

Public Relations – Sam Cagle

It's not your Mother's Health Fair

Early this week, I contacted Shari Purves-Sapila, the Blue Cross/Blue Shield's health fair scheduler, to discuss how this year's FEHBP vendors in Washington were planning to reach their audience of federal employees and retirees.

Her response, "They are going to be virtual".

Unlike in previous years, where health care vendor teams scheduled visits to government agencies (and NARFE chapters frequently participated with representatives, NARFE magazines and recruiting materials), the 2020 vendors will instead provide online webinars and "ZOOM" type meetings that will be made available to federal employees and retirees.

In his Service Officer report to this meeting, Charlie Caughlin, describes his experience with the vendors in Oregon and Vancouver, WA. Our experience in the rest of Washington should be similar.

Help spread the Word

One thing that we in the Federation and our Chapters can do it to help get the information on the webinars and Zoom meetings out to our members. Please help pass the word!

But, But....

Sadly, however, these changes also mean we will lose our primary recruiting opportunity. Particularly in this time of COVID-19, we need to be alert to ways to reach our federal and retiree audiences.

Be Prepared

While you are looking for recruiting opportunities, it still pays to be prepared. Since last health fair season, NARFE has updated/redesigned most of their publications, including recruiting materials. Time to go through and recycle outdated materials, then reorder an appropriately sized stash of new stuff. Be prepared.