

# VISN 1 OUTREACH





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## VISN 1 Vet Population, VHA Enrollees and Users.

|      |                | 2008     |         |            | 2009           |          |         |            | 2010           |          |         |            |
|------|----------------|----------|---------|------------|----------------|----------|---------|------------|----------------|----------|---------|------------|
|      | Vet Population | Enrolled | User    | Market Pen | Vet Population | Enrolled | User    | Market Pen | Vet Population | Enrolled | User    | Market Pen |
| VISN | 1,074,783      | 336,713  | 219,474 | 31%        | 1,044,202      | 344,739  | 226,686 | 33%        | 1,013,213      | 352,081  | 233,250 | 35%        |
| MA   | 424,796        | 117,413  | 70,328  | 28%        | 409,166        | 123,843  | 77,691  | 30%        | 393,696        | 123,899  | 80,496  | 31%        |
| CT   | 245,643        | 68,464   | 45,279  | 29%        | 237,688        | 74,481   | 50,420  | 31%        | 229,722        | 74,419   | 52,196  | 32%        |
| RI   | 76,726         | 25,425   | 17,900  | 33%        | 73,952         | 26,521   | 19,459  | 36%        | 71,209         | 26,559   | 19,810  | 37%        |
| ME   | 142,316        | 46,203   | 33,790  | 32%        | 140,548        | 50,546   | 37,734  | 38%        | 138,545        | 51,593   | 38,268  | 39%        |
| NH   | 131,028        | 34,437   | 23,102  | 26%        | 129,625        | 37,680   | 26,051  | 34%        | 127,959        | 38,305   | 27,139  | 34%        |
| VT   | 54,306         | 20,257   | 14,092  | 37%        | 53,221         | 19,903   | 12,991  | 40%        | 52,080         | 19,936   | 13,251  | 40%        |

# VISN 1 OUTREACH PLAN

## VISN 1 Outreach Plan for 2011

- ❖ **GOAL: Increase enrollment by 2.5%**
- **Ensure Veterans are aware of healthcare benefits**
- **Will concentrate on two types of outreach:**
  1. **Enrollment**
  2. **Education – Promote & educate public on VA Healthcare**
- **Establish Outreach Committees at each facility**
- **Establish VISN Outreach committee**
- **Enhanced cooperation with VA national outreach efforts**
- **Enhance outreach efforts of OEF/OIF, Women Vets, Minority Vets, MHV, & Rural.**
- **Must collaborate with Communications Officer to unify and maximize marketing effort**
- **Local advertising (TV, Radio, Print, Bill Boards)**
- **Social Media (Face Book)**
- **Enhance relationships with state Transition Assistance Advisors**
- **Establish relationships with local sports teams (Professional & College)**
- **Identify by state, those 1 or 2 major events with thousands of people (state fair, airshows, festivals, etc) where the VISN can coordinate outreach efforts and allocate resources**

# VA National Outreach & Marketing Initiatives

## VHA Currently working 2 strategic Initiatives:

- 1. On-Line Advertising** – Banner Ads & Electronic Newsletters
  - ❖ Twitter, Facebook, Google Ads, Military.com, Militarytimes.com, Monster
  - ❖ Online Enrollment – Eligibility Widget handles eligibility calculator and online 1010EZ
    - Enrollment calculator helps determine eligibility based on income  
<http://www4.va.gov/healtheligibility/enrollmentcalculator/>  
<https://www.1010ez.med.va.gov>
- 2. Direct Mail** – Concentrating on combat veterans and P8s not enrolled
  - ❖ **VISN 1**
    - 7,800 direct mailings to nonenrolled vets in Massachusetts in Nov 2010
    - 30,200 direct mailings to CT, RI, ME, VT, NH in January 2011

# VISN 1 OUTREACH ACTIVITIES

## Outreach Resources

- ❖ Updated outreach kits for each facility
- ❖ Updated informational brochures
- ❖ 5,000 *Quick Books* VA Healthcare informational Guides per facility

## Outreach Marketing

- ❖ Memorial Day 2011 Radio Campaign
  - ❖ Independence Day 2011 Radio Campaign
  - ❖ Billboard advertising tied into radio campaigns (I-95, I-93, I-495)
  - ❖ Full page advertisements in N.E. Patriots, Boston Celtics, Boston Bruins
- Yearbooks
- ❖ Advertising at New Hampshire (Loudon) Speedway and Laconia Bike Week

## Outreach Events

- ❖ Rhode Island Air Show
- ❖ BIG (Blacks in Government) National Conference
- ❖ USMC Muster
- ❖ USAR Muster
- ❖ Big E