



Central Florida Disaster Medical Coalition Preparedness Annex D - Marketing Plan

Attestation:

Approved by CFDMC Board on June 21, 2022

A handwritten signature in black ink, consisting of a large, sweeping loop on the left and a long, horizontal stroke extending to the right.

Eric Alberts
2022 CFDMC Board Chair

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Section 1: Executive Summary

The mission of the Central Florida Disaster Medical Coalition (CFDMC) is to develop and promote healthcare emergency preparedness and response capabilities in the Region 5 Domestic Security Task Force for East Central Florida, Region 5 (RDSTF Region 5), which includes the following nine counties: Brevard, Indian River, Lake, Martin, Orange, Osceola, Seminole, St. Lucie and Volusia.

The CFDMC facilitates healthcare and other partners in working together collaboratively to build, strengthen and sustain a healthcare preparedness and response system within East Central Florida and assists Emergency Management and ESF 8 (Health and Medical) with preparedness, response, recovery and mitigation activities related to healthcare disaster operations.

In order to have a successful Coalition and healthcare response system, it is necessary to bring together and engage all appropriate stakeholders. The Coalition continually seeks to increase its membership and has developed this Marketing Plan to focus its efforts.

Section 2: Target Customers

CFDMC's target market are current members and healthcare and response partners who have not yet joined the Coalition. The CFDMC membership shall be comprised of individuals and organizations that represent the healthcare preparedness and response disciplines in all communities in the nine counties included within the boundaries of the CFDMC. Membership shall be representative of both the geographic diversity of East Central Florida and representative of the diversity of essential partners and other stakeholders.

As of April 30, 2022, our membership includes:

- 2130 members representing more than 748 organizations
- All 9 Counties in RDSTF Region 5
- Core members are:
 - Acute care hospitals
 - Emergency Medical Services (EMS)
 - Emergency Management (EM)
 - Public health agencies
 - Skilled nursing, nursing and long-term facilities

Other Membership groups and partner organizations includes:

- Specialty patient referral centers
- Behavioral health services and organizations

Community Emergency Response Team (CERT) and Medical Reserve Corps (MRC)
Dialysis centers /regional CMS funded end-stage renal disease (ESRD) networks
Federal facilities (e.g., DoD hospitals, VA medical centers)
Home health agencies
Infrastructure companies
Outpatient health care delivery centers
Jurisdictional partners, including cities, counties and tribes
Local chapters of health care professional organizations
Local public safety agencies
Medical and device manufacturers and distributors
Non-governmental organizations
Primary care providers, including pediatric and women's health care providers
Schools and universities, including academic medical centers
Support service providers
Other organizations
Public or private payors

The CFDMC's Board of Directors relies heavily on the input of the CFDMC membership in its decision-making and seeks to reach consensus on strategic direction, resource allocation, planning, training, exercises, response practices and procedures.

The Coalition has identified gaps in membership and/or participation of several of its priority partner organizations. They are EMS, Home Healthcare and Nursing Homes. In addition, the Coalition will focus on increasing participation of organizational leadership. Enhanced marketing efforts will focus on these partners and additional strategies may be developed utilizing input from potential focus groups, etc.

Section 3: Unique Selling Proposition (USP)

CFDMC is the nationally and state-recognized healthcare coalition for Central Florida. The CFDMC is the recognized lead in the region for health and medical regional coordination and response. CFDMC is funded by ASPR (Assistant Secretary for Preparedness & Response) HPP (Hospital Preparedness Program) through a contract with the Florida Department of Health. CFDMC has been formalized as the Region 5 Domestic Security Task Force (RDSTF 5) Health and Medical Committee (in effect since 2002). All members are volunteers, and no member shall be compensated for their appointment or participation as a member. Members may be reimbursed for per diem and travel expenses incurred through the conduct of CFDMC business, including participation in conferences. Authorization must be obtained from the Executive Director in advance of incurring expenses and expenses are compensated using State of Florida travel guidelines.

Section 4: Positioning Strategy

The CFDMC currently is the sole organization of its kind in Region 5 and therefore has little need to identify and compete with potential competitors for funding and membership. However, member organization and individual time is limited and precious so in order to encourage their participation and engagement in the Coalition and its activities and compete for their time, there must be value to their organization. The Coalition gets its strength from active membership participation. The greatest competition is for time competing against other interests and priorities for our member agencies.

