Email!!

MCT2D & HBOM Email Marketing - CQIO Show and Tell

Noa Kim

Connected!
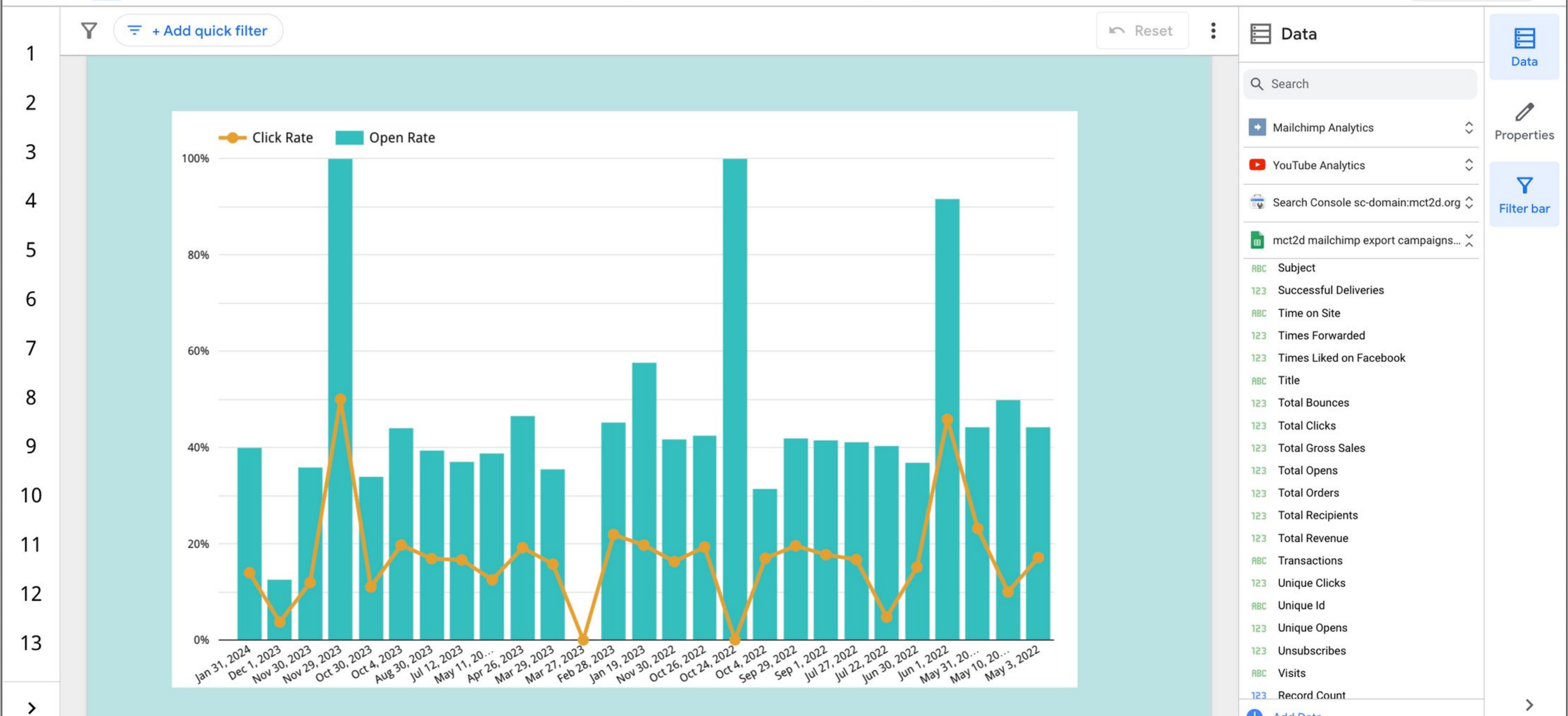
Haiti2005@aol.com

doingthecabbagepatch@yahoo.com

sweetieG1616@aol.com

MCT2D Web Analytics

File Edit View Insert Page Arrange Resource Help

Reset | Share | View

Page 15 of 19

Add data | Add a chart | Add a control | Theme and layout | Pause updates

+ Add quick filter

Reset

Data

Data

Properties

Filter bar

Search

Mailchimp Analytics

YouTube Analytics

Search Console sc-domain:mct2d.org

mct2d mailchimp export campaigns...

