Problem: The SHIP Health Action Newsletter had consistently low click rates for each week’s publication. The “click rate” is the percent of clicks that hyperlinks in each newsletter article receive relative to each publication. Click rates can be used as a proxy for how engaging articles are.

If... the SHIP team addresses the stakeholder’s suggested areas of improvement... then the SHIP newsletter will see an increase in click rates.

Following the August survey, changes to the priority of article types was tailored to customer feedback, as well as the deadline for time-sensitive items. Other changes include creating a call for submissions so stakeholders may submit items to the SHIP team.

The average click rate increased in the 25 weeks following the intervention than the 25 before.

We will “adapt” the findings from the survey by creating a submission process, increasing priority of items and topics, and by instituting a deadline for articles.

Findings and action items were published on the website, a SHIP email address will be created and monitored, a call for submissions will be published and updated annually.