

# **RHC GRANT**

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**HOW DO I CLOSE THIS**

**THING OUT?**

ELIZABETH MORGAN BURROWS, JD

MAY 12, 2022



**BURROWS**  

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**CONSULTING**



# NOTICE OF AWARD

- Review the amount
- Review any 'conditions' on the back pages
- Look at the submitted budget

# PAYMENT MANAGEMENT SYSTEM

- Check the PMS System
- Look at the funds available
- Review your own spreadsheet for grant expenditures and draw downs
- Determine if you have funds left



If you have  
funding  
left...

- Spend your money!
  - Just spend it by June 30, 2022
  - Ideas to follow in this presentation
- Do NOT request a no-cost extension
  - Extra paperwork
  - More Federal requests



# NO-COST EXTENSION

- New Budget
- HRSA Approval
- Extra Paperwork
- Must have detailed cover letter explaining need for No Cost Extension
- Must wait for HRSA approval to spend remaining funds



# NO-COST EXTENSION

- DO NOT DO THIS! Just spend your grant money!
- We need to show Congress and the President that RHCs NEED this money!



## How do I spend my money??

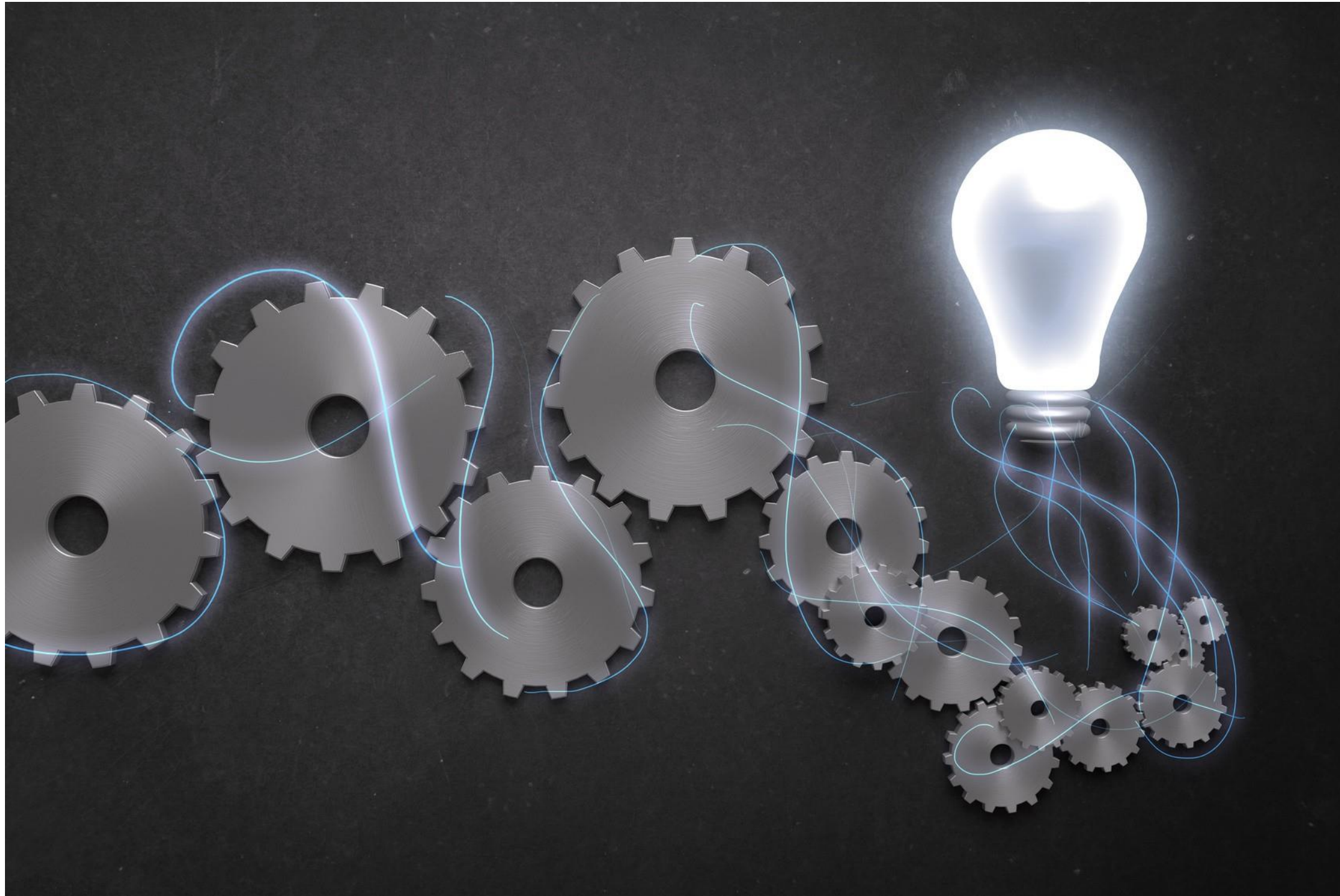
- Look at your submitted budget
- Same category
- Funding in a different category
- Changing my budget completely

