

<b>Submission Date</b>	2015-02-25 08:17:10
<b>Organization Name</b>	Conn. Health I-Team, Inc.
<b>Tax-exempt status</b>	501(c)(3) organization
<b>EIN of organization (or of fiscal sponsor's organization)</b>	
<b>Website address</b>	<a href="http://www.c-hit.org">www.c-hit.org</a>
<b>Phone Number</b>	
<b>Applicant's name</b>	Lynne DeLucia
<b>Title:</b>	editor
<b>Contact email</b>	
<b>Proposed Project Start Date</b>	05-02-2015
<b>Anticipated Project End Date</b>	12-01-2015
<b>Total estimated budget for the proposed project</b>	\$65,500
<b>Request amount from the INNOvation Fund:</b>	\$20,000
<b>What is the total annual budget for your organization or, if you are a fiscally-sponsored project of another organization, the total annual budget for your fiscally-sponsored project.</b>	\$250,000
<b>In two or three sentences, describe your organization's purpose and audience.</b>	C-HIT is dedicated to producing high-impact public service journalism on key health and safety issues that engage and empower consumers to make informed health care choices. We have more than 1.2 million readers through 14 media partnerships with newspapers, local websites, WNPR, and TV stations, among others in CT.
<b>Describe in detail the business experiment for which you are requesting funds. How does it fit with your sustainability plans? Explain the need for this project, and how you expect it to increase revenue and/or audience engagement.</b>	<p>C-HIT is the leading source of health and safety news in Connecticut, writing about both the prevalence of health conditions and the systems that are in place to improve health and protect consumers. We are seeking to go a step further by hosting a Health Fair, called "C-HIT Screen Shots," in the fall that will invite the public to come learn about and receive some basic primary health care, such as: a flu shot, blood pressure check, breathing test, mammography. We will have a wide-array of clinicians who will talk to participants about some essential screenings and answer questions. The focus will be primary care and acquainting new health care consumers with the advantages of preventive care. Health professions know regular use of primary health results in better health outcomes for individuals. Yet, we have learned that thousands in Connecticut who have insurance, many for the first time under the Affordable Care Act, are not taking advantage of their free annual wellness visit.</p> <p>With over 250,000 new health care consumers in Connecticut, the Health Fair's first goal is to emphasize the importance of an annual check-up and screenings for chronic diseases such as asthma, hypertension, diabetes, and colon, lung and breast cancers. The event will allow us to partner, in a different and pro-active way, with some of the institutions we cover regularly</p>

in our stories -- often critically, when there are lapses in care. We will invite hospitals, health insurers and other providers to showcase both routine and innovative primary care screening tools at our event and to participate in discussions on promoting health and managing chronic conditions. We already secured a major sponsor, ConnectiCare, a major insurer, and Hartford HealthCare, has invited us present a sponsorship package to them.

In the months leading up to the fair, C-HIT will use social media tools to ask our CT audience to tell us what health topics they would like featured at our Health Fair. We will use that input to help us decide which topics to showcase, among them: heart/hypertension, diabetes, cancer and obesity. This event will give C-HIT an opportunity to expand and diversify its sponsorship base -- by reaching major corporations, small business owners and community-based groups. C-HIT needs to expand its evolution from foundation funding to a self-sustaining model that incorporates revenue-generating programs like this event into a constellation of private funding initiatives, including paying media partners, sponsors, donors, public forums and journalism training camps.

"C-HIT Screen Shots" also will allow us to build new and different relationships with the providers we have covered aggressively for the last four years, as we seek their input and participation in spreading the word about health screenings to the larger population, particularly disenfranchised and low-income people in urban areas of Connecticut.

**Which of the following statements best describes your proposed business experiment?**

Principally a revenue-generating project that is part of a larger plan to host events and sell sponsorships AND an audience-driven project that we hope to monetize with individual contributions in the future.

**Is this a new project?**

New project. We have not done this before.

**Who will help carry out the project? Describe the key staff and capabilities. If you plan to use outside partners, consultants, or vendors, tell us why you chose them (or how you will select them). Will you need to hire additional fulltime or part-time help to complete your proposed project?**

Lynne DeLucia and Lisa Chedekel, C-HIT co-founders, will be in charge of Health Fair planning and oversight on showcasing a variety of health care clinicians and doctors that speak to the importance of primary care from annual check-ups to regular screenings.

We will contract an event planner to help book the various health care professionals for this fair.

Laura Gabrielle of Greenwich, CT, is under contract with C-HIT and has years of experience in fundraising for non-profits and media companies. She will work with us to develop a strategic plan that includes selling sponsorships, identifying individual donors, marketing, promotion and attracting attendees.

