



Health Care Action Group Conference Call
June 22, 2016
2:00 – 3:30 pm (ET)
1-877-939-9724; 3833060

Objective: To begin developing a plan for disseminating and promoting *Sexual Health and Your Patients: A Provider's Guide*

Agenda

2:00 pm	Welcome and roll call	Alyson Kristensen
2:05 pm	Review draft dissemination and promotion plan, with discussion <u>Discussion questions (overall):</u> <ul style="list-style-type: none">• What are your thoughts about this two-phase approach that prioritizes NCSH members' communication channels?• What is our overall positioning of the guide? How do we create interest and demand among providers?• How do providers get their information? What channels will be the most fruitful for us? <u>Discussion questions about Phase 1:</u> <ul style="list-style-type: none">• Are these good strategies for disseminating the guide through our members? Any we should omit? Which are highest priority?• For #4: Are there other promotional activities we could suggest/recommend to NCSH members? <u>Discussion questions about Phase 2:</u> <ul style="list-style-type: none">• Would it be worthwhile to reach out to non-member healthcare organizations? Would they promote externally developed resources?• If yes, are these the right organizations to contact? Are there other priority groups we should include? Any to remove?• Do you have contacts at any of these organizations? How do we get in the door with them?• If no, how else could we reach our audiences? Are there other communication channels we could tap? What about trade journals, medical websites, etc.?	Alyson Kristensen, Michael Horberg
3:20 pm	Latino Initiative update	Alyson Kristensen, Susan Gilbert
3:25 pm	Communications Action Group update	Susan Gilbert