Bureau of Health Workforce
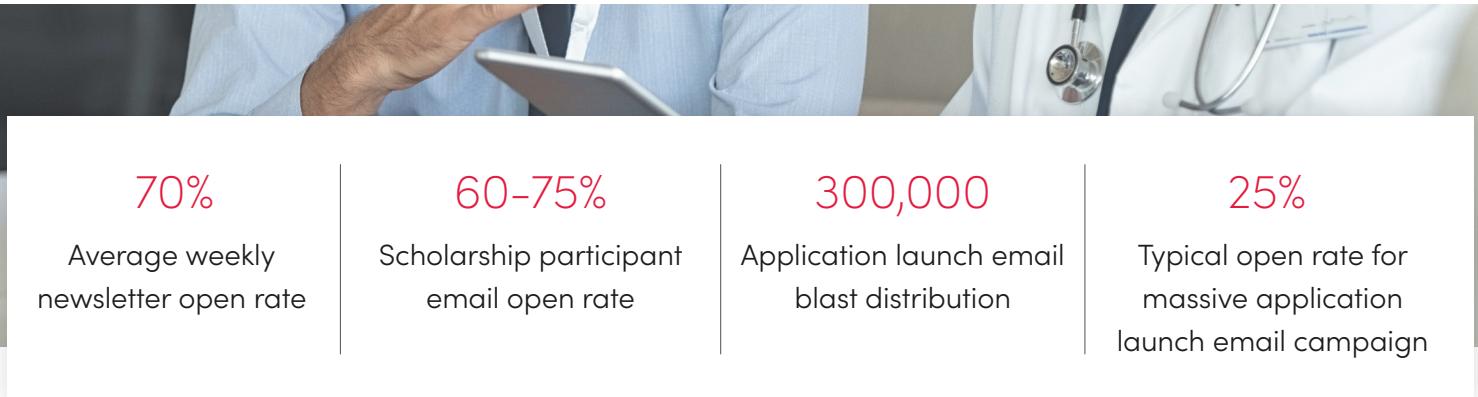
How the Bureau of Health Workforce used an Internal Newsletter to Unite their Agency and Consolidate Communications

70%	**60–75%**	**300,000**	**25%**
Average weekly newsletter open rate	Scholarship participant email open rate	Application launch email blast distribution	Typical open rate for massive application launch email campaign

OVERVIEW

The Bureau of Health Workforce (BHW) is an office within the U.S. Department of Health and Human Services (HHS) that administers programs that to strengthen the health workforce and connect skilled medical professionals to underserved people in rural, urban, and tribal communities across the United States. The Division of External Affairs was tasked with overhauling and consolidating communications within the bureau and stepped up to create an e-newsletter called *BHW Vitals* that did that, and much more.

SITUATION | SILOED AND SCATTERED

An internal survey in 2020 revealed that many felt siloed and poorly informed of what was happening beyond the programs they were working on directly; this issue was exacerbated by the pandemic and remote work. Focus groups also showed employees felt overwhelmed by the sheer volume of emails they received. When the Division of External Affairs took over the internal communications role, their challenge was clear: inform the BHW workforce about things that matter to them; reduce the volume of email; and create timely, consistent communications.

SOLUTION | CONSOLIDATED AND SCANNABLE

The internal communications team decided an email newsletter was the best way to consolidate the volume of messages sent. Hosted by govDelivery — our digital marketing platform for government — *BHW Vitals* was born.

RESULTS | CONVERSATIONAL AND CULTURE-SHAPING

Using an intentionally conversational, employee-focused tone, the newsletter has helped to minimize the number of emails sent, but it has also had an effect the communications team didn't expect: it has become a of part of the organization's culture. The bureau uses govDelivery to support *BHW Vitals* as well as all their programs designed to strengthen the health workforce. BHW was able to award funding to a record number of new and existing healthcare professionals in underserved communities due — in part — to their ability to get the word out using govDelivery.

MUST HAVE SOLUTION

govDelivery

" was pleasantly surprised by how many people consistently engaged with it and opened it week after week, clicking through links for additional information on a subject. We tried to highlight the right mix of information, but also include items that are more personal for fun."

Melissa LaCombe, Branch Chief, Division of External Affairs