



**hy** healthiestyou



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# 1 Executive Summary

The Dickey Health and Wellness Center is an on-campus medical facility that serves the student population of the University of Tampa. Their service is provided at no cost to the UT student through United Healthcare Student Resources. The Health Center has a prominent presence on campus as they support various organizations and promote recreational activities. The Health Center has the capacity to serve as many students that attend the University of Tampa.

As the campus continues to grow, so will the Health Center's care. The Health Center attempted to roll-out a new telehealth feature, an application called HealthiestYou included with United Healthcare Student Resources. This application assists students by diagnosing mild, common illnesses through on-call doctors available over the phone twenty-four-seven, seven days a week, and three-hundred-sixty-five days a year. The doctors can even prescribe treatments and common prescriptions to the nearest pharmacy. The service however gained little to no traction by students upon initial rollout. The goal of this campaign would be to increase brand awareness on campus which can be measured by the either increase or decrease in the number of appointments made for common illnesses.

over **8,000**  
students in  
attendance

**7,974**  
undergraduate  
students (almost **97%**  
of undergraduates  
are full-time)

From January 2018 to May  
2018, the Health Center  
was able to serve

**5,169**

students on-campus

# 2

## CLIENT OVERVIEW

### MISSION

The mission of this campaign is to bring brand awareness and drive user engagement to the new HealthiestYou telehealth service, offered through the University of Tampa's current student insurance. With the assistance of HealthiestYou, common illnesses students may have can now be guided through this service, and in turn will help decongest the Health Center and rebuild their reputation amongst students on campus. Appointments will be easier to make, and internal staff will feel alleviated and less overwhelmed. The implementation of this campaign will assist the Wellness Center in their holistic wellness approach, and will keep the Health Center current with today's industry trends.

### RELEVANT CLIENT HISTORY

The University of Tampa has over 8,000 students in attendance- 7,974 undergraduate students (almost 97% of undergraduates being full-time). The Dickey Health and Wellness Center aims to provide students in attendance with resources to live a holistic healthy lifestyle. The center has received a lot of backlash and distrust from students in attendance, as appointments are hard to make when the center is at its busiest. Students have turned away to off-campus clinics and other doctors- and have also gone to the extent to record their discontent with UT's health services through negative Google reviews (see appendix: image A). With product roll-out last October, the center introduced this new United Healthcare Student Resources benefit, HealthiestYou, a free telehealth service. The new feature gained little traction; thus, not reaching its potential for university students in need. This campaign aims to bring brand awareness to the new feature, and encourage user engagement for those that experience common illnesses which can be easily treated; making the health center more open for those requiring in person consultation.



# 3 CLIENT OVERVIEW

## ABOUT THE DICKEY HEALTH AND WELLNESS CENTER

The UT health center is accessible to all students that reside both on and off campus. All full-time undergraduates (those students registered for 12 or more hours) and all full-time graduate students (those students registered for eight or more hours) are eligible to use the Health Center. The center is free through the student insurance, and offers a wide range of services including: treatment for acute illnesses, women's health, STD testing, counseling, vaccinations, and an assortment of on-campus activities regarding health and well-being. The center provides their own discounted medicine for purchase, prescribed by a nurse practitioner or physician on-site. Specifically, the Health Center provides the following services:

**Rapid  
Laboratory  
Testing**

**Pharmacy**

**Counseling  
Services**

**Episodic  
Care**

**Sexual &  
Reproductive  
Health**

# 4

## KEY PUBLICS

**1,400**  
international  
students

### TARGET AUDIENCE

International students and freshman students rely heavily on the health center, as well as any students that catch frequent common illnesses. International students may not have U.S. insurance, and freshman may not have access to transportation to an off-campus clinic or doctor. These two demographics are a major target audience for the wellness center.

### INTERNAL PUBLICS

The staff at the health center sees firsthand the influx of students on a day-to-day basis. The center would be less congested if students had an easy and immediate fix to acute illnesses. The staff would be more at ease, and less rushed and could devote more time to students that have more severe illnesses.

**62%** of full-  
time students  
live in campus  
housing

### SIZE AND PROFILE OF THE KEY PUBLICS

Full-time undergraduate and all international students pay a mandatory student health fee each semester. This provides for full use of the Dickey Health and Wellness Center, which includes health, counseling and wellness services. The population of UT includes thousands of students that regularly rely on the Health Center's care. As stated before, the Health Center sees a large amount of the student population. Students that live in campus housing rely heavily on the Health Center for healthcare, as they may not have the means or energy to travel off-campus. The center is purposeful in their means to promote a healthy place to live and learn. Students that seek medical attention at the center expect immediate care and treatment, and want to feel valued as a student. Students feel the fee they pay for insurance, should reflect the care they wish to receive from the university; especially when most students are so far from home.

# 5

## COMMUNICATION AUDIT

### ORGANIZATION CREATED MATERIALS

The Director of Medical Services at the center has created one printed flyer for distribution- but little traction has been seen with the new service. There is a brief tutorial on HealthiestYou website, that would be great to share to social media platforms or in a mass email.

