health center and Kid Care pediatric practice

Components

	Description	Person responsible	Date due
Postcard	Design postcard with map of location and other information that can easily be tailored for people doing food distribution churches current PrimaryPlus patients Sen. Rob Portman constituents Sen. Sherrod Brown constituents Rep. Brad Wenstrup constituents	Jeff to design Francie, Mary review & input Mary to obtain feedback from community on draft postcard Mary to gather constituents' addresses Mary to get dates and times of food distribution sites Tracy to gather patients and other local addresses	April 24 to Tracy
Local traditional media	Earned media: Press release about opening Mary Ann Kearns, Managing Editor, Maysville Ledger Independent, MKearns@cmpapers.com Wayne Gates, Managing Editor, Brown County Press, wgates@browncountypress.com	Tracy to provide additional contacts Jeff to write release	Week of April 27

	Martha B. Jacobs, Reporter, Ripley Bee, info@ripleybee.com Brown County News-Democrat, Info@newsdemocrat.com Radio Stations	Mary to facilitate press release approval with school district	
	Paid media: Advertisements about the opening including hours, services offered, location, insurance accepted in media outlets listed above	Tracy To be designed concurrently with flier and poster to ensure consistent branding	Week of April 27
Digital flier	Two-page PDF document that can be shared by church groups, libraries, school district via their electronic bulletins, newsletters, etc. Flier will contain map of location, hours, services offered, insurance accepted.	Tracy To be designed concurrently with print ads and poster to ensure consistent branding	Week of April 27
Poster	One-page PDF document to display at grocery stores, libraries and other public spaces where and when appropriate	Tracy to be designed concurrently with print ads and flier to ensure consistent branding	Week of April 27
Signage	External/directional On main street, at road turn, at entrance	Tracy	To be installed week of April 27
	Internal/recognition Interact for Health RUHL	Tracy	TBD
Social media	Non-video posts with info on SBHC hours, services, insurance accepted etc.	Tracy for PrimaryPlus Jeff/Comms Team for Interact for Health Jamie Wilkins for RULH	Week of May 4
	Facebook ads targeted to Ripley and Aberdeen ZIP codes	Jeff can design if needed, otherwise, Tracy	Week of May 4
	Pre-opening video: Coming soon Walk-through of center when everything is installed Staff photos Location (graphic) Hours, services offered, Medicaid and Medicare accepted Will this site be able to test for COVID-19? Messages: <ul style="list-style-type: none"> ○ You don't have to cross the river anymore to get health care. There's an option right here in town. ○ You can use Medicaid, Medicare and private insurance 	Tracy and Patty Ream: Footage Tracy: Getting voice over recorded Jeff: Graphic, editing, write script	Shooting on April 21 Editing April 22-28 Script developed by April 24 VO recorded April 27 Review on April 29 Published April 30

	<ul style="list-style-type: none"> ○ You can keep your doctor in Maysville for your ongoing health care needs such as diabetes and high blood pressure management, or you can see the nurse practitioner in Ripley for routine care such as annual physicals, monitoring chronic health conditions; and immediate needs such as fever, ear infections, sore throat and immunizations. ○ Only SBHC in the nation opening during COVID-19 ○ Telehealth available 		
	<p>Post-opening video: What is telehealth? Messages</p> <ul style="list-style-type: none"> ○ Telehealth connects rural providers and their patients to services at a distant site ○ You can receive medical care from the comfort of your home ○ You don't have to arrange transportation or travel far to find out what is wrong with your child. ○ Your child can receive care from two world-class children's hospitals, Cincinnati Children's and Nationwide Children's. On hold. Yet to be built out ○ Technologies used include video conferencing, the internet and telephone calls <p>Stock video clips: https://www.istockphoto.com/video/senior-woman-on-a-virtual-doctor-visit-gm1215200457-353861443</p>	Tracy; Footage and getting voice over Jeff: Graphic, editing, write script	<p>Editing week of May 4</p> <p>Published week of May 11</p>
	<p>Post-opening video: Creating the buzz Superintendent or other known local resident receiving care (preferably person 65+)</p> <p>Primary Plus has acquired Kid Care pediatric practice & patients who have traveled to Maysville for care can be seen at Ripley without completing new paperwork. Your child's records are accessible at both locations. Hold off.</p>	Tracy footage Jeff Editing	Timing TBD but likely after May
Web site marketing	PrimaryPlus Interact for Health RULH school district	Tracy for PrimaryPlus Jeff/Comms Team for Interact for Health Jamie Wilkins for RULH	Week of May 4
Incentives to join	Typically occurs as part of Grand Opening. How will we creatively attract patients? Drawing for gift certificate or gas card	Tracy	Later in May; could hold until school resumes in August to boost consents

	Enrollment drawing to obtain consents when school reopens Pizza party for class with highest enrollment		
Geofencing	Investigating this. May be cost prohibitive. May be considered intrusive for this remote community. Hold off	Tracy	TBD