This fair will be supported by Connecticare, an insurance company that promotes health screenings, the Connecticut Health Foundation, and the Universal Health Care Foundation, both early backers of C-HIT, who will assist us to get invitations to the state's diverse population, especially under-served minority groups.

C-HIT's strong pool of freelancers and media partners will help generate interest and buzz in C-HIT Screen Shots by writing stories in advance of the event on related health problems and the merits of screening.

**How will you measure progress? Please be specific and concrete about the metrics you will use? Suggestion: Keep the number of suggested metrics limited and make sure that they are actually measuring the results of the proposed business experiment.**

In terms of gaining audience, we will be able to track new C-HIT followers through our website and social media metrics in the months following our health fair. C-HIT saw a bump in web visits, facebook likes and clicks, twitter followers and retweets after our women's health forum in 2014. We have been successful in maintaining that growth into 2015. We want to capitalize on our momentum, continuing to build audience and NEW revenue sources this year.

In terms of new revenue, we will be able to account for sponsorships sold and gifts made by individual donors as a result of this event.

**Using those metrics, how will you know you have succeeded in meeting the objectives for the business experiment. Please be as specific as possible.**

We will know in three ways: Sponsorship sales, increased C-HIT and partner site traffic, and greater social media interaction.

Our October 2014 public forum on breast cancer generated more than \$25,000 in new C-HIT revenue from corporate sponsorships.

Since that event, C-HIT site hits have grown. For example, on Feb. 20, one of our stories broke 2,000 hits in one day, a record. This tells us we have regular readers who "tell their friends" when they see something special.

Further, we know our paying partner sites experience this same phenomenon on their sites in far greater proportion, ultimately making our content more valuable. Our social media profile has also grown as a result of our first event. Groups we didn't know existed but met in the context of our breast cancer forum now 'like,' retweet and forward our content. Moving to two events per year in 2015 – of which the Health Fair will be a staple – will increase C-HIT's revenue and grow its community stature.

**How will INN be able to validate the metrics and how the project did using those metrics?**

We keep detailed, verifiable records on attendance and sponsorship sales, which we are proud to share with INN.

**What do you hope to learn from this project, and how do you hope to apply what you've learned over the long term?**

C-HIT has established itself as a high quality, highly competitive source of medical information for Connecticut residents. Our goal is to establish a financial platform more reliant on private sources than foundation grants. We learned from our first event – an Oct. 2014, a women's health conference on breast cancer, which drew 140 attendees and raised slightly more than \$25,000 in sponsorships – that we could produce a high-quality event that could generate meaningful revenue that answers our commitment serve our audience. We believe we can build on that experience by hosting a fair with a broad range of health care topics. It will teach us through audience engagement what key health issues are of interest and what health topics sponsors are willing to back financially. Moreover, hosting events will help us continue to expand our visibility, which will lead to a larger audience and also strengthen our individual donor reach.

**Why are you the right organization and team to do this project?**

In just four years, C –HIT used foundation grants to establish a solid performance base and is poised to move ahead. Since December 2010, C-HIT has stayed true to its mission to engage and inform a readership that wants to make good health care choices. We fill a void in state health coverage by producing a steady stream of stories that focus on systemic problems within the health care system. Our media partners rely on us to report on quality of care in hospitals, clinics and nursing homes. Our readers are better able to judge the value of care provided by doctors, home health care agencies and their impact on consumers. We have established a team of reporters matched to their areas of expertise in health to produce the best possible stories. Their work is showcased statewide by our media partners. People in CT identify us by our health coverage as they do no other media outlet in CT.

**How is this project similar/different than other projects you've researched ahead of this proposal? What can you learn that is different from what others have already tried?**

This project engages our audience in a new way -- asking them in advance for suggestions on what they would like featured at our Health Fair. It also gives us an opportunity to obtain feedback from readers on what they are interested in having C-HIT write about in the area of primary health. In the past, C-HIT has relied on its staff -- with expertise in various aspects of health -- to pitch and write in-depth stories. This audience engagement is a different approach for us in terms of coverage and shaping a public event. (our first health fair).

**Why is this project timely? Why is now a good time to undertake this project?**

Primary health care is key to better health outcomes for individuals. Since implementation of the ACA, more than 250,000 CT residents now have health care coverage, but many who have insurance for the first time are not taking advantage of their benefits. C-HIT sees its Health Fair as an opportunity to merge its mission – bringing people important information on all aspects of health – with its goal of establishing sustainable self-sufficiency.

**Upload your project budget**

[INN-Knight4.docx](#)

**Optional: if you wish, you may provide additional material about your project, including screenshots, plans, marketing material, or estimates from vendors who will help you carry**

[C-HIT\\_InnovationFund.xlsx](#)

**out your project. If you have more than one file, please package them as a single .ZIP file before uploading.**