The CFDMC receives multiple grants from state and federal agencies to cover operating costs and special projects. This allows for the Coalition to provide its services at no cost to its members.

Member Benefits - Coalition membership is free and comes with many benefits including:

- Access to regional plans and other planning templates and resources
- Access to free trainings (i.e., Incident Command System, Hospital Incident Command System (HICS), Continuity of Operations Planning (COOP), Responder Resiliency, Mental Health First Aid, and many others)
- Access to exercises (three functional drills each year: January Tornado Drill, June Generator Drill, September Active Shooter Drill; also an annual regional full-scale exercise; an annual MRSE (medical surge) exercise; and others)
- Equipment (minimum hospital readiness equipment and other equipment identified as needed to build/sustain capabilities)
- Networking (access to peers and response community across the region)
- During response, the Coalition provides situational awareness, resource coordination and response teams

Section 5: Distribution Plan

In order to meet our Mission to develop and promote healthcare emergency preparedness and response capabilities within Regional Domestic Security Task Force for East Central Florida (RDSTF Region 5), and to achieve the goal of facilitating information sharing among participating members, the CFDMC uses a variety of mechanisms to communicate with and engage its members. These mechanisms include:

Distribution of routine information such as information on plans, trainings, exercises, resources and other information of interest to Coalition members that are shared through

- the Coalition's email distribution list maintained in Constant Contact;
- the Coalition website: www.centralfladisaster.org;

- meetings and meeting minutes (monthly Board meetings, quarterly Coalition member meetings, Trauma Advisory Board (TAB) and TAB workgroups) – posted on website;
- monthly Traffic Light Report and Project Plan Updates – posted on website;
- conference calls;
- webinars;
- presentations to partner and other community groups;
- participation in other preparedness and response organizations including RDSTF Region 5, the Statewide Healthcare Coalition Task Force, the Strategic Advisory Council, the Domestic Security Coordinating Group and its focus groups; and
- the coalition engages/will engage in all social media platforms including Facebook and LinkedIn to promote knowledge of CFDMC, it’s Mission and Vision and to communicate routine information.

Emergency alerts - A key member benefit is the ability to receive and share information in a disaster or event. The Coalition uses Everbridge SERVFL Alert (State Emergency Responders and Volunteers of Florida) as its primary emergency communication mechanism. Everbridge SERVFL utilizes a wide range of methods to send and receive information on a variety of communication devices. Members receive free registration in Everbridge SERVFL and those already registered are added to the Coalition group. In addition to the main Coalition group on Everbridge, there is a subgroup made up of emergency response team members that is continually kept up-to-date. The Coalition conducts quarterly Everbridge SERVFL communication drills. The Coalition also utilizes Constant Contact and its listserv to communicate emergency alerts. The listserv is maintained and updated monthly.

Section 6: Marketing Materials

The Coalition engaged its partners, through a contest, to identify a short and catchy slogan to reinforce the brand and other initiatives to reach its goal of name recognition for the target market. The slogan chosen and approved was “Preparing Central Florida’s Best for the Worst, Together”. The slogan was incorporated into the CFDMC logo.

At a minimum, all new marketing material and publications will include the new CFDMC logo with the marketing slogan “Preparing Central Florida’s Best for the Worst, Together” and shall be incorporated into all existing marketing material when updated. When possible, the website address (www.centralfladisaster.org), and contact information (email and phone number) will also be included. This is done to enhance brand recognition and will also apply to large purchases such as the ventilators and portable morgue units, but also small items such as boxes of respirators.

A brochure has been developed and updated with the new logo to promote membership (see Attachment 1) and is utilized as part of identified marketing strategies. The Coalition has an orientation email that is sent to all new members upon joining.

Section 7: Promotion Strategy

The most critical promotion strategy is to ensure key decision-makers are fully aware of what the Coalition has to offer. Membership in the Coalition is open to all interested parties. There are no dues. Members are solicited in a variety of ways, including: through presentations by the Executive Committee, Board, members, and other stakeholders to interested community partners and groups; through a CFDMC membership brochure; through emails and the website; through trainings/exercises/drills and through meetings and networking within the healthcare and response communities.

