GOCCNJ/C&C Marketing Plan

GOCCNJ and Compassion & Choices will release a new national advance care planning course for professionals. The course will launch during November's Hospice & Palliative Care Month.

C&C Team
➔ Chief Monitor: Brandi
➔ Project Manager (PM): Meagan
➔ Marketing Lead: Katie/ Ellie HC/Aly

GOCCNJ Team
➔ Lori, Beth, Christina

Key Elements	
Audience	Professionals who work in healthcare and are seeking course credit, especially: • Nursing professionals, social workers, case managers, and administrators (in the past, the program was most popular with them over physicians). • Intentionally target physicians moving forward as we expand and with new credentialing (recommended by Dr. Habib) • Pharmacists (weren't marketed to last time but will be able to get credit this time). Call to action: Register & complete this course!
Goals	Data from GOCCNJ used as a baseline here. Everyone is excited to see growth in knowledge and confidence/comfort in having the conversations. Focus on knowledge, comfort, and intent. Based on previous data from those who completed the NJ-focused version of the course, these are some goals to identify success: • 85% of those registered for the course will complete it within sixty days(??) ◦ Baseline completion rate was 74% • 95% of those who complete the course will report they feel comfortable discussing ACP and/or POLST forms with patients and their families. ◦ Aiming for 60% growth overall between pre and post-test. ◦ Baseline growth was 45% (from 62%-90%) • 95% of attendees will report that they would recommend this course to a colleague or other professional. ◦ Baseline is 93%

Value Proposition *(How is this course different from its competitors? What transformation or result will students achieve?)*	• Billing and coding section • Accreditation for multiple disciplines • Well-established program with outcomes we can already speak to; demonstrated impact • Established organizations/SMEs involved/creating this • The use of humor to touch on subject; addresses burnout • First certificate program offered by C&C in partnership with another organization • Supplemented with tools and resources that providers can use to facilitate ACP convos with patients, so patient education is embedded.
Strategy & Tactics	Utilize multiple channels to market to a broad group of healthcare providers and people who work in healthcare — prioritizing social workers and nurses. Emphasize the benefits of the course, and particularly, skill building for ACP. *Groups, associations, conferences, personal networks, etc. we want to target:* • NJ chapters of many national organizations are connected to GOCCNJ already; leverage national orgs and partnerships where we can ◦ Ambassadors program - training and educating ambassadors across NJ, focusing on under-served communities - reaching them with ACP work. Will be working with community-based orgs to train them. Will provide them with the ACP course first, then receive other training. Could serve as a model for other communities across the country. • ASA (C&C connection), could co-host a webinar about ACP • SWHPN (Jessica) • Payers in NJ who are also in other states/regions (Penn Medicine, Blue Cross, etc.) *Tactics:* • Highlight the stories and testimonials of past course attendees or those who have reviewed the course (could ask some influencers to do the course, provide testimonials) - GOCNJ has already started collecting these. • Joint posts on social media • Joint press release • Advertise in C&C's newsletters • GOCCNJ e-blast • Public News Story (placed by C&C) • Internal marketing to course attendees - reminding them to continue, stay on track, etc. This is built into the LMS platform. • Conference session at ASA On Aging (April 2026) • C&C's webpage - resources for professionals page. Feature this course. ◦ Page redesign - TBD • Take advantage of important commemorative days (like NHDD in April)

Strategy & Tactics continued	*Other ideas:* • Joint webinar with C&C and GOCCNJ • Targeted ads in priority states like Delaware, New York • Utilize linkedin and professional networks, associations, and conferences to drive new professionals to the course (ex. via ads, sponsorships, co-hosted webinars).
Visual Identity	• Co-branded content with GOCCNJ, including both logos and color palettes • Branding elements here
Other Notes	This language, by our accreditors at i3 Health, must be included in marketing materials • NOTE:There is now language here for social media posts, emails or save-the-dates. • Example of the previous language on promotional flyer can be found here. • Example of previous language use in marketing email from GOCCNJ found here.
Important Links	Landing pages for professional categories: https://learn.goalsofcare.org/courses/acp-physicians https://learn.goalsofcare.org/courses/acp-pharmacists https://learn.goalsofcare.org/courses/acp-nursing https://learn.goalsofcare.org/courses/acp-social-work Shared folder for resources, copy, etc.

