

Case Study:

Colorado Office of eHealth Innovation (OeHI) Telehealth Awareness Campaign

Objective:

The Colorado Office of eHealth Innovation (OeHI) is the state's designated entity for coordinating health IT strategy, policy, and funding. OeHI partnered with Applichat to deliver a one-year telehealth awareness campaign in 2025. The multi-channel campaign targeted seven rural counties in Northwest Colorado and aimed to increase telehealth adoption, particularly among underserved communities.

Performance:

We developed and implemented a bilingual English-Spanish public awareness campaign with an educational website serving as the campaign hub. Through social media, digital advertising, local publications, and in-person outreach with community partners, the campaign addressed barriers to telehealth adoption, including trust, technology access, and affordability.

The campaign reached more than 40% of the population across the seven target counties, driving over 14,000 unique users to the educational website. Culturally transcreated Spanish-language content accounted for 32% of all campaign clicks, compared to 11% of Colorado's population that speaks Spanish, showing particularly strong interest and engagement from Spanish-speaking residents.

