PARTNERSHIP OUTREACH

TIP SHEET

CONSIDER A HYBRID APPROACH
  • In-person outreach to partners individually—address specific needs/issues.
  • Virtual presentation open to all partners—efficient and effective!
  • Joint webinar with partner—gain access to their target consumers.

IDENTIFY POTENTIAL COMMUNITY PARTNERS
  • Any agencies serving Medicare beneficiaries; local businesses.
  • Community Partners – Sample List
  • Create partner “groups” for targeted outreach.
  • Add partners that are unique to your community.

MAKE YOUR INTRODUCTION
  • Letters or emails to local partners or partner groups.
    o Samples in GWAAR Medicare Outreach and Assistance Resources – Partnership Toolkit.
  • Follow up as needed with phone call.
  • Schedule time to meet (in-person or virtual).

BUILD THE RELATIONSHIP
  • Prepare your talking points. Have a story to tell that speaks to your audience.
  • Provide resources to share.
  • Emphasize mutual benefit of the partnership.

MAINTAIN THE RELATIONSHIP
  • Schedule regular contact as appropriate (quarterly, semi-annually).
  • Get feedback about the partnership.
    o Discuss successes and/or challenges.
    o Any process improvement opportunities?
    o What resources or expertise do they need that you can provide?
  • Share your updates.

Check out the Partnership Toolkit on the GWAAR website!

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