RBC	Subject
123	Successful Deliveries
RBC	Time on Site
123	Times Forwarded
123	Times Liked on Facebook
RBC	Title
123	Total Bounces
123	Total Clicks
123	Total Gross Sales
123	Total Opens
123	Total Orders
123	Total Recipients
123	Total Revenue
RBC	Transactions
123	Unique Clicks
RBC	Unique Id
123	Unique Opens
123	Unsubscribes
RBC	Visits
123	Record Count

Click Rate   Open Rate

100%

80%

60%

40%

20%

0%

Jan 31, 2024 Dec 1, 2023 Nov 30, 2023 Nov 29, 2023 Oct 30, 2023 Oct 4, 2023 Aug 30, 2023 Jul 12, 2023 May 11, 20... Apr 26, 2023 Mar 29, 2023 Mar 27, 2023 Feb 28, 2023 Jan 19, 2023 Nov 30, 2022 Oct 26, 2022 Oct 24, 2022 Oct 4, 2022 Sep 29, 2022 Sep 1, 2022 Jul 27, 2022 Jul 22, 2022 Jun 30, 2022 Jun 1, 2022 May 31, 20... May 10, 20... May 3, 2022

CHANNELS

	Subscribers	Unsubscribe Rate %	First Campaign	Total Campaigns	Open Rate %	Click Rate %
MCT2D	979	0.16	May 2, 2022	22	**37.6**	**15**
HBOM / Healthy Eating Jumpstart	330	0.5	May 25, 2022	161	**32.8**	**12**
Healthcare industry average (Mailchimp)					21.72	2.49
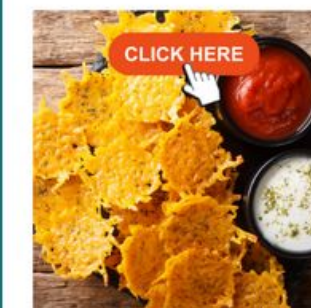
MCT2D MONTHLY NEWSLETTER - GOAL

Find your next practice hack in the new Best Practices Database

✅ Meet your primary care practice level VBR credit for peer-to-peer sharing

MCT2D's Best Practice Database puts the best ideas in diabetes care implementation at your fingertips. Search for real solutions from across MCT2D practices, or find strategies implemented by practices similar to you. Then connect with that practice to learn more about how they did it. Fun fac from the database:

actice-database

Audience: Our 28 physician organization members, and 1000+ physician and practices

CTA: Participation in MCT2D is valuable, easy, and surprisingly timely to the clinical goals & challenges I currently face.

HBOM QUARTERLY NEWSLETTER - GOAL

Think you know HBOM? Try our 2023 In Review Quiz!

1. How many cities have accessed the HBOM tobacco cessation tools?
A. 42
B. 700
C. 971
D. 1361

2. In 2023, HBOM was the #1 Google search result for...
A. "Quit smoking poster"
B. "Cardiac rehab program michigan innovation award"

Audience: Potential, current, former partners in the CQI world

CTA: HBOM is doing really amazing work, how do I get involved?

JUMPSTART WEEKLY NEWSLETTER

	Mean (SD) or N (%)
Age (range: 18-86)	56.6 (13.5)
Gender	
Female	57 (72.2)
Male	22 (27.8)
Race	
White	70 (88.6)
Black	4 (5.1)
Native American	1 (1.3)
Other	2 (2.5)
Mixed Race	1 (1.3)
Hispanic	
Yes	3 (3.8)
No	74 (93.7)
Education Level	
High school graduate or less	35 (44.8)
Some college or technical school	25 (31.6)
Associate's or technical degree	8 (10.1)
Bachelor's degree or higher	11 (13.9)

Audience: MCT2D patients enrolled in our low carb grocery delivery pilot program

CTA: I am a part of the Jumpstart program and it is helping me take control of my diet and feel excited about my health.

