

# Telehealth Marketing & Outreach

Wilderness Health, Two Harbors, Minnesota  
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## ORGANIZATIONAL OVERVIEW

Founded in 2013, Wilderness Health is a 501(c)(3) non-profit collaborative network of nine independent health care facilities in Northeastern MN and Northwestern WI. Our mission is to advance patient and community health outcomes, improve the patient and care team experience, and lower the costs of providing health care services. Our strategic plan focuses on three primary priorities: access and innovation, advancing quality-focused care, and workforce development.

## Let Us Help Campaign – What & Why

The Let Us Help Campaign was designed to encourage patients in our area to seek help for their mental and behavioral health needs. Through this campaign we worked with marketing company, Hailey Sault, and our community members to create personas to better understand our communities. These personas helped us to develop materials that addressed different audiences to make every community member feel that help is available for them.

## Let Us Help - Personas

Wilderness Health developed seven personas. Four were personas centered on community members experiencing Mental and behavioral Health illnesses. One persona was a loved one persona and helped us to educate families of patients on how they can help. Two were provider personas.



Kayla Parenting Solo | 35



Finley Emerging Identity | 16



Jack Independent Veteran | 79

## CONTACT INFORMATION

- [info@wildernesshealthmn.org](mailto:info@wildernesshealthmn.org)
- <https://wildernesshealthmn.org/telehealth/>

## OTHER OUTREACH MATERIALS

- Mental & Behavioral Health Resource Rack Cards by County
- Patient Telehealth Guides
- Provider Telehealth Guides
- Informational Articles to the Community
- Child and Teen Check-up Educational Materials

NORTH ST. LOUIS COUNTY MENTAL & BEHAVIORAL HEALTH HELP OPTIONS	COOK COUNTY MENTAL & BEHAVIORAL HEALTH HELP OPTIONS
<p><b>IMMEDIATE ASSISTANCE:</b> Emergencies: Call 911 Let's Talk: (844)-772-4724 Suicide and Crisis Lifeline: Text or Call 988 Veteran Lifeline: 988 (Option 1)</p>	<p><b>IMMEDIATE ASSISTANCE:</b> Emergencies: Call 911 Let's Talk: (844)-772-4724 Suicide and Crisis Lifeline: Text or Call 988 Veteran Lifeline: 988 (Option 1)</p>
<p><b>PEER HELP:</b> Dual Recovery Anonymous: (218)-786-2836 MN Warmline: 855-WARMLINE or Text Support to 85511 NAMI Family Support Group: (920)-452-5152</p>	<p><b>PEER HELP:</b> Peer Recovery Support Grand Portage Human Services: (218)-475-2453 North Shore Mental Health Group peer-led support: nsmentalhealth@gmail.com MN Warmline: 855-WARMLINE or Text Support to 85511 NAMI Family Support Group: (920)-452-5152</p>

## Future Substance Use Disorder & Telehealth Outreach Campaigns

Wilderness Health is currently working on an outreach campaign to encourage community members with Substance Use Disorder (SUD) to seek help. We have continued to use our personas to keep messaging focused on our community members. In addition to a SUD campaign, we have used our media following on TikTok and Instagram to promote Telehealth, focusing on barriers commonly experienced in our communities.

YOUR NEIGHBORS ARE USING TELEHEALTH WHY AREN'T YOU?