(see appendix: image B)

### EARNED MEDIA COVERAGE

The student run organization, Live Well UT, works alongside the wellness center on campus to distribute messaging to students across the university. The club also hosts a large event each year in front of Sykes College of Business. The wellness center also has a broad range of communication available with students through various mediums at the university: Global Message emails, contact with the department of communications, social media (UT instagram, twitter, facebook, snapchat, and pinterest account- can even make their own FB page for the new service), university owned publications and media (press releases to the Minaret, broadcast announcements on WUTT Radio, campus magazine featured article, brochures/flyers/handouts), residence halls (flyers on bulletin boards, RA floor meetings), and student organizations (even Pathways classes for Freshman). All of these mediums have uncapped potential at little to no cost.



# HEALTHCARE INDUSTRY OVERVIEW

## KEY INDUSTRY TRENDS

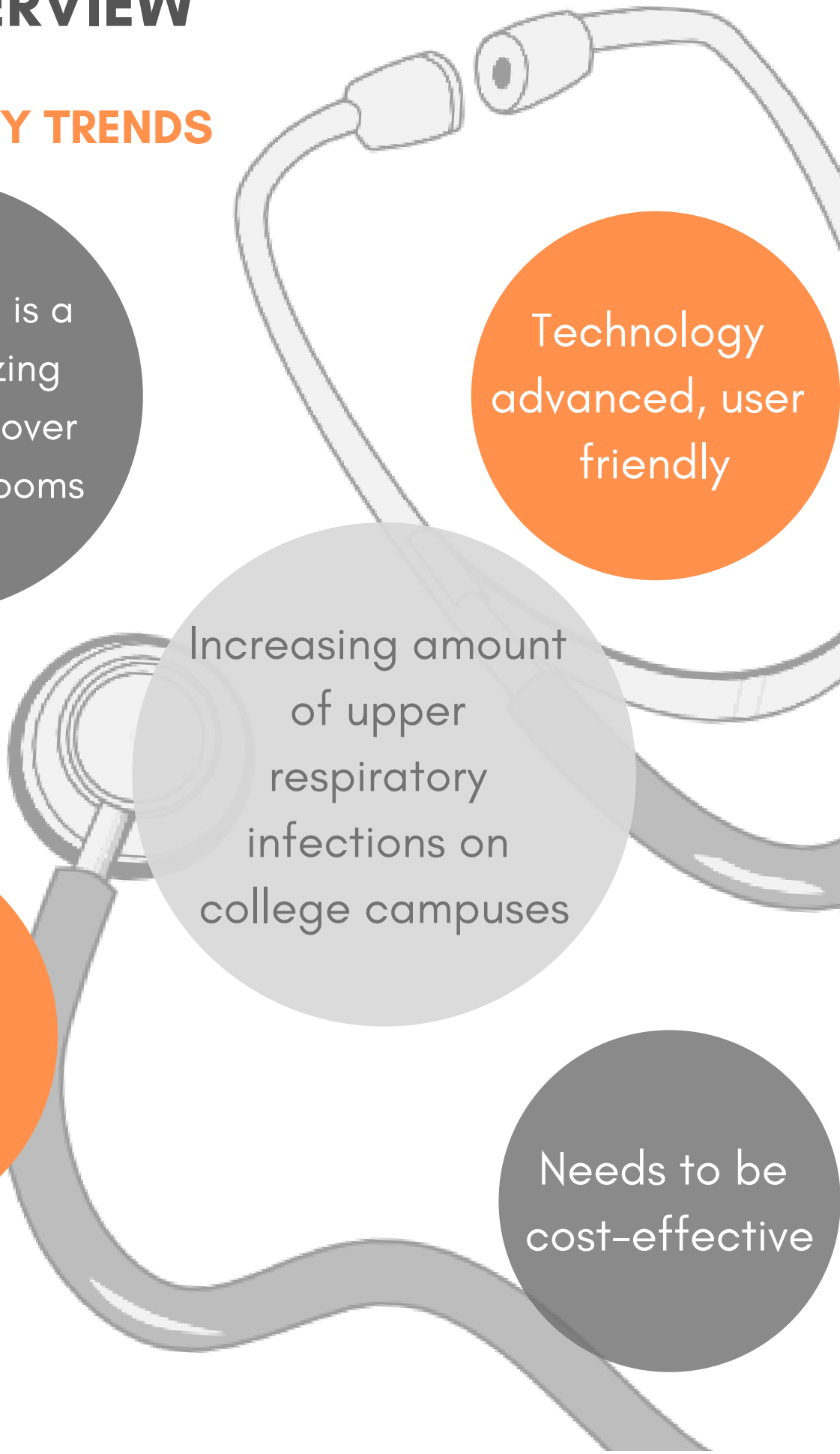
Convenience is a priority, utilizing 'urgent care' over emergency rooms

Technology advanced, user friendly

Increasing amount of upper respiratory infections on college campuses

Limited, budgeted spending by consumer

Needs to be cost-effective





# 7 COMPETITIVE OVERVIEW

## TOP PRIMARY COMPETITORS

This is a unique playing field as many urgent cares are located in Tampa. These walk-in clinics have greater availability than the student Health Center, but are more of a hassle dealing with insurance and accessibility. This can irritate the student as they have now gone to difficult lengths to receive care. Here is the center's hours as listed below- again this is difficult if you break a fever in the middle of the night, or wake up with a severe sore throat. Having access and knowledge of the new telehealth service can help alleviate the stress of seeking care after clinic hours. Using this service that is included in the current student healthcare, as opposed to going off-campus, helps make the experience more connected with UT; helping the center's reputation.

