

wichealth Promotion Plan

Use this promotion plan template as a guide to create a plan for your own agency. Within each section there are questions and examples to help guide you. This is intended to be used as a guide and can be modified as you see fit.

Promotion Start Date

When will your agency begin promoting wichealth to clients?

Goals

What are your promotion goals? For example, is there a percentage of your caseload you are hoping will utilize wichealth once promotion is in full swing?

Promotion Process

- Which clients will be invited to use wichealth?*
- When will wichealth be promoted?*
- Who will be promoting wichealth?*

Displays, Strategies, and Techniques

- What is the best way to get the word out about wichealth? Think about how clients are typically informed about classes and new services at the clinic?*
- Where in the clinic is the best place for information to be displayed?*
- What visuals (bulletin board, display posters, etc.) can be used to promote and where are places that clients would be more likely to see?*

Materials

- What materials will you be using when promoting wichealth?*

Client Instruction and Follow-Up

- What instructions will you give the clients for completing the education and following up with the agency? For example, give clients a date of 2 weeks prior to benefit renewal for when to complete the education, instruct them to email the certificate and call the clinic during open*

Promotion Invitation Talking Points

- What information does the client need to get started?*
- What is going to draw your clients to want to use wichealth?*
- What are the benefits for clients?*