# Successful Uses of Grant Funds

- Social Media Campaigns
- School Outreach Activities
- Health Fairs
- Education in the Clinics
- Staff Needs
- Billboards







## IDEAS

- Staffing
- Vaccination education and engagement efforts
- Clinic Outreach activities
- More to come from my friend, **Jerry Hofer**



# Contact me anytime

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- [elizabethburrowsconsulting@gmail.com](mailto:elizabethburrowsconsulting@gmail.com)
- [www.Burrowsconsulting.net](http://www.Burrowsconsulting.net)

## Additional Resources

- [rhcvoxconfidence@hrsa.gov](mailto:rhcvoxconfidence@hrsa.gov)
- [rhcvoxconfidence@NOSORH.org](mailto:rhcvoxconfidence@NOSORH.org)



# Target Continuum... "WE SPEAK RHC"



We bring more than 30-years of marketing and outreach as well as grant writing experience to your Community Health Center. We have assembled a team of **RHC** experts who understand the patients you serve, and how to achieve the best outcomes. Our dedication is helping you to ensure that you have adequate funding as well as outreach strategies to reach the underserved populations in your community using the latest and most effective strategies.

## Your Healthcare Outreach Experts

**590+**

Healthcare Partners

**30+**

Years of Experience

**92%**

Client Retention Rate

**78,000,000+**

Healthcare Ads Run on Google

**5.1 Million**

Patients Engaged



# The TC Cares Project

## The Target Continuum Mission



## What the TC Cares Project Provides:

[TC Cares Project Target Continuum Target Continuum](#)

- **Waved Management fees**
- **Free Commercial Templates**
- **Discounted Outreach Channels**
- **Free Grant Audits**
- **Discounted Grant Writing**

Our mission is to ensure that ALL populations have equitable access to health education & providers that can lead to positive change in patients' lives. Effective messaging & education across the proper channels will connect healthcare providers with more patients and ultimately bridge the gap between health education and the better health outcomes every good provider strives towards.

# RHCVC Grant Overview

## RHCVC Funding

The RHCVC Program is a Health Resources and Services Administration (HRSA) initiative to improve vaccine confidence, counter vaccine hesitancy, and help with access to vaccination in rural communities that are medically underserved and/or experiencing low COVID-19 vaccination rates.

Funding Opportunity Title:	Rural Health Clinic Vaccine Confidence Program
Funding Opportunity Number:	HRSA-21-142
Due Date for Applications:	June 23, 2021
Anticipated Total Annual Available FY 2021 Funding:	Approximately \$100,000,000
Estimated Number and Type of Awards:	HRSA will award grants to all eligible RHCs that submit an acceptable and fundable application.
Estimated Award Amount:	Approximately \$50,000 per RHC site, depending on the number of RHC applicants.  See <a href="#">Section II.2</a> of this notice of funding opportunity (NOFO) for complete award amount information.
Cost Sharing/Match Required:	No
Period of Performance:	July 1, 2021 through June 30, 2022 (1 year)