## INDIRECT COMPETITIVE OVERVIEW

Rather than accessing an off-campus urgent care, emergency room, or physician- a student may just choose to "wait it out-" which does not establish a good relationship between the patient and provider (health center), and also puts at risk infection to more students on-campus.

### FALL AND SPRING SEMESTERS

Monday-Wednesday 8:30 a.m. - 5 p.m.  
Thursday 9:30 a.m. - 5 p.m.  
Friday 8:30 a.m. - 5 p.m.

Summer Hours  
Monday-Thursday: 8 a.m.- 5 p.m.  
Fridays: Closed



# COMPETITIVE OVERVIEW | SWOT ANALYSIS

## CURRENT SITUATION

The Health Center needs strategic efforts through communication on campus to bring awareness to the telehealth service. These efforts will consist of media messaging through global email, university owned media, and student run organizations. The success of the campaign will be measured by the increase or decrease in visits to the Health Center for common illnesses. The campaign will also be measured by surveys using the Likert Scale to identify the reach and impression of the campaign left on students. The success will also rely heavily on the number of enrollments within the HealthiestYou app, and app usage.

## CORE PROBLEM | OPPORTUNITY

Opportunity to build brand awareness and use United Healthcare HealthiestYOU, a telehealth service included with current UT student insurance.



# COMPETITIVE OVERVIEW | SWOT ANALYSIS

## STRENGTHS

- The Health Center is the only medical service provided on campus, making it both easily accessible and convenient.
- Many students that attend UT are from another state or country. Without any local knowledge of nearby physicians, and even lack of transportation to another location- students by default rely heavily on the Health Center.
- Pharmacies are very close by (walking distance) if the Health Center and/or telehealth service, HealthiestYou prescribes a certain medication for treatment.
- The HealthiestYou application has a user friendly app, website, and can even be accessed by calling a simple number- students just need their Student Resources number on hand.

## WEAKNESSES

- The Health Center is known by current students to usually have high wait times.
- The Health Center is only open certain hours of the day, but this however can be supplemented by the new telehealth service that is accessible twenty-four-seven.
- The service itself comes with a lack of instructions, and many students are currently unaware of the service itself, and its benefits.

## OPPORTUNITIES

- The Health Center has the opportunity to educate students where to turn to if they cannot get an appointment right away for common campus illnesses like a sore throat, allergies, etc.
- The telehealth service has the opportunity to help students get the care they need in a more convenient and accessible style. By redirecting some of these minor illnesses to the service, it's a win-win for both the center and students.
- Students are not restlessly waiting for an appointment time, and can seek care when convenient with their schedule.
- The center is not burdened with the usual influx of appointments, and now has more time available for well women appointments, vaccinations, and more major illnesses.

## THREATS

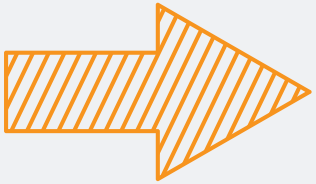
- The HealthiestYou service might be threatened by students that rather have an in-person consultation.
- Students may not be educated by the campaign and not fully understand the benefits and instructions for usage.
- The service also only can provide treatment for minor illnesses.
- On campus entities might not feel inclined to share messages from the campaign.



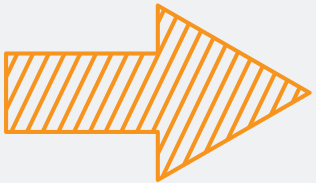
# 11

## ACTION PLAN | CAMPAIGN STRATEGY

### CAMPAIGN GOALS



Reduce amount of visits to the health center for common illnesses

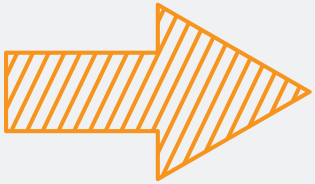


Familiarize students with the HealthiestYou app and service

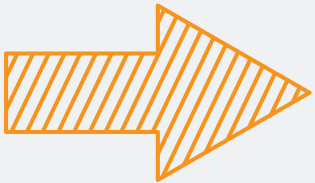


Educate students on how to use the application  
Build a better relationship with students through face-to-face interactions while bringing awareness to the telehealth service

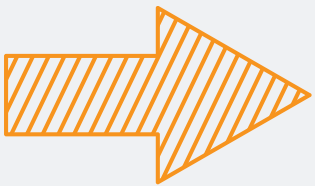
## CAMPAIGN OBJECTIVES



Reduce visits for common illnesses by 20% in one semester



Survey students at the end of campaign and have 40% familiarity with the HealthiestYou app



Survey students at the end of campaign and attain an average 3 star rating (on a likert scale)

# 13

## INFORMATION PROVIDED BY CLIENT

### CAMPAIGN SCOPE | NEED FOR PR

The need for the Health Center is to tap the potential of this great telehealth service included in the current student insurance. To access this potential the campaign will be used to bring brand awareness and drive user engagement with the HealthiestYou app, phone number, and website. The campaign will generate results by educating students through UT's social media, media platforms, press releases, broadcast announcements, student organizations, Pathways freshmen classes, and mass messaging through emails (drip-campaign) and handouts. The success of the campaign can be measured by number of patients visiting the center from semester to semester, then annually from year to year. If brand awareness for the application increases, the center should expect less appointments for common illnesses.

