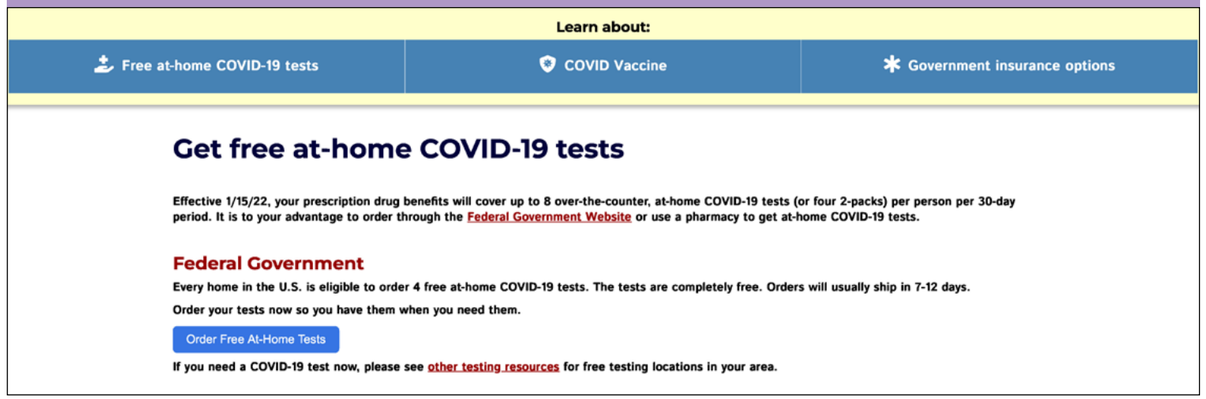
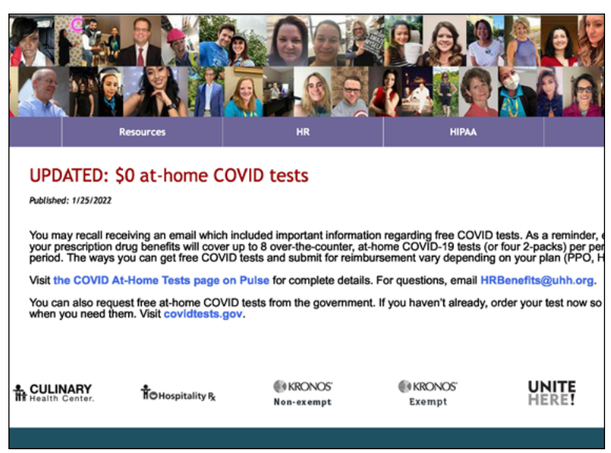
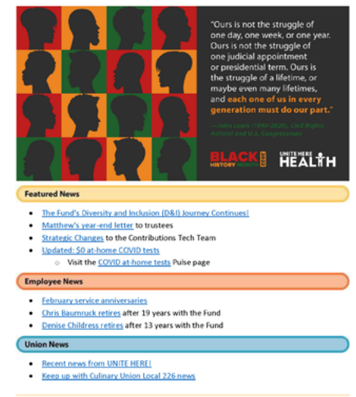
Communications Dashboard — January 2022

Free at-home COVID-19 tests





Newsletter



Digital

- **Email performance (past 30 days)**
  - 27,655 sends
    30% open rate
    9% click rate
- **Email and text communications**
  - *Enrollment Emails*
    - OTG @ JFK
    - Empire Casino
    - Phoenix Airport (Sky Harbor)
    - Bryant University/ US Bank
  - *Miscellaneous Emails*
    - NY Benefit Reminders
    - COVID-19 test kits
- **Internal communications**
  - COVID-19 test kits
  - Diversity & Inclusion update
- **What's happening in February?**
  - Ft. Benning pharmacy reminder
  - UHH Mobile App
  - *Enrollment Emails*
    - Empire Casino
    - 100/105 annual enrollment
    - 278 annual enrollment
    - 178 annual enrollment

Opt-in (Totals as of 2/1/22)

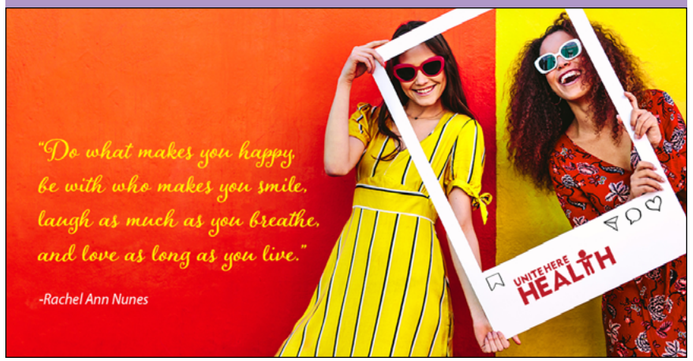
Compliance email:	20,442	↓ 193
General email:	28,610	↓ 943
General text:	32,050	↑ 4,521

Print

- **Ft. Benning**
  Missing info postcard
- **Host @ Phoenix Sky Harbor**
  Enrollment packet
- **Bryant University/ US Bank**
  Enrollment postcard
- **Kaiser wrap mailing**
  Cover letters:
  California
  Mid-Atlantic
  EOCs:
  Georgia
  Mid-Atlantic Select High

Ft. Benning (Food Service Plan)

Social Media



View previous dashboards at uhh.org/dashboards