

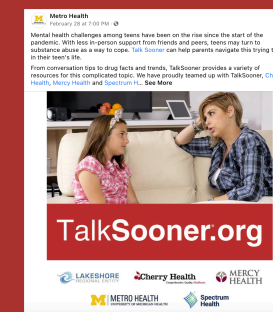
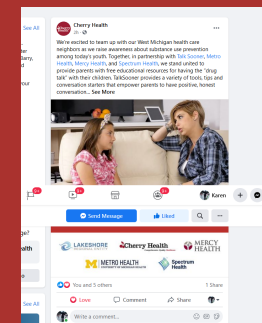
TalkSooner.org

Attachment 4



1. HOSPITAL PARTNERSHIP UPDATE

- Media coverage of partnership:
- Social engagement on hospital channels underway beginning week of Feb. 8
- Continued relationship building, digital assets for social media
- Exploring provider meeting to hear “voice of customer” – (parents & pediatrician)



2. GRPS – outreach underway to parents in Feb./March

3. PRIORITY HEALTH – opportunity to expand to specific members (Medicare) in review

4. mParks/MDNR – continuing conversations in March

5. Meijer pharmacy - in review – partnership with “TakeBack” receptacle