### CAMPAIGN BUDGET

The budget is ideally free for those volunteering, or instructed to share information. Technology is a major tool, and social media is free with potential costs to maximize user engagement. Budgeted materials such as flyers, brochures, promotional items can be physically passed out at the center itself, by RA's at floor meetings, posted to bulletins in residence halls or common spaces, or even at club meetings.

# 14

## INFORMATION PROVIDED BY CLIENT

### CAMPAIGN BUDGET | SOCIAL MEDIA

Promotional Items (logo stickers, phone wallets, stress ball, keychains, tissue packets, and hand sanitizers | 250 of each) 20 t-shirts

**\$1,907**

Facebook

Promote Page (90 days)

**\$270**

Facebook Boost Post (\$2.22 a day at 90 days)

**\$200**

Instagram Advertisement (\$1 per day, 7 days a week for 3 months)

**\$150**

**TOTAL: \$2,527**



# 15

## PROMOTIONAL ITEMS



A faint, stylized illustration of a stethoscope is positioned diagonally across the page, starting from the top right and curving down towards the bottom left. The tubing is a light gray, and the chest piece and ear pieces are depicted in a simple, clean style.

# 16

## TARGET FOR CAMPAIGN

### STUDENTS LIVING ON CAMPUS

These students are usually freshmen and sophomores living away from their parents and are beginning to have to deal with things on their own. The freshmen aren't allowed to have cars on campus which makes the Dickey Health and Wellness center the most convenient place to go for any of their medical needs. Sometimes these students go into the Dickey Health and Wellness center for common illnesses that can be easily diagnosed without going in and enduring long wait times for an appointment.

### INTERNATIONAL STUDENTS

These students live thousands of miles away from home and most do not have cars on campus; again making the Dickey Health and Wellness Center a convenient place to rely on for all medical needs. When international students reside on campus over breaks it is easy for them to use the center, as opposed to going elsewhere and dealing with paying for an outside source.

**1,400**  
international  
students

**62%** of full-time  
students live in  
campus housing

# 17 MESSAGES

SEE  
CALENDAR IN  
APPENDIX FOR  
DATES

## PRIMARY & SECONDARY MESSAGE STRATEGY

### Instagram and Twitter

Visual Graphic and HealthiestYou short short video included on their website- share this with a caption "Feeling sick and no time to go to the Health Center? Try out HealthiestYou- available at your fingertips. Speak to a doctor now."

### Facebook

Share short video found on HealthiestYou website- which includes instructions on how to access the application.

### Health Portal and UT Global Emails

Share newsletter on Health Center Portal for students to easily see the new announcement. Send a global email to students with newsletter describing new HealthiestYou

### WUTT Radio, UTTV and the Minaret

Share announcements to increase awareness through campus media platforms such as the university magazine, radio, and tv channel.

### Flyers and Face-to-Face Awareness | Surveys

Hand out flyers on campus that bring awareness to the app. Also have UT nurses volunteer in the health center once a month to ask students to try using the app depending on their illness and walk them through how to use it. Have students evaluate the app after use for feedback on a monthly basis.

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## STRATEGIES AND TACTICS

### PRIMARY & SECONDARY MESSAGE STRATEGY

#### Twitter Caption

"Feeling sick and no time to go to the Health Center? Try out HealthiestYou- available at your fingertips. Speak to a doctor now."

#### Instagram Captions

Make use of the Live Well UT handle to ensure consistent posts promoting the use of the HealthiestYou app- partner again with the University's account to share launch information and link to more campaign details

We know that the health center can get pretty busy, but with the app HealthiestYou, students can get a quick and easy diagnosis or find nearby doctors. Follow the link and sign up so you never have to wait again !

The HealthiestYou app is available to all UT students. If you can't get an appointment with the Health Center, there are other ways! Learn how to stay in tip-top shape.