### *Rural Health Clinic Vaccine Confidence Program*

Funding Opportunity Number: HRSA-21-142  
 Funding Opportunity Type: New  
 Assistance Listings (CFDA) Number: 93.912

### NOTICE OF FUNDING OPPORTUNITY

### *Suggested Vaccine Confidence Activities to Include in RHCVC Work Plan*

<b>PUBLIC SERVICE ANNOUNCEMENT (PSA) (E.G., RADIO, TV, PRINT AD)</b>	Distribute/host/participate in a PSA to educate people about the importance of vaccination and basic prevention measures to prevent COVID-19 and protect public health ( <i>We Can Do This COVID-19 Public Education Campaign</i> ads available <a href="#">here</a> or create your own).
<b>SOCIAL MEDIA</b>	Share social media graphics, messages, and videos with your community and encourage them to re-post. (Social media messages from the HHS <i>We Can Do This COVID-19 Public Education Campaign</i> are available <a href="#">here</a> or create your own.)
<b>WEBSITE</b>	Feature vaccine confidence resources on your website and encourage readers to use and share information.

# Everything Starts With Google

**Google** is today's version of the phonebook.

**92.8% of all US households  
have access to the internet**

Google has **92%** of search engine market share!



**1 in 20** searches are healthcare related!



# Google

How many search queries are there on Google? ×  

**60,000** per second

**5.6 Billion** per day

**2.0 Trillion** per year

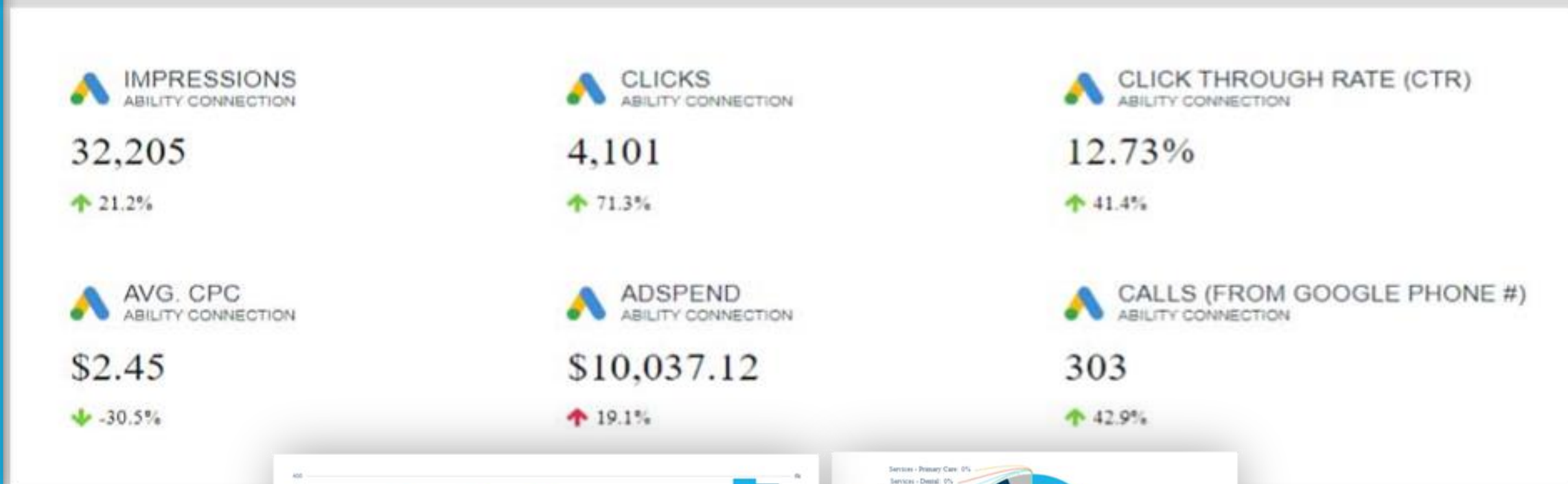
# Digital Marketing is Transparent / Trackable

Ability to track the path of the user from they see your ad, they click on it, and they call or they book an appointment

