



Marketing Strategies for Sustainable Client Recruitment and HIV Services

Thursday, October 31, 2019
2:30 – 4:00 PM EST
FREE

Be part of an opportunity to help shape how your organization approaches and creates marketing strategies in the years to come! Via a dynamic panel discussion, **participants in this free webinar** will learn marketing skills that support long-term success and viability of their ASO/CBO's mission.

Experts in HIV service delivery, health promotion, and infrastructure development will share lessons learned, outreach strategies, and ways to improve recruitment and retention of clients. Throughout the webinar, attendees will be invited to submit questions which will be collaboratively answered through each panelist's lens of expertise.

Join this interactive webinar and experience a unique and empowering opportunity to gain valuable skills and knowledge of multi-faceted marketing perspectives to support organizational sustainability.

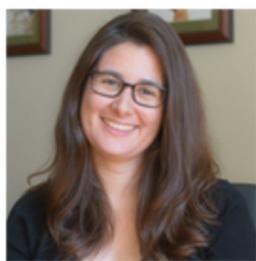
This webinar is intended for Ryan White providers and other HIV care, treatment, and prevention service providers.

The Primary Care Development Corporation's (PCDC) HRSA-funded **Sustainable Strategies for Ryan White HIV/AIDS Program (RWHAP) Community Organizations** project is hosting this free webinar.

Have specific marketing questions for your ASO/CBO or need a deeper dive on a particular webinar topic? Please **join us on Thursday, November 7 at 2:30 EST** for office hours with our webinar marketing experts. The office hours link will be provided after completing the webinar.

REGISTER

PANELISTS



Kristin Potterbusch, MPH
Program Director, National TA & Training
Center for Ryan White Sustainable Strategies
Primary Care Development Corporation



Oscar Marquez
Senior Project Manager, High Impact
Prevention (HIP) in Health Care
Primary Care Development Corporation



Jack Marsh
Outreach Specialist
*Association for the Advancement of
Mexican Americans*



Rachel Goodell
Health & Wellness Marketing Associate
Smith & Associates

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About the Program

PCDC's **Sustainable Strategies for RWHAP Community Organizations** initiative is a three-year, U.S. Health Resources and Services Administration (HRSA)-funded cooperative agreement. The goal of this National Training (T) and Technical Assistance (TA) program is to support ASOs and CBOs in increasing their capacity to improve engagement and retention of People Living with HIV in care by enhancing service models or partnering with service providers within the health care system. Components of the program include a national needs assessment, multiple self-study modules, learning communities, individualized triage to one-to-one T/TA providers, and other information and resources.

For more information about the Sustainable Strategies for RWHAP Community Organizations program, please contact us at:

T: (212) 437-3960
E: hrsa@pcdc.org

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