Auto Tagging & Segmentation

Tracking TC Customers
Tools: WordPress Forms, Google Tag Manager

Onboarding Jumpstart participants & providers
Tools: Qualtrics

Targeting CQIs
Tools: Mailchimp Signup Form

AUTOMATION

One click to start a 12-week program with low carb educational materials

JUMPSTART automated emails

Audience
Healthy Behavior Optimization for Michigan

Days active
334

In progress
0 people

Completions to date
35

Monitor performance
From Nov 18, 2022 - Feb 14, 2024

Emails sent
420

Unique journeys started
36

Open rate
36%

Click rate
7.6%

Edit

POLLS:
A one-click method to answer a specific question

Pro: Low burden **Con:** Low engagement and limited in visual styling, only one question

Are you interested in learning more about the MCT2D Policy Advocacy Group?

Yes, sign me up for the interest list

If you have colleagues who you think would be interested, forward this message!

ⓘ **Poll Information**
This campaign contains at least one simple poll or survey. Clicks on poll links do not count toward campaign click rates.

View poll results

It's not easy to make a lifestyle change! It takes determination and courage to take control of your health and to set yourself on a new path. You should be proud of each step you've taken!

You deserve a round of applause! For every item on the list, give yourself one 👏. How many did you get?

lowest 1 2 3 4 5 6 7 8 9 10 **highest**

👏 Used my Healthy Choice credit to shop on Shipt

👏 Tried a new food

👏 Set a new health goal since starting JUMPSTART

SURVEYS:
An integrated Mailchimp tool

MCT2D Learning Community Newsletter Feedback

Thank you for providing quick feedback on the MCT2D Learning Community Monthly Newsletter!

Please rate the MCT2D Monthly Newsletter *

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

The worst!   The best!

What would you like to **see more of** in our monthly newsletters? (*click all that apply*)

☐ Clinical case summaries

M██ M████████
Responded at 1/14/2024, 7:33:35 AM

⊕ Tag Contact ✉ Send Message 🖶 Print

Please rate the MCT2D Monthly Newsletter

10

What would you like to see more of in our monthly newsletters? (click all that apply)

- Data dashboards tips and tricks
- New Point of Care tools
- Special topics: Coverage and affordability
- VBR deadline reminders

We want your wild ideas, questions, and concerns. What else would you like to see us cover in the newsletter? Thank you!

I love the newsletter and always forward to all of our providers. Its really helpful for our practice and reducing risk for our patients

Placed in the footer of every newsletter, optional, n=30 and counting

WINS

https://us14.admin.mailchimp.com/lists/surveys/results?survey_id=1625

WINS

A [workflow](#) for getting input from PDs and teams

- Input from PMs/PDs
- Google doc with running outlines
- Review outline 1:1 with PM
- Send draft to CC team T minus ~1 week
- Review draft with PDs T minus ~1 week
- Send revised drafts
- Send on last Wed/Thursday of the month mid AM or early PM