## Reporting Dashboard

- Clicks & Impressions
- Phone Calls
- Conversions
- Campaign Breakdowns
- Demographics

## Monthly Meetings & Performance Reporting



# Web Presence.. Where to start?

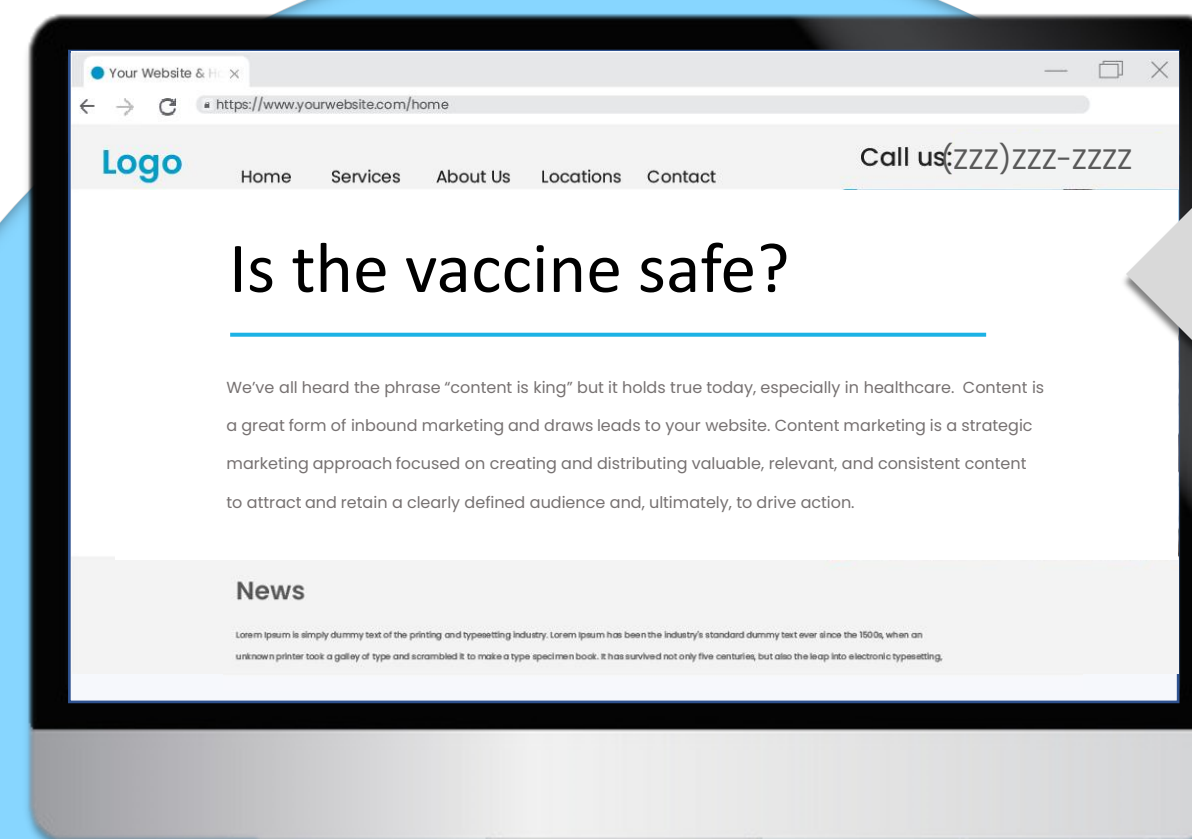
## Improve Your Website User Experience

- Website redesigns
- Ad new landing pages
- Call to action optimizations
- SEO
- Blogs/ content subscriptions

