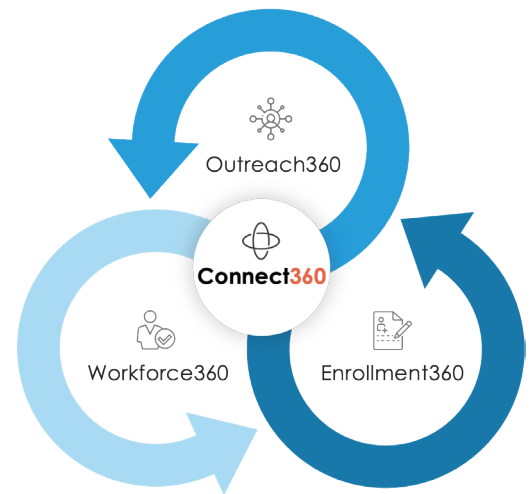


INTRODUCING: **Connect360**

OUR PROVEN APPROACH TO **CONNECTING** **COMMUNICATIONS** TO **EXPERIENCE**

A suite of solutions designed
to **build transparency**
— the cornerstone of
trust — through digital
communications.



Digital transformation promises to bring scale, efficiency, and accessibility. But digital transformation is a long process that comes with organizational challenges that can delay meaningful improvements to customer experience.

While government works to modernize mission delivery, trust can be eroded with confusing or infrequent communication. Feelings of anxiety can quickly turn into mistrust when a status is not clear or the right next step is hard to anticipate:

- “Does government have my best interest in mind?”
- “Do they understand what my experience has been?”
- “Do they want me to succeed or fail?”

By managing people’s expectations, educating on next steps, or providing status updates, our proven approach to aligning digital communications to a customer journey can reduce program risk and build staff capacity.

Our **Connect360** solutions are tailored to align with your agency's goals, including:



For government to guide **8 people** to submit an application online, they first need **6,000 people** to be aware of the program.*

Activate Our Starter Packages Today!

Account Health & Roadmap

Designed for current govDelivery customers to identify gaps and build a roadmap to unified, data-driven, multichannel experiences.

Fundamentals

Efficiently identify your strategic needs and audiences, build and deploy custom campaigns, and set the foundation for future communications.

10+ years of connecting communications to experience for government. With insight from across our 6,000 local, state, and federal customers, our proven approach is built from deep understanding of government's missions, the people they serve, and the desired outcomes.

- Since 2013, helped a **massive federal public health agency** scale its outreach, both year-round and during its open enrollment periods, using email and SMS to drive millions of Americans to better understand and select health plans.
- Partnered with **Virginia** since 2018 when it first expanded Medicaid coverage, and now supporting several large states with their 2023 **Medicaid Unwinding** efforts.
- Supported the **Department of Labor** to drive applications to the Hire Vets Medallion Program, helping to expand that self-funded program through data-rich reporting and engagement.