

A Communications Toolkit for the Employer Healthcare Coalition Community

Speak up, stand out, shake up the status quo with polish and purpose

REDUCE STRESS AND INCREASE CONNECTION — This communications toolkit was built for coalitions with big goals, high quality expectations, and limited time and budgets. It delivers clear, compelling messaging and turnkey materials, combined with high-touch consulting, to help

drive high-value healthcare initiatives forward. With ready-to-use messaging, visuals, and templates, it makes it easy to engage key audiences, attract and retain members, influence policy, and drive smarter healthcare purchasing.

The SGH online **Communication Management System** gives healthcare coalitions access to cost-effective, customizable communication solutions to attract and retain key constituents.



1 Develop your plan

Develop a customized strategy and annual member communications action plan with 1:1 assistance.

- Determine objectives and barriers
- Identify success metrics
- Clarify audiences and key messages
- Outline tactics (e.g., content, events, vehicles, timing...)

2 Activate your plan

Customize materials in alignment with your strategy with your communications coach.

- Member surveys
- E-newsletters
- Frequently asked questions
- Social media messaging
- Fact sheet
- Capabilities PowerPoint
- Special reports
- Annual report
- Event planning and marketing

3 Measure and report

Learn to measure and manage impact, making course corrections if needed.

- Smart questions to identify what you can track and where to begin
- Generate regular impact reports, member updates, and sponsor reports
- Create board-ready summaries of findings

See pricing and example content types on the next page.

► Your Special Coalition Pricing

- **Customized communications strategy and plan** \$1,250
from template
- **Monthly newsletter** \$300/month
Populated template for coalition to customize with social media prompts
Minimum 6-month subscription required; includes full access to general content library and event and webinar content library.
- **Coalition fact sheet from template** \$800
- **Coalition frequently asked questions (FAQs)** \$800
from template
- **Capabilities PowerPoint from template** \$1,200
- **Other consulting and projects** \$150/hour
Coalition "family and friends" discounted hourly rate

General Content Library

- Pharmacy and medical drugs/PBMs
- Mental health
- Primary care/advanced primary care
- Whole person health and well-being
- Chronic conditions (diabetes, heart disease, CKD, obesity...)
- Oncology
- Healthcare quality improvement
- Advance care planning

Event and Webinar Content

- Themes
- Invitations
- Speaker ideas
- Social media prompts
- Newsletter/website banners
- Event and webinar checklists
- Newsletter articles
- Agendas
- Evaluation forms
- Pre- and post-meeting surveys

Each topic area has customizable newsletter articles and sidebars, frequently asked questions, fact sheets, social media prompts, and "learn more" references.