**Your digital campaign can only be as good as your website. Content is king on Google.**



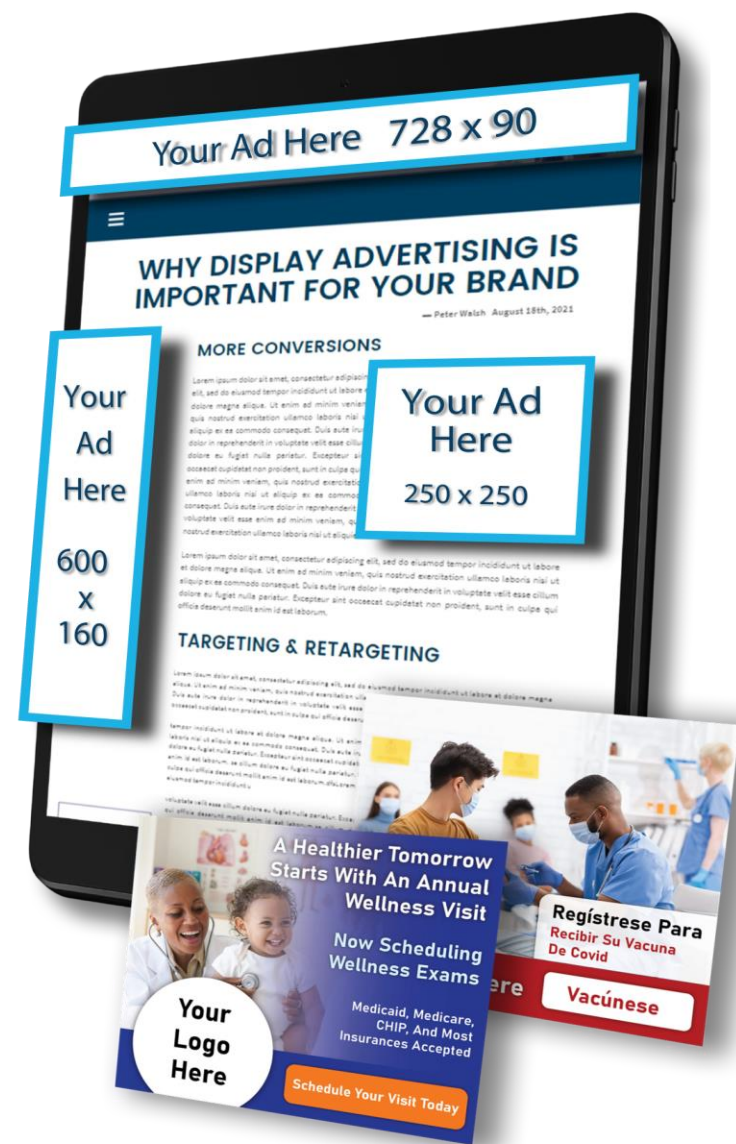
Is the vaccine safe?





