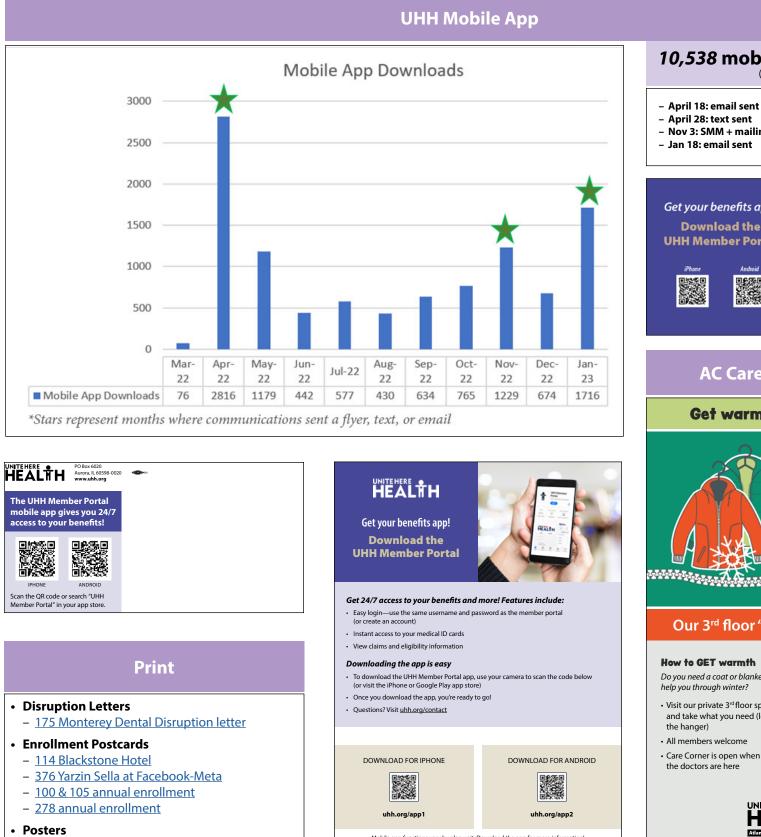
Communications Dashboard — January 2023



- Atlantic City "Care Corner" posters

10,538 mobile app downloads (as of 1/26/2023)

- April 18: email sent - April 28: text sent - Nov 3: SMM + mailing - Jan 18: email sent
- Ongoing communications include web banners, social media posts, flyers in mass mailings, and welcome packets.



AC Care Corner Poster

Get warmth · Give warmth



Our 3rd floor "Care Corner" is open!

How to GIVE warmth Do you have items to donate?

• We accept all sizes of:

the doctor's offices)

- Do you need a coat or blanket to help you through winter?
- Visit our private 3rd floor space -New and gently used coats, and take what you need (leave scarves, and gloves -New blankets, sweatshirts,
 - socks, and slippers Bring donations to the 3nd floor front desk (outside

Opt-in (Totals as of 2/1/23)

Compliance email:	23,783
General email:	29,940
General text:	34,137

Digital

• Email performance (past 31 days)

- 36,029 sends
- 56% open rate
- 5% click rate

Email and/or text communications

- Enrollment Emails:
- FSP Yarzin Sella Facebook Meta
- Chicago Blackstone
- Other Emails:
- UHH Mobile App
- AC enrollment correction notice
- AC health center care corner
- Delta Dental disruption notice
- Chicago Health Center
- Text messages:
- Atlantic City health fair

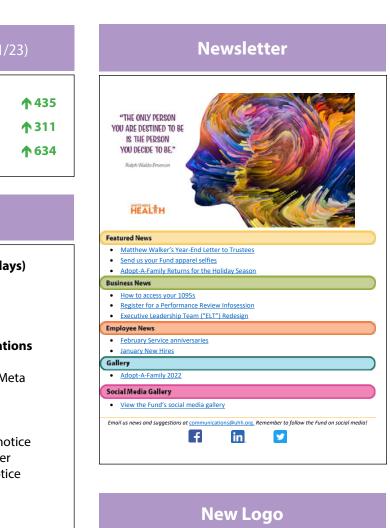
What's next for February?

- Compass at Flik enrollment
- Plans 178, 278, 100, 105 annual enrollments
- SBC email to opt-ins for select plans

Social Media in y **Breathing deeply**











View previous dashboards at uhh.org/dashboards