**Slogan: "Doctors are making house calls again"**

**Hashtags: #HealthiestYou #UT #livewell #telehealth4thewin**





# 19

## STRATEGIES AND TACTICS

### TABLING

Inform passing students in the main lobby of the school about HealthiestYou. Use these informative flyers to promote brand awareness and user registration. **Tabling will start out frequently to spread awareness and reduce in number of days throughout the campaign. See**

**BEGIN TABLING FLYER  
PREVIEW**



# 20

## STRATEGIES AND TACTICS

### TABLING FLYER 1



Consult Fee: \$0  
Germs: No  
Travel Time/Exp: No  
Claim: No  
Avail: 24/7/365

vs



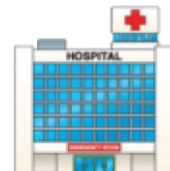
Visit Fee: \$125  
Germs: Yes  
Travel Time/Exp: Yes  
Claim: Yes  
Avail: Limited

vs



Visit Fee: \$175  
Germs: Yes  
Travel Time/Exp: Yes  
Claim: Yes  
Avail: Limited

vs



Visit Fee: \$1200  
Germs: Yes  
Travel Time/Exp: Yes  
Claim: Yes  
Avail: 24/7/365

# DOCTORS ARE MAKING HOUSE CALLS AGAIN

## KEY FACTS

- Every call is **100% covered** during your policy period
- **NO** consultation fee
- Save money & time
- Download the app on Google Play and the App store today

visit [www.telehealth4students.com](http://www.telehealth4students.com) for more information

# 21

## STRATEGIES AND TACTICS

### TABLING FLYER 2



## Doctors are making house calls again

- Every call with HealthiestYou is **100% covered** during your policy period
- Pay **NO** consultation fee
- Save money & time
- Download the app on Google Play and the App store, call toll free (1-855-866-0895), or visit [www.telehealth4students.com](http://www.telehealth4students.com) for more information



### **VISIT A DOCTOR 24/7/365 OVER THE PHONE!**

Our network of licensed doctors are standing by to help you with the press of a button. They can diagnose, treat, and often prescribe for an array of medical issues right over the phone, even from the comfort of your couch. **The best part is every call is FREE!** Using HealthiestYou can save you tons of time and money!

Download the app and take charge today!



# 22

## STRATEGIES AND TACTICS

### TABLING FLYER 3



**healthiestyou**

Connect with a Doctor  
24x7 to Diagnose, Treat  
& Prescribe **FOR FREE!**

**866.703.1259**

#### TOP 5 REASONS WE VISIT THE ER OR URGENT CARE



##### ALLERGIES

ER: \$345

UC: \$97

**HY: \$0 (FREE)**

##### BRONCHITIS

ER: \$795

UC: \$123

**HY: \$0 (FREE)**

##### SINUSITIS

ER: \$617

UC: \$105

**HY: \$0 (FREE)**

##### EARACHE

ER: \$400

UC: \$110

**HY: \$0 (FREE)**

##### URINARY TRACT INFECTIONS

ER: \$940

UC: \$108

**HY: \$0 (FREE)**



And don't forget to  
**DOWNLOAD THE APP!**



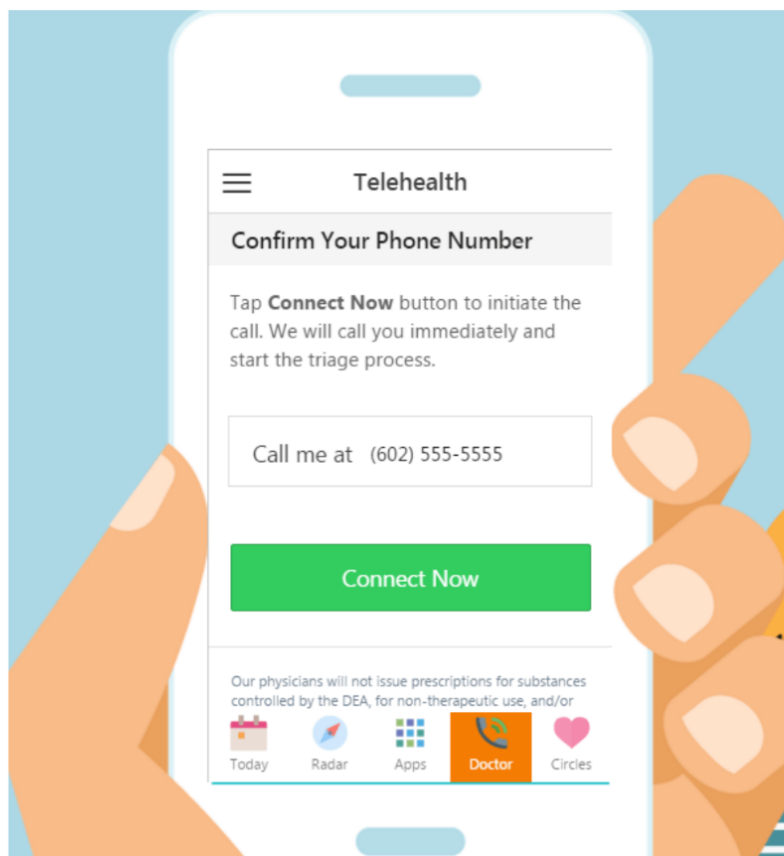
# 23

## STRATEGIES AND TACTICS

### TABLING FLYER 4



Check out our Facebook page- HealthiestYou UT to find out how to consult a doctor right from the palm of your hands



**Download the app on Google Play or the App Store today!**

# 24

## STRATEGIES AND TACTICS

### FACEBOOK

Launch an exclusive page designated for the HealthiestYou launch at UT- include tutorials, informational graphics, instructions, and a platform to ask questions regarding the app itself. We will partner as well with the University's account on Facebook to release the page, as well as share content from the page regarding the launch of the app

**BEGIN FACEBOOK PAGE  
PREVIEW**






# 25

## STRATEGIES AND TACTICS

### FACEBOOK PAGE PREVIEW



HealthiestYou  
presented by the  
University of Tampa

Home

Reviews


Photos


Posts


Events


▼ See more

Create a Page


 Like


 Follow

 Share




Posts

**HealthiestYou presented by the University of Tampa**

4 mins · 







Consulting a doctor through HealthiestYou is faster than brewing your morning cup of coffee ☕  
<https://youtu.be/NrHNVstgASA>





YOUTUBE.COM


**Coffee vs. Consult**


Which is faster? Brewing a cup of coffee or using the HY app to request a consult with a doc? Maya finds out!