# Maximizing Your Digital Outreach Strategies

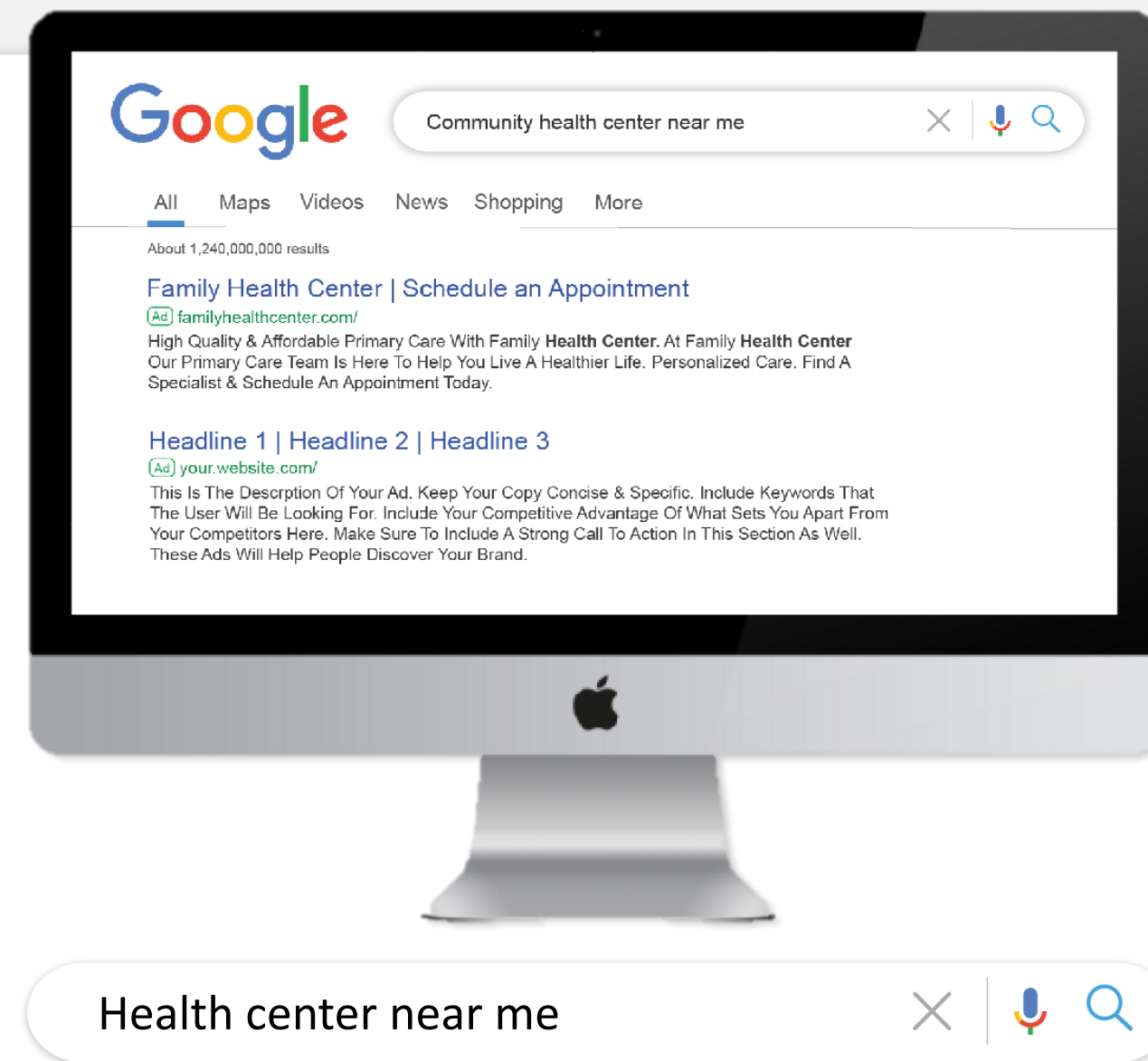
## Targeted Display



## Connected TV



## Search Networks



# Paid Google Search

People are Searching. Are You an Option?

*Are you a 501 c-3? (If not, talk to Elizabeth)*

Google Ad Grants

Ask us about our \$10,000/month outreach & education Google Grant program

15,500+

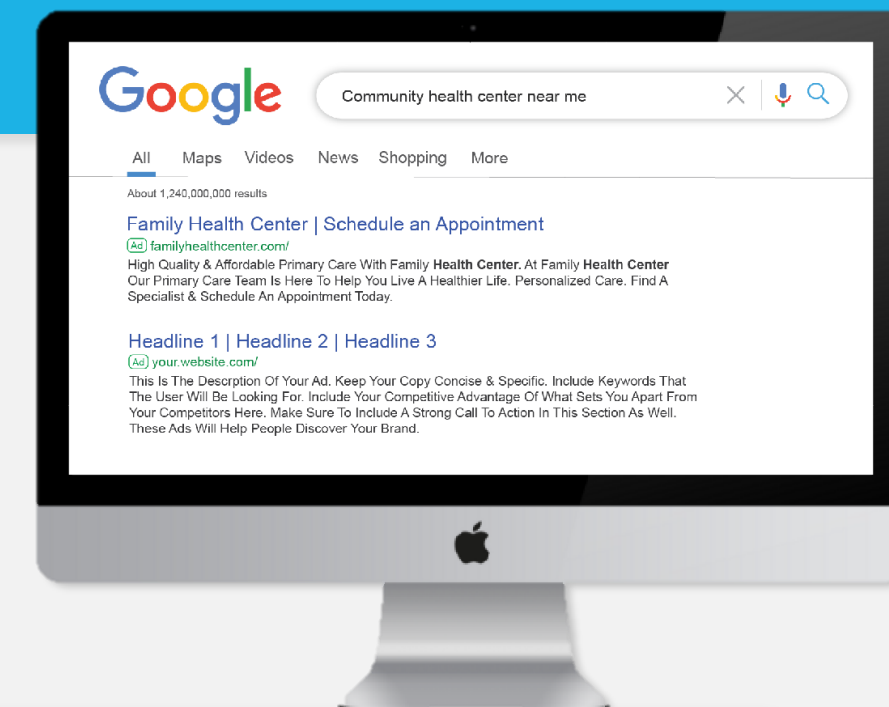
Related Searches Monthly in the area you serve

