

Community Engagement Metrics Dashboard

Calls to NHS*

2020: 31,395

2021: 34,686

2022 : 33,925

*Calls made to the scheduling line

% Calls Answered*

2020: 88.4%

2021: 87%

2022 goal: 85%

2022: 87.5%

*Calls made to the scheduling line

COVID-19 Vaccines*

2020: 0

2021: 8,358

2022 goal: 1,500

2022 : 4,482

*Patients and Non-Patients

Clinic Visits*

2020: 20,797

2021: 20,781

2022 goal: 22,088

2022 : 20,072

*Goal not adjusted for provider
staff level changes

Refugee Health Visits*

2021: 4

2022 Goal: 120

2022 : 168

*Includes both health screenings and
vaccination visits

*Included in clinic visit numbers

New Patient Visits*

2018: 2,166

2019: 2,242

2020: 1,389

2021: 1,658

2022 : 2,151

*Included in clinic visit numbers

Pop-Up Clinics

COVID/Flu Pop-up Clinics

2022: 1685

Childhood Immunizations*

XX% Patients

2020: 10

2021: 12

2022 goal: 85

2022: 139

*Most WCC include Child
Immunizations

Well-Child Checks Completed*

XX% Patients

2020: 30

2021: 31

2022 goal: 150

2022: 37

*WCCs included in clinic
visit numbers

Green title = on goal
Red title = not on goal
Blue title = no goal

Community Engagement Metrics Dashboard

Community Health

of CH Events

2020: 78
2021: 90
2022 goal: 125
2022: 282

of People Engaged at CH Events

2020: 2,369
2021: 4,724
2022 goal: 7,500
2022: 4,436

Clinic Visits Scheduled at CH Events and Classes*

2021: 14
2022 goal: 400
2022: 126
*Does not account for no-shows

of Unique CH Class Attendees

2020: 8
2021: 34
2022 goal: 150
2022: 331

of CH class attendees that resulted in new patients*

2022: 17
*Within 12 months of the class
*Counted in CH Event scheduling

of pop-up clinic visits that result in an appointment scheduled *

2022: 37
*Within 12 months of pop-up clinic
visit
*Appointments= lab or provider visit
*Counted in clinic visits scheduled at
CH Events as well

Community Classes Held

North Youth Healing Team (3 cohorts of 20-22 classes)
Prairie Seeds Academy (3 class groups of 2-5 classes a week)
Alternative Learning Center (2 classes a week starting Sept 2022)
Matter of Balance (1 class a week)
Stay Active and Independent for Life (2 classes a week starting May 2022)

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Community Engagement Metrics Dashboard

Media

Website Views

2020: 93,379
2021: 123,670
2022: 89,490

Facebook Reach*

2020: 35,906
2021: 214,614
2022: 163,916

*Reach- number of unique users who see posts (does not include engagement)

Google Ad Clicks

2021: 2,320
2022: 3,995

Google Ad Mobile Click-to-call

2020: 108
2021: 807
2022: 1,518

2022 Paid and Earned Media

Paid

Cafe Libre Interviews (5)
Univision Commercials (5)
Google Ads
Facebook Ads
Coon Rapids Community Guide
MN Women's Press
Eastside Coop
North Newsletter

Earned

North News Mental Health Column
Northeast News Article (50th event)
MPHA Resident Newsletter
Interview on KSTP
Hennepin County Article
WCCO at Fremont Fun Fest
Park Nicollet Mammogram Video
Radio Jornalera x2

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