

Outreach and Education Update

MEAB, July 2013

YouTube Channel Launched



- Vermont Health Connect YouTube Channel joins Facebook and Twitter presence

- Video FAQs provide answers to:

- [What can I expect in 2014?](#)
- [Tell me about the plans on Vermont Health Connect.](#)
- [Where can I get help?](#)



New Printed Educational Materials

To Spread Far and Wide

- Contact Cards
- Small Business Brochures
- Consumer Brochures
- Stickers

For Key Partners (like MEAB members)

- Tote bags
- Water bottles
- Window clings

Posters, Fact Sheets, and more materials to come!

Facebook

Who You Reached (Demographics and Location)

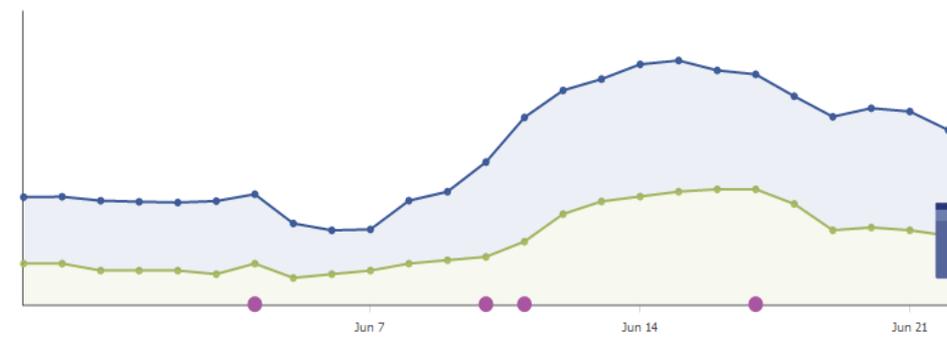
Gender and Age²



2 Likes + 1 Share = 234 views

Total Likes² 125 ▲54.32% Friends of Fans² 33,768 ▲11.14% People Talking About This² 52 ▲73.33%

Posts² People Talking About This² Weekly Total Reach²



Vermont Health Connect shared a link.
Monday near Burlington

Hey, Vermont small businesses! We're hosting a public forum in Randolph this week just for you. Join us to learn more about upcoming health reforms.
<http://healthconnect.vermont.gov/node/654>

Small Business Forum (Randolph) | Vermont Health Connect
healthconnect.vermont.gov

Join us to learn more about health reform and the new Vermont Exchange, Vermont Health Connect.

Like · Comment · Share 1

2 people like this.

Write a comment...

234 people saw this post

Forums and Presentations

Forums

- 3 Public and 3 Small Business conducted in June
- 3 Public and 3 Small Business scheduled for July
- 3 Public scheduled for August
- 2 Public and 1 Small Business scheduled for September
- 3 Public in August or September with exact dates TBD

Presentations

- 8 conducted in June
- 5 scheduled for July
- 6 scheduled for August
- 2 scheduled for September and 4 with exact dates TBD

Partnerships

■ Corporate

- Initial stages of identification and development
- Goals: Outreach/ Education and Enrollment Enhancement
- Examples: Pharmacies, Retail Stores, Recreation (*Lake Monsters, Mountaineers*), Financial, Other (*Hair Salons, Health Clubs, etc.*)
- Timeline: July-September 2013 and October-March 2014

■ Community Organizations

- To be coordinated with Navigator Organizations

■ Small Business Organizations

- Host information sessions for members and the public
- Connect Vermonters to Navigators or Certified Brokers

■ Health Care Providers

- Display Posters and distribute materials (ex. tear off pads for providers to use when during patient interactions)

Navigator Program

- 18 Navigator Organizations awarded grants via initial RFP
- Blueprint Community Health Teams statewide (13) added
- First Navigator training July 9-10 (180 participants registered)
- Public calendar created for coordination of outreach activities among Navigator organizations
- GIS mapping of outreach events and contacts under development
- System workflows for Navigator/CAC use of portal under review