460

We Could Drive Up to **460** People to Your Website That Are Looking for Information about your health services to your Website Monthly

15

On average, (1 in 30 Become Patients) = **15 New Patients Mo.**



Is the vaccine safe?

## Monthly Google Searches:

### Number of Google Keyword Searches:

(Radius, zip codes, cities or counties)

Keywords	Keyword Searches/Mo.	Low CPC	High CPC
COVID Vaccine	2500	\$1.00	\$6.69
COVID Booster	350	\$4.23	\$13.99
Peditrician near me	420	\$1.44	\$3.98
Family doctor	150	\$4.19	\$8.21
health center near me	140	\$2.26	\$4.55
Medicaid provider near me	49	\$1.74	\$4.28
<b>788 Total Campaign Keywords</b>	<b>15,500</b>		

# Display Outreach

## Outreach Strategies

Reach your community and your patient base across tens of thousands of websites and across a variety of search engines with display ads.

- 100% HIPAA compliant
- Hyper-targeting tactics
- Control the message
- Stay top of mind
- Inexpensive CPM
- Visually Appealing
- Conversion tracking capability
- Dashboard reporting



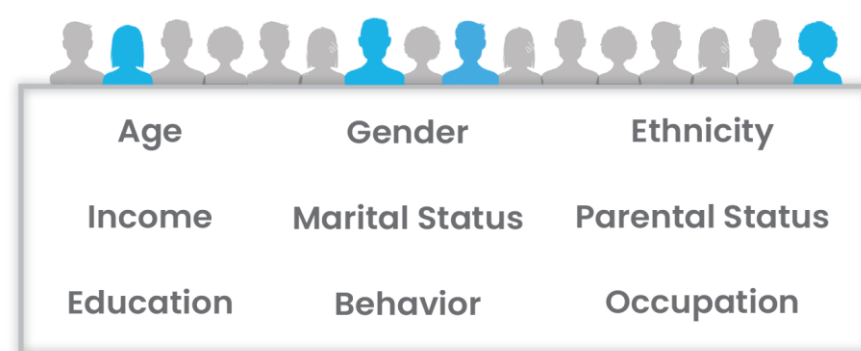


# Display Targeting Tactics

## Demographic Targeting

Now that we have defined the audience and the methods by which to get our message in front of them, we can hyper-target this audience extremely efficiently and effectively

- LGBTQIA+
- Disadvantaged
- Males
- Minorities
- Youth



And Many More...

## EMR Targeting

- Segment & load your patient list
- Middleware matches patient IP addresses (90%-95% match)
- One to one, advertise with display ads to your patient base

## Retargeting

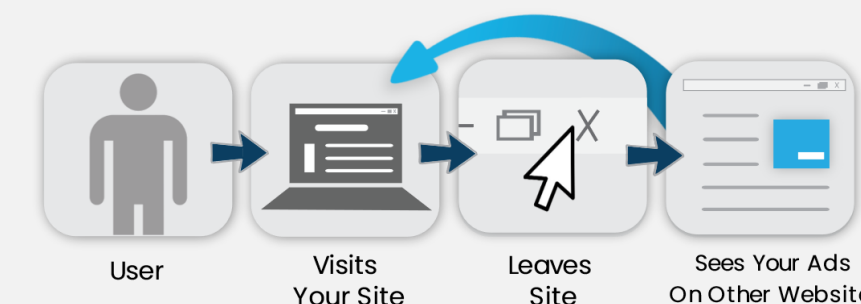
- How do we reengage active and interested users?
- Retargeting yields up to 70% higher conversion rates on average.
- Includes search retargeting and site retargeting



**Higher Conversion Rates**

## Site Retargeting

Target the audience that has recently viewed pages on your website.



