

## Short Message Report

Conversations: 1	Participants: 2
Total Messages: 23	Date Range: 12/9/2020

### Outline of Conversations

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D01DJR4C2LA • 23 messages on 12/9/2020 • Employee 184 • Jenni Vargas

Messages in chronological order (times are shown in GMT +00:00)



D01DJR4C2LA

Employee 184 12/9/2020, 10:56 PM

i think we need to start tinkering about how we convert people to primary care when they come for vaccines. it's so much work to get vaccines moving that it could be easy to forget layering in conversion

Jenni Vargas 10:58 PM

Oh the only way people can get a vaccine is if they are a member....so we need to make it easy to sign up...and cheap possibly. Sweeny will lead...

Employee 184 10:58 PM

totally

Employee 184 10:58 PM

but the issue is that how do you get them to then book a revenue appt

Employee 184 10:58 PM

and not just cancel at the end

Jenni Vargas 10:58 PM

Oh...I see what you are saying...yes exactly!

Employee 184 10:58 PM

great opportunity to move employer members to engaged members

Jenni Vargas 10:58 PM

How do we keep them...

Employee 184 10:58 PM

yes, for example,

Employee 184 10:59 PM

covid emails were the most successful emails we've ever had

Employee 184 10:59 PM

we know vaccines will be

Jenni Vargas 10:59 PM

Love your thoughts...we have been doing the same thing on testing...and I'm not really up to speed on how engaged people are after they test

Employee 184 10:59 PM

so why not send something about vaccine info that says "you can't get a vaccine yet, but while you are waiting we strongly recommend booking your first Live Well Appointment"

Jenni Vargas 10:59 PM

Oh nice!!! Love it!!!! Want to share with marketing?

Employee 184 11:00 PM

maybe I'm being too opportunistic, but we should be really focused on how to capitalize on this visibility

Jenni Vargas 11:00 PM

Get ready for your vaccine...get any others...

**Jenni Vargas**

I agree!

11:00 PM

Employee 184

yep

11:00 PM

Employee 184

i was planning of bring up with doug

11:00 PM

Employee 184

but think it's worth a broader conversation about our strategy

11:00 PM

**Jenni Vargas**

I'm talking to Doug on something else in a sec...and I will mention but you should too...

11:00 PM

Employee 184

how can we take advantage of the vaccine interest to conver to our other company objectives

11:00 PM

Employee 184

coolio

11:00 PM