 Like

 Comment


 Share



**HealthiestYou presented by the University of Tampa**


10 mins · 


Wondering how to get started? Watch this clip on how to request a consultation right in the palm of your hands  
<https://youtu.be/fLJCBzA5V3Y>





YOUTUBE.COM

**HY App How to Request a Consultation**

 Like

 Comment

 Share



[See All](#)

# 26

## STRATEGIES AND TACTICS

### FACEBOOK PAGE PREVIEW

HealthiestYou presented by the University of Tampa

Like Follow Share

Let's get you signed in & ready to go! Check out this video for all that you need to know to set-up your FREE account included with your current student insurance  
[https://youtu.be/X-C\\_BavbsNg](https://youtu.be/X-C_BavbsNg)

TO REGISTER YOUR ACCOUNT WITH  
hy healthiestyou

YOUTUBE.COM  
**HealthiestYou: Registration Instructions**

Like Comment Share

HealthiestYou presented by the University of Tampa  
19 mins ·

It's REALLY as easy as it sounds. Check out what everyone's talking about. Download the HealthiestYou app on google Play and the App store today.

Telehealth

Confirm Your Phone Number

Tap **Connect Now** button to initiate the call. We will call you immediately and start the triage process.

# 27

## STRATEGIES AND TACTICS

### UT HEALTH PORTAL

Announcements will be used during the campaign to alert current students regularly using the health center that the new application is available to them

### UT GLOBAL EMAIL

A global email will be sent to all students as a newsletter announcing the new application available, with detailed benefits, instructions on how to use the app and where to find more information

**BEGIN GLOBAL EMAIL  
PREVIEW**



# 28

# STRATEGIES AND TACTICS

## GLOBAL EMAIL PREVIEW



Yes, you've got  
**HealthiestYou**  
*Available when your Student Health Center is closed*



### Doctors are Making House Calls Again

Now available with your current United Healthcare Student Resources.

The Dickey Health and Wellness Center strives to keep the University of Tampa a healthy and safe place to live and learn. We value our students, and place their health as a top priority. We understand campus can be an inviting place for germs to spread and that's why we encourage you to keep healthy habits and visit the health center when you don't feel like your best self. If wait times are high, or an appointment is not available that fits your schedule- we encourage you to utilize HealthiestYou, a free telehealth service provided through United Healthcare student insurance

This service provides access **24/7, 7 days a week, and 365 days a year** to a board-certified physician online or on the phone. This service is especially helpful for minor illnesses such as: allergies, sore throat, urinary tract infection, earache, pink eye, etc. Every call with aHealthiestYou doctor is 100% covered during your policy period. Based on your condition being treated, the doctor can prescribe certain medications that can be available for pick-up at the nearest pharmacy to you. HealthiestYou has an app available for download on the App Store and Google Play, or you can call the toll-free number (1-855-866-0895) on your Student Resources ID card, or visit [www.telehealth4students.com](http://www.telehealth4students.com)

### Key Facts

1. Every call with HealthiestYou is **100% covered** during your policy period
2. Pay **NO** consultation fee
3. Save money & time

**What are you waiting for? Download the app today & make sure to visit our [Facebook page](#) for guided instructions**

DOWNLOAD THE APP

TALK TO A DOCTOR



**VISIT A DOCTOR 24/7/365 OVER THE PHONE!**

Our network of licensed doctors are standing by to help you with the press of a button. They can diagnose, treat, and often prescribe for an array of medical issues right over the phone, even from the comfort of your couch. The best part is every call is **FREE!** Using HealthiestYou can save you tons of time and money!

Download the app and take charge today!



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## STRATEGIES AND TACTICS

### UT PRINT AND MEDIA

A press release and broadcast announcement will be put out through the Minaret and WUTTV radio.

**BEGIN PRESS RELEASE  
PREVIEW**



# 30

# STRATEGIES AND TACTICS

## PRESS RELEASE PREVIEW

**Media Contact:**

Sharon Charles

Director of Medical Services, MSN, NP-C

Dickey Health and Wellness Center | 813.253.6250



For Immediate Release:

### **TELEHEALTH IS THE NEXT FOREFRONT IN STUDENT HEALTHCARE AT THE UNIVERSITY OF TAMPA**

Tampa, FL- October 23, 2018- The Dickey Health and Wellness Center, located at the University of Tampa, has introduced a new telehealth service included with current student insurance. The application begins its rollout this Spring on campus. The telehealth service provided through United Healthcare Student Resources offers a virtual way to consult a doctor instantly through the palm of your hands. The service, *HealthiestYou*, provides an alternate way to seek treatment for minor illnesses that are common on college campuses across the United States. The application features a user friendly app, toll free number, as well as an online website experience. *HealthiestYou* gives students access to a doctor twenty-four-seven, seven days a week, and three hundred and sixty-five days a year.

