Administration for Community Living

2021 SMP/SHIP National Conference

Virtual Meeting • Part Two–August 10-12, 2021

Program Branding, Outreach, & Using Social Media

SMP Research - ***Marissa Whitehouse***

SHIP Branding - ***Maggie Flowers***

Branding for Your Program - ***Nora Lindner***

OIG Social Media - ***Yvonne Gamble***

August 12, 2021

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SMP Research:
Identifying Efficient and Effective Methods to Target Medicare Beneficiaries at Risk for Fraud

Marissa Whitehouse

Administration for Community Living

Purpose

Contracted by ACL, RTI International conducted an environmental scan and interviews with subject matter experts (SMEs). The purpose of this study was to **provide ACL with a better understanding of the most efficient and effective methods to reach the SMP program's target audience** via outreach and media activities to prevent Medicare fraud.

Research Questions

1. Who is the **target audience** for SMPs (i.e., those most likely to be victims of Medicare fraud) and how does this compare with current beneficiaries being served?
2. What are the **current SMP approaches** for targeting Medicare beneficiaries at risk for fraud?
3. What **data or information** is available to help the SMP program and its federal partners target Medicare beneficiaries at risk for fraud?
4. What are the **most effective methods** to target those at risk?
5. What **challenges** exist in these current targeting methods employed?

Methods

1. An environmental scan that included reviews of:
    a. A total of 204 literature resources
    b. Existing SMP outreach materials
    c. Select SIRS data reports
    d. OIG SMP Reports
2. 15 Subject Matter Expert (SME) interviews
3. Thematic analyses

Preliminary Findings

#1. Who is the target audience for SMP outreach (i.e., those most likely to be victims of Medicare fraud) and how does this compare with current beneficiaries being served?

1. Factors impacting risk:
    a. Demographic variables
    b. Psychological vulnerabilities
    c. Behavioral or situational variables
2. National-level resources are generally broadly focused. Targeted outreach activities are mainly being done at state and local levels.
3. Health care providers were also identified as being at risk for fraud

#2. What are the current SMP approaches for targeting Medicare beneficiaries at risk for fraud?

1. Current approach priorities:
    a. Easily digestible and should continue to be so
    b. Shift to digital methods of dissemination
    c. Community gatekeepers

#3. What data or information is available to help the SMP program and its federal partners target Medicare beneficiaries at risk for fraud?

1. National data and information are available, but detailed data on specific populations may be lacking or access limited
2. Multiple approaches are used, but primarily through beneficiary-reported fraud
3. Collaboration is taking place at the national, state, and local levels

#4. What are the most effective methods to target those at risk?

1. A multipronged approach to outreach
2. Collaborating with gatekeepers
3. Leveraging current partnerships

#5. What challenges exist in these current targeting methods employed?

1. SMP targeted activity awareness
2. Beneficiary awareness
3. Cost

Recommendations in the works…

- Raise awareness of grantees' current activities
- Consider how ACL encourages funds to be spent
- Rethink what ACL requires re: sharing with peers
- Build upon relationships
- Focus on prevention
- Brainstorm opportunities to educate health care professionals

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SHIP Branding

Maggie Flowers
Administration for Community Living

SHIP Branding: What we heard…

A new logo is fine, but what we really need is program recognition. Beneficiaries don't know SHIP; they say things like…

I go to the AAA for services.

I talk to Jane at my senior center.

I talk with a counselor at the hospital.

There's help understanding Medicare?

SHIP Media Campaign

- Today's the day - **NEW** national SHIP materials for beneficiary outreach!
- ACL worked with BETAH to develop materials to help increase program recognition by using a unified message nationally.
- Materials include:
  - Program overview materials
  - Short animations in English and Spanish
  - And…