## Geofencing

Geofencing allows you to reach a specific audience based on past, present, or future geographic behavior. This allows you to target any group of people at any location, helping refine your targeting practices in a way previous data has been unable to provide.

# Connected TV

WHERE TARGETING MEETS TELEVISION

Watch Our Custom HIV Commercial

In 2021, **81%** of U.S. house-holds contain an estimated **105.3 million** connected TV's.

**41%** of connected TV viewers were unique and not reached by ads on linear TV.

## Access Premium Connected TV Inventory



# Campaign Review (Sample)

## Step 1- Pick Audience:

Geography- Mile Radius  
 Google Content  
 RHC Demographics

## Step 2- Pick Channels?

Search  
 Display  
 Connected TV

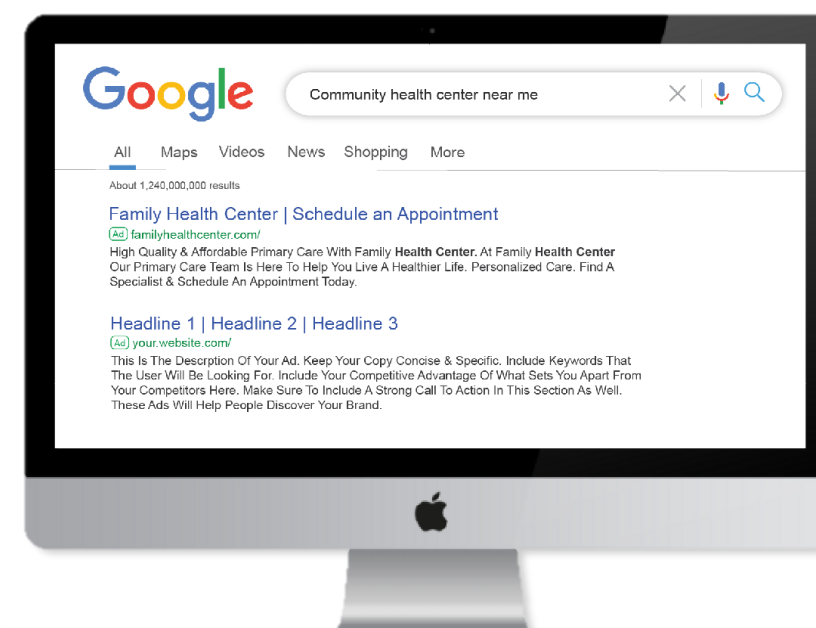


## Projected Impact

**Total Reach: 126,333 Impressions monthly**

**Additional Website Visitors: 903 monthly**

**Projected Patients: 39 new patients**



# Summary of Recommended Budgets & ROI (Sample)

## Your RHC's Outreach & Education Recommended Budget

<b>Budget, Reach, ROI &amp; Projected Impact</b>					
<b>Channel</b>	<b>Investment</b>	<b>Audience</b>	<b>Monthly Impressions</b>	<b>Website Traffic</b>	<b>New Patients</b>
<b>Search</b>	\$1,300	15,500	15,500	390	
<b>Display</b>	\$1,000	13,107	83,333	325	
<b>CTV</b>	\$2,500	2,800	27,500	188	
<b>Total Monthly</b>	<b>\$4,800</b>	<b>31,407</b>	<b>126,333</b>	<b>903</b>	<b>39</b>

\* RHC's Campaigns Average Cost Per New Patient Acquisition = **\$123.08**

\*\* ROI metrics and proposal discounts based on 12 month campaign

# Thank You !

Target Continuum

To schedule time to discuss digital outreach strategies to leverage your grant, please schedule directly in the link below...

[Meet With Jerry](#)



Jerry Hofer

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