In order to join, an individual must complete the CFDMC Charter and Code of Ethics (available online at www.centralfladisaster.org).

Individuals and organizations from outside of Region 5 are allowed as members and may participate in any activity that does not have a per-person/organization cost. New members receive an onboarding email and are added to the e-distribution list and to the Coalition Everbridge group.

The Coalition will enhance its membership promotion strategies by creating an approach to include announcements of such things as: new members, new hospitals, hospital equipment distribution, etc. In addition, when equipment is purchased with CFDMC funds, a label will be affixed to the equipment to further promote the CFDMC brand.

The Coalition's most successful marketing strategy are the three functional drills. All of our exercises and functional drills (active shooter, tornado, and generator), annual mass casualty exercise, annual MRSE exercise, tabletops (mass fatality, alternate care sites, trauma) help meet regulatory requirements of our members, but more importantly have shown tangible results in disaster performance.

Section 8: Online Marketing Strategy

By maintaining and constantly updating our website with the latest relevant information, the Coalition makes it a valuable resource for our members. This promotes frequent site visits and emphasizes the value of membership. Announcements of upcoming training, exercises and meeting opportunities helps keep members informed and engaged. Analytics pulled from the webpages lets the Coalition see which pages are of greater use and importance to its membership and helps guide future changes.

Social media platforms will also be engaged, and analytics will further be used in monitoring mentions and words associated with the Coalition to help identify trends. CFDMC has established the following social media presence:

Facebook = Central Florida Disaster Medical Coalition
LinkedIn = @Central Florida Disaster Medical Coalition

These social media platforms have the potential of being utilized by not only the CFDMC staff to push information out to and communicate with its members, but open multiple possibilities for committees, workgroups, teams, etc. to communicate as well.

Section 9: Conversion Strategy

Once a potential member is identified, further marketing will be used to relay benefits and advantages of membership. Membership brochure, website information and direct communications will be deployed. Member benefit is the key information for successful engagement. The member benefits are displayed on the Coalition website.

Section 10: Joint Ventures & Partnerships

CFDMC partners with many local, regional, state and national organizations, including:

- Assistant Secretary for Preparedness and Response (ASPR)
- FEMA Region IV
- Florida Department of Health
- Florida Division of Emergency Management
- Florida Healthcare Coalition Task Force
- Other Florida Healthcare Coalitions
- Florida Hospital Association
- Florida Healthcare Association
- Florida Association of Community Health Centers
- Florida Crisis Response Team
- Regional Domestic Security Task Force Region 5
- Orlando UASI
- Domestic Security Coordinating Group and its Focus Groups

Section 11: Referral Strategy

Recognition is used as the primary incentive to encourage membership. We recognize workgroups for their efforts, and members nominate individuals for Member and Leader of the Year awards.

Section 12: Retention Strategy

The Coalition will only last as long as its membership recognizes the value of belonging. This is best accomplished through the visible and tangible evidence of benefit. The Coalition leverages multiple grant funding sources and directs the acquisition of assets, training opportunities, best practices and information sharing to maintain a benefit level for its members. Member

engagement surveys help provide direction for best methods from the agencies the Coalition serves.

Section 13: Desired Outcomes

The Board of Directors has created Board Expectations related to increasing member participation and engagement. These expectations and results are reviewed bi-monthly by the Board. Desired outcomes include:

- Increase discipline membership by 5% annually (measured as of June 30 each year). Note that some member types are at 100% (hospitals, emergency management, and public health).
- Increase leadership engagement in coalition activities (measured as of June 30 each year)
- Increase clinical engagement in coalition activities (measured as of June 30 each year)
- Increase member engagement in coalition activities (measured as of June 30 each year)

Attachment 1: Logo with Slogan



Attachment 2: CFDMC Brochure

https://www.centralfladisaster.org/files/ugd/8d7960_50701355536041ed9eca3aa39ba3b492.pdf

Attachment 3: CFDMC Member Benefits

https://www.centralfladisaster.org/files/ugd/8d7960_1aefd25a38a54256923fe09fb7131f5d.pdf

Attachment 4: CFDMC Information and Membership Link

<https://www.centralfladisaster.org/join>