ONGOING — **Add to newsletter outline**

1.5 week before launch — **Send Draft 1 to team**

1 week before launch — **Live review and revisions with PDs at bi-monthly**

4 days before — **Send Draft 2+**

Day 0 — **Send final campaign**

WINS

Initial metrics (and wisdom) to improve

- Best time to send
- Subject line
- Segmentation
- Survey feedback
- Click and engagement rates
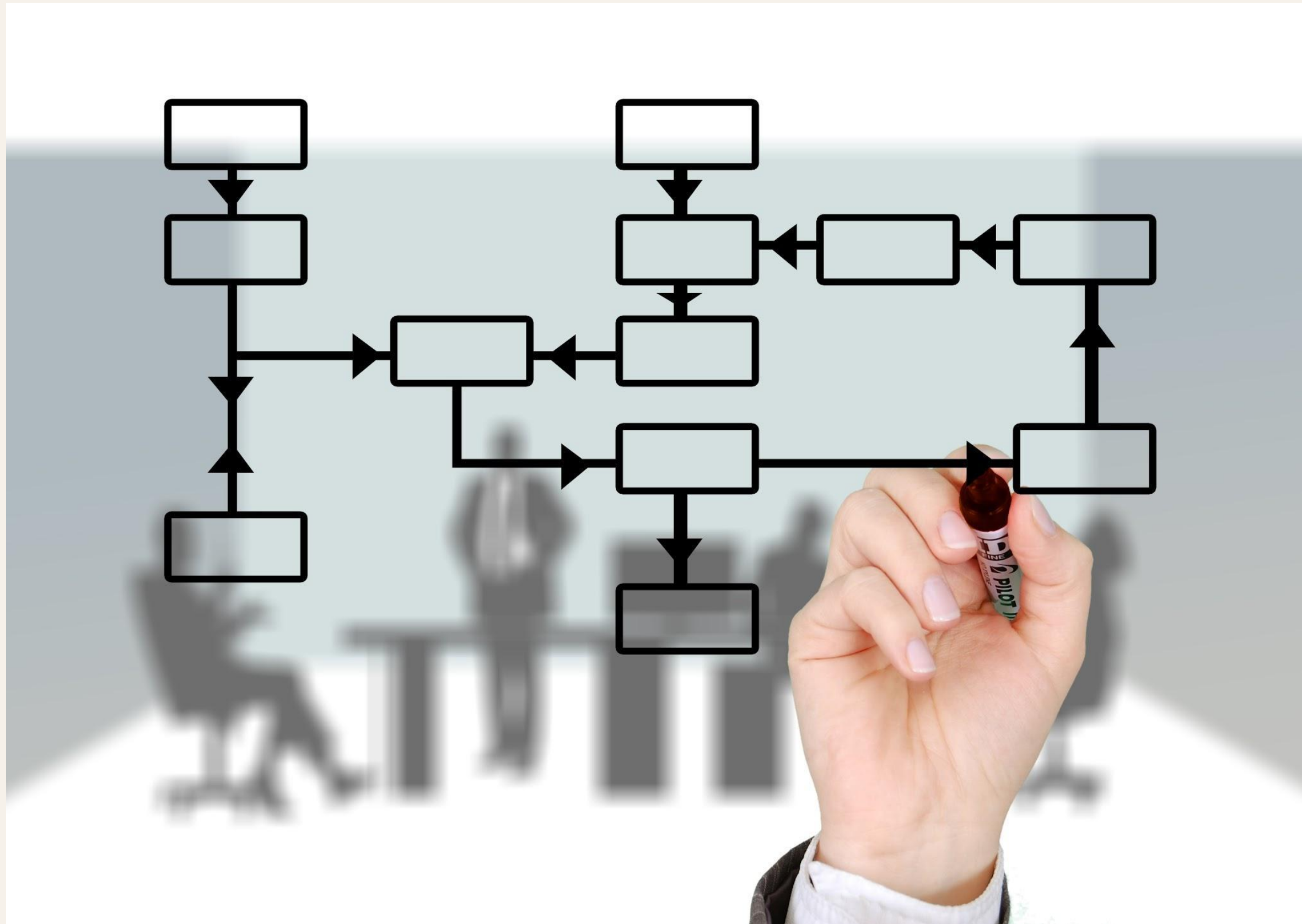- Conversion to our website

PERFORMANCE FAILS - LESSONS

PERFORMANCE FAILS - LESSONS

DISCUSSION