Timeline Overview									
June	July	August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March
Meet & develop marketing plan draft	Scoping Call with both teams	Content Creation and design	Marketing meeting	Marketing Begins; Soft launch tool to C&C council	Marketing continues	Pull new testimonials	Redesign / refresh of marketing materials from launch to include new content	Meeting to prep for NHDD in April	Content creation and prep for NHDD

Content/ Deliverable Tracker

Deliverable	Content Owner	Accreditor/ GOCCNJ Review Window	Edit Window	Final GOCCNJ/ Accreditor Review	Launch Date	Status
C&C Landing Page for course *(same language as GOCCNJ page)*	Katie/ Meagan/Githui	Sep 29 - Oct 1	Oct 1	Oct 2 - 3	Oct 5, 2025	Complete
One-pager of multiple professional opportunities/ resources	Katie/ Ellie/ Alyssa	Sep 29 - Oct 2	Oct 2-4		Oct 8, 2025	Complete
C&C Supporter/Professionals Email Blast	Katie/ Meagan/Githui	Oct 1-3	Oct 8-10	Oct 10-12	Oct 20, 2025	Complete
GOCCNJ - ACP course page & learning center landing page *(Copy approved from i3)*	GOCCNJ				Oct 15, 2025	Complete
Press release *(Went out 10/20)*	Katie/ Meagan/Ellie & GOCCNJ	Oct 1-3	Oct 8-10	Oct 10-12	Oct 20, 2025	Complete
Flyer for course *(One-page, one-sided)*	Ellie, Alyssa, Frankie, Christina	Oct 1-8	Oct 8-15	Oct 15-22	Oct 24, 2025	Complete

Content/ Deliverable Tracker : **SOCIAL MEDIA**

Deliverable	Content Owner	Accreditor/ GOCCNJ Review Window	Edit Window	Final GOCCNJ/ Accreditor Review	Launch Date	Status
Launch posts *(All have been scheduled)*	Katie/ Meagan/Githui	Oct 1-8	Oct 8-15	Oct 15-22	Nov 19, 2025	Complete
New years series	Katie/ Ellie/ Meagan	Dec 1-5	Dec 8-12	Dec 15-19	Jan 5, 2026	Complete
NHDD (April 16) series	Katie/ Ellie/ Meagan	March 9-13	March 16-20	March 23-27	April 2, 2026	Complete

Content/ Deliverable Tracker : **SOCIAL MEDIA CONTINUED**

Deliverable	Content Owner	Accreditor/ GOCCNJ Review Window	Edit Window	Final GOCCNJ/ Accreditor Review	Launch Date	Status
Outreach / Social media toolkit for C&C council members or team members	Katie/ Ellie/ Kelsey		Jan 19-23		Jan 28, 2026	Complete
GOCCNJ Newsletter/ Eblast	GOCCNJ team				Nov 30, 2025	Complete
Testimonials from past course attendees or professionals who have reviewed this new course *(GOCCNJ has updated testimonials for reviewers on a document here)*	GOCCNJ				Oct 31, 2025	Complete

Content/ Deliverable Tracker : **ADDITIONAL EXTERNAL**

Deliverable	Content Owner	Accreditor/ GOCCNJ Review Window	Edit Window	Final GOCCNJ/ Accreditor Review	Launch Date	Status
Feature course in C&C's October National newsletter	Aly/ Ellie	Natl Newsletter Oct 1-8	Natl Newsletter Oct 8-15	Natl Newsletter Oct 15-22	Oct 29, 2025	Complete
Feature course in C&C's November CYJ newsletter	Katie	Engagement Newsletter Nov 3-5	Engagement Newsletter Nov 5-7	Engagement Newsletter Nov 10-12	Nov 8, 2025	Complete
Public News Service story - in NJ and FL	Ellie/ Meagan/ David				Nov 19, 2025	Complete
C&C Palm Card (focus on printed/tabling material)	Ellie/ Alyssa/ Frankie	Jan 19-23	Jan 26-30	Feb 2-6	Feb 9, 2026	Complete
Testimonials from C&C leadership council members	Meagan/ Ellie				Dec 19, 2025	Complete
Webinar - January	Katie/ Meagan/ GOCCNJ	Jan 12-16	Jan 19-23	Jan 26-29	Jan 29, 2026	Complete

Social Media Strategy/ Launch Plan (Katie)

- Please review the proposed posts in the Joint Social Media Toolkit
- Prioritize LinkedIn for social media posts
  - General invitation post
  - Post about healthcare trends related to the course to spark interest in the course with an invitation to register at the end
- Running ads targeting clinicians both in NJ and nationwide
  - Joint short video providing a preview of the course
- Content - Focus on testimonials and real stories
- Content - Emphasize course benefits, what it offers professionals
- Joint email to Physicians, pharmacists, and other interested professionals in our universe
  - Target: Clinicians who are in our current email lists
  - Provide speaker bios and course benefits
- Joint social media posts with GOCCNJ
  - Note accreditor language above; will not need to include in every post, but is needed for other website information.
- Partner with thought leaders in the Medical Space to promote the event on their social media or provide a quote - especially those already
  - Dr. Samantha Nagengast - Medical Director of the Palliative Medicine and Supportive Care Program at RWJUH New Brunswick and Rutgers Cancer Institute of New Jersey
    - May already be in GOCCNJ universe - she was on the Host Committee for the Legacy of Care Tribute in May
  - Dr. Sara N. Pagliaro - Chief Medical Officer at Samaritan which provides hospice care in Southern NJ
  - Dr. Nelson Aluya - Chief Medical Director of the Newark community health center in New Jersey
- SMS blast to professionals in our universe as a last minute reminder to sign-up
  - LMS will automatically send reminders to get individuals to complete the course once they started