

# Community Engagement Metrics Dashboard

## Calls to NHS\*

2020: 31,395  
2021: 34,686  
2022 : 33,925  
2023: 27,343

\*Calls made to the scheduling line

## % Calls Answered\*

2020: 88.4%  
2021: 87%  
2022: 87.5%  
2023 Goal: 88%  
2023: 87.2%

\*Calls made to the scheduling line

## Appointments Scheduled Online\*

2023 (Q1): 183 72% approved  
2023 (Q2): 530 63% approved  
2023 (Q3): 486 72% approved  
2023 (Q4): 468 72% approved  
2023: 1,535

\*Online scheduling started 2.22.23

## Clinic Visits\*

2020:19,006  
2021: 20,109  
2022: 18,942  
2023 Goal: 22,100  
2023: 20,103

\*Goal not adjusted for provider staff level changes

## New Patient Visits\*

2018: 2,166  
2019: 2,242  
2020: 1,389  
2021: 1,658  
2022: 2,151  
2023 Goal: 2,368  
2023: 2,498

\*Included in clinic visit numbers

## Refugee Health Visits\*

2021: 4  
2022 : 168  
2023: 227

\*Includes both health screenings and vaccination visits

\*Included in clinic visit numbers

## COVID-19 Vaccines (Clinic and Pop-up)\*

2020: 0  
2021: 8,358  
2022 : 4,482  
2023: 1,524

\*Patients and Non-Patients

## All In-Clinic Appointments Scheduled by CH staff in Any Setting

2023 (Q1): TBD  
2023 (Q2): 580  
2023 (Q3): 644  
2023 (Q4): 870  
2023: 2,094

\*Duplicated below

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

# Pop-up Clinics

5.3 % of people served at a pop-up clinic had been to NHS for a clinical visit in the last 3 years

## Pop-up Clinics\*

2021: 17  
2022: 68  
2023 Goal: 50  
2023: 68

\*Immunization events, WCC, sports physicals etc.

## Child Immunization visits (provider) at pop-up clinic

2020: 40  
2021: 43  
2022: 205  
2023 Goal: 150  
2023: 369

## Flu/Covid Pop-up Visits\*

2022: 1685  
2023 Goal: 500  
2023: 964

\*Included in Covid-19 vaccine numbers

## PAC/Lab/CHE visits scheduled at Pop-up Clinics\*

2023 Goal: 75  
2023 (Q1): 25  
2023 (Q2): 10  
2023 (Q3): 19  
2023 (Q4): 13  
2023: 67

\*Within 12 months of pop-up clinic visit

## In-Clinic Provider Visits Scheduled at Pop-up Clinics\*

2023 Goal: 25  
2023 (Q1): 6  
2023 (Q2): 6  
2023 (Q3): 16  
2023 (Q4): 7  
2023: 35

\*Within 12 months of pop-up clinic visit

\*Does not account for no-shows

# Community Health Outreach Events

## # of Outreach Events

2021: 39  
2022: 120  
2023 Goal: 230  
2023: 420

\*Tabling/Health Fairs does NOT include pop-up events

## # of People Engaged at Outreach Events

2022: 855  
2023 Goal: 3,000  
2023: 8,663

## In-Clinic Provider Visits Scheduled at Outreach Events\*

2023 Goal: 80  
2023 (Q1): 19  
2023 (Q2): 55  
2023 (Q3): 68  
2023 (Q4): 38  
2023: 180

\*Does not account for no-shows

## PAC/Lab/CHE visits scheduled at Outreach Events

2023 Goal: 80  
2023 (Q1): 20  
2023 (Q2): 54  
2023 (Q3): 58  
2023 (Q4): 58  
2023: 190

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\*Many people attend our events who do not receive a clinical service (parent, siblings, etc.). We do not register everyone who attends an event so cannot count number of people who later schedule an appointment after attending an event.

# School Based, Health Classes

## # of Class Sessions

2021: 35  
 2022: 105  
 2023 Goal: 250  
 2023: 441

## # of Unique CH Class Attendees

2020: 8  
 2021: 34  
 2022: 331  
 2023 Goal: 200  
 2023: 942

## # of CH class attendees that scheduled a provider visit\*

2022: 17  
 2023 Goal: 20  
 2023: 3

\*Within 12 months of the class

- Prairie Seeds Academy Middle School Health Class
- Moore Lake Area Learning Center High School Health Class
- Peer Recovery Groups (Mindful Mondays)
- Narcan Training Classes
- Parent Education Groups
- Youth Healing Team
- Juniper Exercise Classes
- Project Child
- MNIC- Unity Health Class
- Edison High School
- Washburn High School

# Media and Advertising

## Website Views

2020: 93,379  
 2021: 123,670  
 2022: 89,490  
 2023 Goal: 95,000  
 2023: 83,536

## Facebook Reach\*

2020: 35,906  
 2021: 214,614  
 2022: 163,916  
 2023 Goal: 175,000  
 2023: 145,771

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

## Google Ad Clicks

2021: 2,320  
 2022: 3,995  
 2023 Goal: 4,500  
 2023: 3,776

## Google Ad Mobile Click-to-call\*

2020: 108  
 2021: 807  
 2022: 1,518  
 2023 Goal: 2,000  
 2023: 1,064

\*This is a subset of Google Ad Clicks

## 2023 Paid and Earned Media

### Paid

- Google Ads
- Facebook Ads
- Coon Rapids Community Guide
- Eastside Co-op (The Carrot)
- North Newsletter
- The Northeaster
- Women's Daily Press Directory
- Lavendar- Pride Issue

### Earned

- FB Live Event with the City of Mpls
- Open your Heart- Monday Highlights
- Medica- Many Faces Conference Video
- TPT- Mnsure Video
- StarTribune
- Radio Journalera x2

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