

Total FTEs – 5.20 FTEs

Total Budget – \$531,685

2019-04-18-BOH-Program-update

Dan Flaherty
Manager, Communications

Healthcare
Provider
Outreach

Media Relations

Advertising and
Promotion

Online Activities

Graphic Services
Procurement

MLHU Annual
Report

Staff Recognition

Highlights:

- MLHU Annual Report
- Implementation of New Corporate Branding and Graphics Standards
- Continued development of Healthcare Provider Outreach Program
- Enhancement of the MLHU's online presence – expansion of new social media platforms, campaigns (through website and social media), audience engagement (contests, etc.), generating audience impressions
- Building capacity for enhanced public-facing communication across MLHU