

# Business Plan Rollout: By the Numbers

## MAP Site and Materials



### Views and Visits

- 8,129 overall page views as of March 9
- 318 views of the MAP video



### Most Visited Pages

- 2021 Business Plan
- roadMAP game board
- Messages from Maurice



### Most Popular Documents

- 2021 Business Plan: 2,194 views
- Message from Maurice
- 2021 API Slide



### roadMAP game

- 1,180 plays
- 1,000 views of the Blue News story
- 71 likes, 11 comments

## Leadership Rollout

### Leaders Making Change Happen Site



- Feb. 25: 428 site visits
- 1,129 overall visits
- 2021 Business Plan and API Goals: 115 views



### "HCSC 2021 Business Plan and Leader Update" Targeted Email

- 89.29% open rate (SL)
- 87.5% open rate (ELG)

### ELG Meeting Survey

"Best ELG meeting we've had in years. Clear direction, positive outlook and the leadership is more aligned than ever. You can see it!"

**95%**

found the meeting valuable

**100%**

understood the content

### Most popular topics:

- 2021 Priorities and Business Plan
- 2020 Performance Results
- Growth strategy
- Meeting new leaders and Q&A

## All-Employee Communications



### "Unveiling our 2021 Business Plan" Message from Maurice

- 2,800 views
- 112 likes

### All-Employee Town Hall Survey

**2,741 Responses**

- 90% found the meeting valuable
- 94% understood the content

### Most Popular Topics

- 2021 Business Plan, mission and vision
- RTO and COVID-19 updates
- API Goals

**2,811**



Town Hall Recording Views

"I'm so proud of our CEO and these townhall meetings as they are inspirational, effective, directional and transparent as we continue to build in our market."

"I appreciate that you took the time to highlight what we are doing for our communities. It helped me understand how we live our purpose."

