Problem:
Secretary of the Department of Health (then DHMH) indicated a need for change to align the SHIP newsletter formatting to that of the MDH newsletter.

6. Test the theory.
Make change!

Staff made changes to the format (e.g., one column, fewer colors, adjustable article format, and less complex image formatting). This change intended to cater to customers on mobile devices.

7. Study the results.

The average rates for the month after the change were higher for both.

Click Rate
13.53% 18.63%
13.28% 17.43%
Before After Before After

8. Adopt, adapt, or abandon.

The format was adopted because it complied with the request from leadership and raised the rate of opens on mobile devices and of clicks per newsletter.


The mobile-friendly format will be maintained in the newsletter. Questions about format will be included in future communications surveys.