This telehealth service has altered the way campuses nationwide approach medical treatment. With the use of this new technology students no longer need to wait for an appointment that fits their schedule for common illnesses like: sore throat, conjunctivitis, allergies, strep throat, and urinary tract infection. Students can receive a free consultation over the phone no matter the time of day, and even have a prescription ready for pick-up at their nearby pharmacy. This new application is a win-win for students and university healthcare providers alike. With students now conveniently accessing a doctor for common illnesses, health centers have more open appointments for major illnesses, counseling, sexual and reproductive health, and women's health appointments.

Sharon Charles, Director of Medical Services, MSN, NP-C at the Dickey Health and Wellness Center, shares her excitement for the rollout this Spring, "HealthiestYou will improve the lives of

MORE



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## STRATEGIES AND TACTICS

### PRESS RELEASE PREVIEW

students on campus, especially international and incoming freshmen students who need care after hours and struggle to go off-campus. I am excited to see how the use of this new technology will benefit both our students and the center.”

As always the university still urges students to use the health center for immediate medical concerns, and to visit the hospital in case of a medical emergency. The *HealthiestYou* application is only for common illnesses and does not guarantee a prescription over the phone. The University of Tampa expects to roll out the application this coming Spring to all full-time undergraduate and graduate students with current student insurance. For more information on *HealthiestYou* visit [www.ut.edu/healthiestyou](http://www.ut.edu/healthiestyou)

#### **About Dickey Health and Wellness Center**

The Dickey Health and Wellness Center at The University of Tampa offers basic health care services, wellness services and health information for preventing illness and maintaining an energetic life. The University of Tampa Student Health Center is committed to actions that benefit the community, as well as engage in activities that better others. The medical clinic provides a full range of services including preventative care and episodic health care to all currently enrolled students. For more information on the Dickey Health and Wellness Center please visit [www.ut.edu/healthandwellness/](http://www.ut.edu/healthandwellness/)

#### **About the University of Tampa**

The University of Tampa's globally connected campus is the beating heart of a vibrant urban oasis. A distinguished faculty and approximately 8,913 students from all 50 states and 140 countries are joined in a university ranked among the best of the best by U.S. News & World Report, Forbes and The Princeton Review. A medium-sized private university, UT offers more than 200 academic programs taught by a faculty as passionate about students' success as they are about their areas of expertise. Championship sports, student activities, community service, honors, leadership and study abroad programs complete an extraordinary academic experience that prepares students for anywhere a world-class education can take you. For more information please visit [www.ut.edu](http://www.ut.edu)

###

# 32

## STRATEGIES AND TACTICS

### MONTHLY EVENT

Current nursing students can assist in the health center lobby by assessing students' current complaints at the time of their appointment, and suggesting the HealthiestYou application to those with common, qualifying symptoms. This will take place at the end of each month and will accompany a monthly user survey.

**BEGIN EVENT PREVIEW**



# 33

## STRATEGIES AND TACTICS

### EVENT MEMO PREVIEW



To: University of Tampa Nursing Students  
From: Dickey Health and Wellness Center  
Date: November 8th, 2018  
Subject: HealthiestYou App Rollout Event

Hello Volunteer Team!

As we prepare for tomorrow's *HealthiestYou* student engagement event at the Dickey Health and Wellness Center, we want to remind volunteers of a few things to help make the day go as smoothly as possible. We also want to thank our volunteer team for dedicating their time to help fellow students on-campus. We hope those involved will find this interactive patient-care experience both valuable and rewarding in their future healthcare careers.

Please arrive promptly at your designated station no later than 7 AM dressed in your full University of Tampa scrubs. We will begin with a short briefing on policy and procedure, and then hand out materials. Once the center opens, volunteer nurses inside will welcome students in to select kiosks, and individually ask students, "What brings you in today?" If a student's symptoms and complaints **do not match** the profile of common illnesses given in the brief, instruct them to use the desktop to check-in for their appointment. If a student's current symptoms **do match** that of the profile, help them use the ipad to register for *HealthiestYou* using their student insurance number found on the online health portal. Please be respectful of students who do not wish to use this method, and please keep a professional demeanor as these students are not your friends- they are patients.

Floating volunteers and those stationed outside will be giving out promotional materials, as well as handling ipads pre-synced to help students passing-by the center register for *HealthiestYou*. Please be enthusiastic and only hand out promotional items to those that stop and download the app.

We thank you again and look forward to a successful day tomorrow increasing awareness for *HealthiestYou*. We can't wait to see how this will benefit both our students and university. If you have any questions please bring them to the attention of the full-time center's staff on duty.

