

Patient & Family Advisory Committee
MARKETING & COMMUNICATION PLAN

1.11.2021

PFAC CAMPAIGN GOAL: Create a Patient & Family Advisory Committee (PFAC) that includes both internal partners (6-10) and members of the community (6-10) by Fall 2022

PFAC TAGLINE

Patients First, Delivering More

TARGET AUDIENCE

Patients, family members of patients, - who have had great experiences at UNMH.

Patients, family members of patients, - who have had negative experiences.

Invite applicants who do not 'fit' the expected type of member.

TARGET MARKET

Internal Market

Physician Advisory Group

UNMH Management Coffee

UNM HSC Committee of Chairs

Leading to Excellence (currently on hold)

External Market

ABQ Chamber

Community events

UNMH listening sessions

Churches & religious centers

UNMH Patient Experience team – connect with patients/families & seek applicants

TIMELINE

January – September 2021

Complete by Patient Safety Day September 17, 2021

STRATEGY – INTEGRATED MARKETING & COMMUNICATION PLAN

- **Marketing** – brand recognition
 - UNM Health family brand for prestige umbrella branding
 - Build consistent visual identity and image usage for recognition
 - Develop icons, plan photo shoot and create consistent marketing campaign
 - Promotion of PFAC
 - Design 18x24 posters throughout hospital
 - Plan integrated social media posts
 - Digital boards throughout UNM Health Sciences Campus
 - Table tents – placed throughout UNM Hospital
 - Website – go live within 3 months
 - Design Application, offer letter, deny letter (in English & Spanish)

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STRATEGY - INTEGRATED MARKETING & COMMUNICATION PLAN

- **Communication** - outreach & messaging
 - Define key messaging
 - Coincide with shared mutual **confidence** message going public
 - Post COVID - add PFAC to messaging, “we care about you, we want to hear what you have to say”
 - Develop patient stories for HSC Newsroom, social and quotes
 - Video stories demonstrating engagement with the committee
 - **Internal Communications** -
 - Health Sciences - HSC Connects bi-weekly newsletter
 - UNM Hospital weekly communications
 - Send out internal PFA application with weekly communications
- **News Release**
 - Utilize HSC Newsbeat for story/news release on program (coincide w/ website launch)
 - Evaluate earned media potential
 - Quotes to share
 - Why did I join PFAC?
 - Connect with local media to spread word to community
 - UNM Health Hour (reach: 3,500) Podcast for community outreach
- **Video**
 - Explanatory video in conjunction with news release
 - Message from leadership
 - Why does leadership believe in the value/mission of PFAC?
 - MISSION: Moment - short video, positive message (or “safety moment”)
- **Website**
 - HSC PFAC website up and running possibly in late summer/early fall
 - Application form on-line (have internal and external applications)
 - Suggestion: ultimately highlight PFAC members on the website

TACTICS

PAID

Digital marketing for display ads, geotargeting,

OWNED

Website, social media

EARNED

News media pitches - earned media - topics include getting involved with patient experience and improving patient care

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BACKGROUND ANALYSIS

Research national PFACs for charter wording, application process, number of committees, social media usage, ways of recruiting members

Current state of Ambulatory Patient Advisory 12-member council may change

- Next steps: Start with a letter of gratitude
- Acknowledge some members may stay, or may be need to apply to the new PFAC

BUDGET FY20-FY21

Digital marketing campaign - \$2,000

Print - \$5,000

Giveaways and promotional items - \$7,000

Thank you lunch for Patient Safety Day September 17, 2021 \$4,000

ANNUAL REPORT

Suggestion: Ultimately produce an annual report at the end of the year that will go to the board and be available online.

EMAIL ADDRESS:

PFAC@salud.unm.edu now live and in use