Marketing for Accessibility and Sustained Engagement

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Key Elements of an Effective Marketing Plan

1) Know your “Brand”

- Your program’s positioning:
  - Within your own multi-service agency
  - Within a local system of services
- How do others see you?
  - Customers
  - Referral sources (intra-agency and externally)
  - Your staff and Board?

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2) What are your program strengths?

- What are you really good at?
- How do you communicate those strengths?
  - Externally
  - Internally – to agency leadership, staff, and clients

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3) What groups/population(s) do you want to attract?

- What do you know about them and why is this group a "match" for your program?
- What are their service needs? Can you meet them all or will it require collaboration (ex. Treatment, housing, health issues, employment, entitlements support)?

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4) How will/do you reach your target group?

- What did you/will you need to modify in order to engage your target group(s)?
- How do you make it easy for referral sources and potential clients to connect with your services?

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5) Know your data:

- What are your ROI (Return on Investment) objectives?
- How will you measure and quantify success (i.e. census increase, service utilization, outcomes, reduced acute episodes…)?

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6) How do/will you sustain this initiative?

- How do you actively communicate with your client with their network of support?
  - Do you/How do you query your clients and initial referral sources about their satisfaction?

- How do you communicate with active referral sources? (ex. liaison or coordinator, service coordination meetings with clients, reports,…?).

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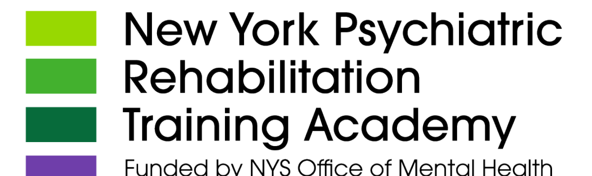
Our Brand

- Within our agency
  - Very small program with a big impact
- Within the local system
  - Confusion
    - Outpatient Clinic, Continuing Day Treatment, Higher Level of Care
  - Possibility of a rename to go with the redesign that encompasses the idea of PROS.
  - Psych Rehab Program
- Customers
  - Participants view program supports like family.
  - Grieve when staff end employment.
  - Form friendships and social supports that continue outside of program.
- Intra-agency
  - All team members asked to participate in the Psych Rehab Academy
  - Other Programs-decreased confusion due to education



What are our strengths?

- FUN!(...and food)
  - Cooking groups, Expressions Through Music, Creative Expression, Games of Life, Poetry/Creative Writing.
    - Help participants discover ways to express their emotions in a healthy way.
  - Monthly Events
    - Summer Picnic
    - End of Summer Carnival
    - Halloween Party
    - Polar Express
    - Spirit Week
    - Thanksgiving Dinner (Cooking Group)
    - Open Mic
  - Giving participants a space to form healthy connections and receive support in a caring environment.
    - Opportunity to use the skills that are being taught in real time.

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How do we communicate our strengths

Externally

- Outreach and Education on how amazing the PROS model is and the services that we provide.
  - MH Clinics, Residential Programs, Case Managers, Rescue Mission, Health Centers
    - Psych Rehab
    - Holistic
    - 8 Dimensions of Wellness
  - Networking and building relationships in the community.
  - Outcomes—word of mouth and excitement from participants.

Internally

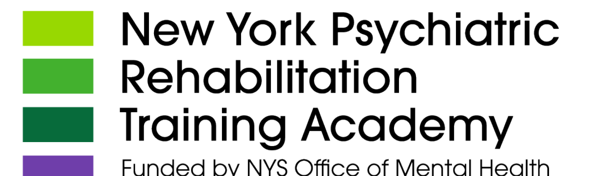
- Invite marketing department to events
  - Advertising on our Intranet
- Planning completed in team meetings.
- Flyers around program promoting upcoming event.
- Facilitators announce in groups.

What groups/population(s) do we want to attract?

- Who we want to attract:
  - Anyone who has mental health symptoms that are interfering in functioning in some way and would like to work on life role goals to help manage their symptoms.
- Who we have a lot of success with and why we "match"?
  - Individuals in our SUD Residential Programs.
  - Life Role Goal focused
  - Looking for Sober Supports
  - Attend voluntarily as an additional support
- Constant collaboration with other services.
  - Outpatient SUD programs
  - Housing
  - Primary Care Physicians
  - Employers
  - Case Managers

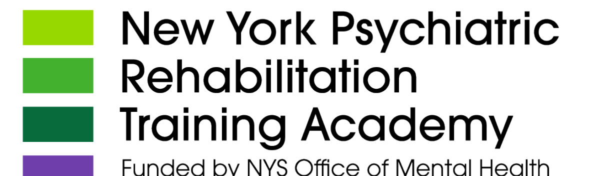
How do we reach our target group?

- Networking and creating relationships in the community.
- Asking to attend team meetings both internally and externally to present on PROS and discuss how we can work together.
- Educating the community about what makes PROS such a beneficial addition to any treatment program.
- Making it easy to engage in services.
    - Walk-in hours any times during operating hours.
    - Call to schedule an appointment in advance.
    - All Recovery Specialists trained on intakes (even our Nurse).
- Providing tours to potential participants, other parts of the agency and external programs.



How do we measure success?

- Increase in census.
- Increase in participants hitting higher tiers/attending program more.
- Increase in IR and ORS services.
- Increase in participants maintaining competitive employment.
- Increase in participants becoming curious about employment.
- Increase in successful completions/graduations.
- Decrease in discharges due to loss of contact.
- Decrease in hospitalizations for our "At Risk" folks.
- Decrease in the number of participants not hitting minimum requirements.
- Decrease in participants only attending appointments with the psychiatrist.



How we sustain this initiative

- Formally:
  - We provide satisfaction surveys at intake, discharge and regularly throughout their time in program.
  - We complete regular reviews of participant IRPs.
- Informally
  - Open door policy to come talk about concerns or complaints.
  - Participants know where my office is and know that they can come talk to me any time.
  - Constant conversations about participant needs and barriers.
    - With participant, as a team and with referral sources.
- Outreach efforts before discharge.
  - Phone calls
  - Letters
  - Wellness checks
- We want participants to know that we notice when they stop coming and that we care.
- Program sends out annual Christmas cards and monthly birthday cards.
- Practice regular communication with referral sources.
  - Phone calls, email, standard reports, joining multidisciplinary team meeting, etc.

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Questions?

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