Very Best,  
Sharon Charles  
Director of Medical Services, MSN, NP-C

# 34

## STRATEGIES AND TACTICS

### EVENT MEMO PREVIEW | SURVEY QUESTIONS

1. What year are you at UT?
2. Where do you live while studying at UT?
3. Are you an international student?
4. Were you able to make an appointment today that was convenient with your schedule?
5. Have you ever had to seek treatment off-campus?
6. Are you aware of the HealthiestYou app included with current student insurance?

#### Post User Engagement Survey at the Event:

1. Please rate your the experience with the HealthiestYou app
2. Do you have any suggestions or complaints?  
Please share.
3. How likely are you to use HealthiestYou again?

# 35 APPENDIX

## IMAGE A



**Alden Ringheiser**

10 reviews

★☆☆☆☆ 9 months ago

never open and never helpful. worst waste of time for a service so important on a college campus. have a problem? is it the weekend? too bad. its closed.



Like



**Emily Ennis**

Local Guide · 55 reviews · 366 photos

★☆☆☆☆ a year ago

Difficult to get any appointment. \$25 fee if you don't show up on time. Late, you probably won't get seen. No such thing as same day appointments if you really need it.



Like



**Olivia Jean Cann Hamilton**

11 reviews

★☆☆☆☆ a year ago

They are the worst form of "health" while they misdiagnose and take over a week to see students with urgent problems. You're better off using webMD (which I don't suggest) then seeing this horrible health center. I have been at UT for 5 ... [More](#)



Like

## IMAGE B



Doctors are making house calls again! Included with your student insurance plan, and provided by HealthiestYou (a national telehealth service), is a 24/7/365 access to a board-certified physician online or on the phone (where permitted). This service is especially helpful for minor illnesses, such as allergies, sore throat, earache, pink eye, etc. Based on the condition being treated, the doctor can also prescribe certain medications. Every call with a HealthiestYou doctor is covered 100% during your policy period.

This service is meant to compliment your Student Health Center. If possible, we encourage you to visit the Dickey Health and Wellness Center first before using this service.

### Telehealth can be a win/win

- Talk to a licensed physician 24 hours a day, 7 days a week
- Pay no consultation fee
- Save Money and time
- Toll free number (1-855-866-0895) is on your SR ID card or you can visit [www.telehealth4students.com](http://www.telehealth4students.com)





# 37 APPENDIX

## CALENDAR



### January 2019

HealthiestYou Campaign

February 2019

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 Campaign Start Facebook page goes live Instagram page goes live Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	23 Tabling in Vaughn Lobby 12pm - 2pm	24 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	25 Tabling in Vaughn Lobby 12pm - 2pm	26 Updated Facebook post Updated Instagram Post
27	28 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	29	30 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	31	1 Updated Facebook post Updated Instagram Post	2

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## APPENDIX

### CALENDAR



### February 2019

HealthiestYou Campaign

March 2019

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	29	30 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	31	1 Updated Facebook post Updated Instagram Post	2
3 Updated Facebook post Updated Instagram Post	4	5 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	6	7 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	8	9 Updated Facebook post Updated Instagram Post
10	11 Updated Facebook post Updated Instagram Post	12	13 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	14	15 Updated Facebook post Updated Instagram Post	16
17 Updated Facebook post Updated	18	19 Updated Facebook post Updated	20 Tabling in Vaughn Lobby 12pm - 2pm	21 Updated Facebook post Updated	22	23 Updated Facebook post Updated
24	25 Updated Facebook post Updated Instagram Post	26	27 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	28 Student Experience Survey	1 Updated Facebook post Updated Instagram Post	2

## CALENDAR



April 2019

HealthiestYou Campaign

May 2019

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31 Updated Facebook post Updated Instagram Post	1	2 Updated Facebook post Updated Instagram Post	3 Tabling in Vaughn Lobby 12pm - 2pm	4 Updated Facebook post Updated Instagram Post	5	6 Updated Facebook post Updated Instagram Post
7	8 Updated Facebook post Updated Instagram Post	9	10 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated	11	12 Updated Facebook post Updated Instagram Post	13
14 Updated Facebook post Updated Instagram Post	15	16 Updated Facebook post Updated Instagram Post	17 Tabling in Vaughn Lobby 12pm - 2pm	18 Updated Facebook post Updated Instagram Post	19	20 Updated Facebook post Updated Instagram Post
21	22 Updated Facebook post Updated Instagram Post	23	24 Tabling in Vaughn Lobby 12pm - 2pm Updated Facebook post Updated Instagram Post	25	26 Updated Facebook post Updated Instagram Post	27
28 Updated Facebook post Updated Instagram Post	29 Student Experience Survey	30 Updated Facebook post Updated Instagram Post	1 End of HealthiestYou Campaign Tabling in Vaughn Lobby 12pm - 2pm	2	3	4

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## APPENDIX

## CALENDAR



timeanddate.com

May 2019

HealthiestYou Campaign

June 2019

S	M	T	W	T	F
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30					

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 Updated Facebook post Updated Instagram Post	29 Student Experience Survey	30 Updated Facebook post Updated Instagram Post	1 End of HealthiestYou Campaign Tabling in Vaughn Lobby 12pm - 2pm	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

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