A New SHIP Logo

Branding for Your Program & Using the New SHIP Logo

Nora Lindner, MPH

Health Communications Project Manager

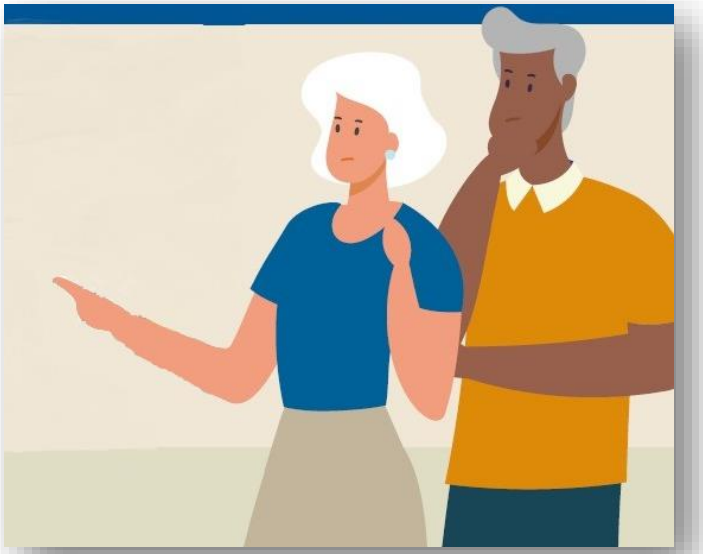
BETAH Associates

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

What is a brand?

- “A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association)
- Idea or image that people have in mind when they think of you
- Branding can include program name, logo, and tagline

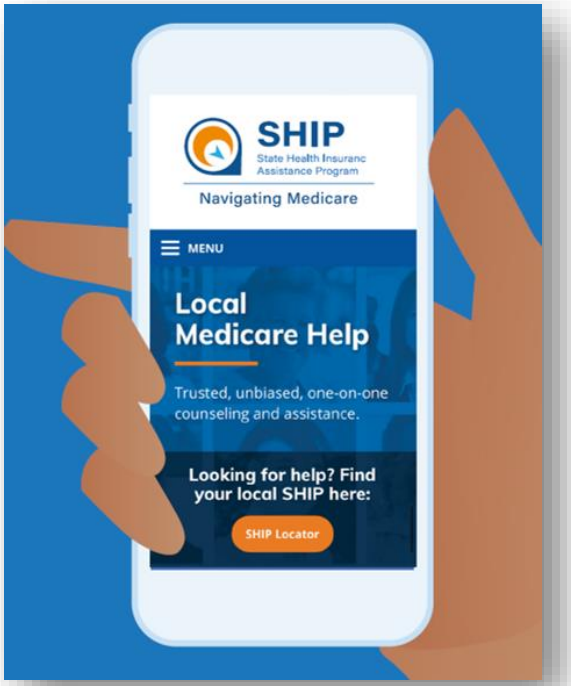


SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

Why We Brand

- A brand builds:
  - Awareness and recognition
  - Respect
  - Trust



SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

Why We Rebrand

- Create consistency
- Update to new standards for print and digital
- Bring clarity and simplicity to your message
- Chance to make some noise!

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

New SHIP Logo

Why Use the New SHIP Logo

- Consistency is key in building recognition and trust
- Makes referrals easier
- Shows credibility before your audience even reaches out

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

Why Use the New SHIP Logo Cont.

- The SHIP logo is the **primary visual representation** of the brand. Including it in materials and communications identifies you as part of a larger national network/program.
- Requirement of ACL cooperative agreement:

*"Each agency **must** use the program logos, as well as the appropriate disclaimer, on all public information materials."*

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

How to Use the New SHIP Logo

- Variations of the new logo:
  - Color, all-black, or all-white
  - Digital and print
  - Alternate layouts
  - “Navigating Medicare” tagline

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

SHIP Logo Variations

Co-branding with the New Logo

- If using the SHIP logo with Senior Medicare Patrol (SMP) logo:

New SHIP Branding

- Other guidance:
  - Colors
  - Fonts

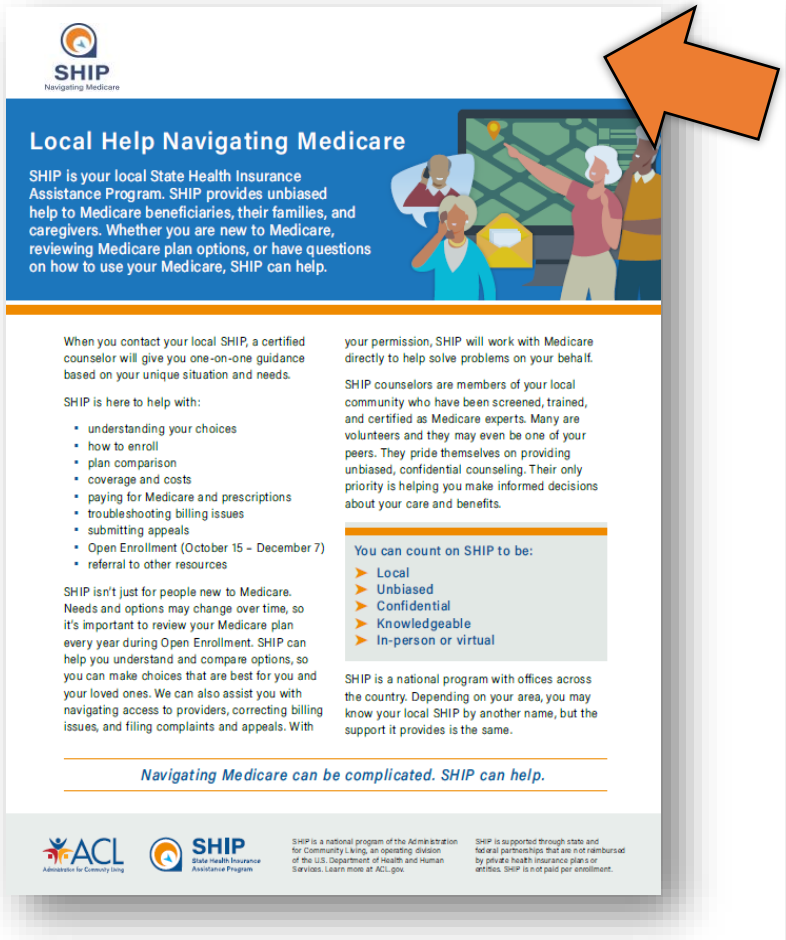
Pantone (PMS)	CMYK	RGB	Web
Process Cyan	C-100 M-0 Y-0 K-0	R-0 G-174 B-239	00aeef
144	C-3 M-54 Y-100 K-0	R-241 G-138 B-0	f18c20
7462	C-100 M-77 Y-18 K-0	R-7 G-82 B-145	075190
285	C-85 M-50 Y-0 K-0	R-28 G-117 B-188	0e76bc

SHIP State Health Insurance Assistance Program

SMP Senior Medicare Patrol

Customizable Materials

- We want to make it easy for you!
- Add your program name, logo, and contact information to new materials
- Tell us what else you need



SHIP
Navigating Medicare

Local Help Navigating Medicare

SHIP is your local State Health Insurance Assistance Program. SHIP provides unbiased help to Medicare beneficiaries, their families, and caregivers. Whether you are new to Medicare, reviewing Medicare plan options, or have questions on how to use your Medicare, SHIP can help.

When you contact your local SHIP, a certified counselor will give you one-on-one guidance based on your unique situation and needs.

SHIP is here to help with:

- understanding your choices
- how to enroll
- plan comparison
- coverage and costs
- paying for Medicare and prescriptions
- troubleshooting billing issues
- submitting appeals
- Open Enrollment (October 15 – December 7)
- referral to other resources

SHIP isn't just for people new to Medicare. Needs and options may change over time, so it's important to review your Medicare plan every year during Open Enrollment. SHIP can help you understand and compare options, so you can make choices that are best for you and your loved ones. We can also assist you with navigating access to providers, correcting billing issues, and filing complaints and appeals. With your permission, SHIP will work with Medicare directly to help solve problems on your behalf.

SHIP counselors are members of your local community who have been screened, trained, and certified as Medicare experts. Many are volunteers and they may even be one of your peers. They pride themselves on providing unbiased, confidential counseling. Their only priority is helping you make informed decisions about your care and benefits.

You can count on SHIP to be:

- Local
- Unbiased
- Confidential
- Knowledgeable
- In-person or virtual

SHIP is a national program with offices across the country. Depending on your area, you may know your local SHIP by another name, but the support it provides is the same.

Navigating Medicare can be complicated. SHIP can help.

ACL Administration for Community Living

SHIP State Health Insurance Assistance Program

SHIP is a national program of the Administration for Community Living, an operating division of the U.S. Department of Health and Human Services. Learn more at ACL.gov.

SHIP is supported through state and federal partnerships that are not reimbursed by private health insurance plans or entities. SHIP is not paid per enrollment.

Visit the **SHIP TA Center Library** at shiphelp.org to access materials.

Thank you!

- Questions about the new branding and materials

Maggie Flowers
SHIP/MIPPA Program Manager, ACL
Margaret.Flowers@acl.hhs.gov

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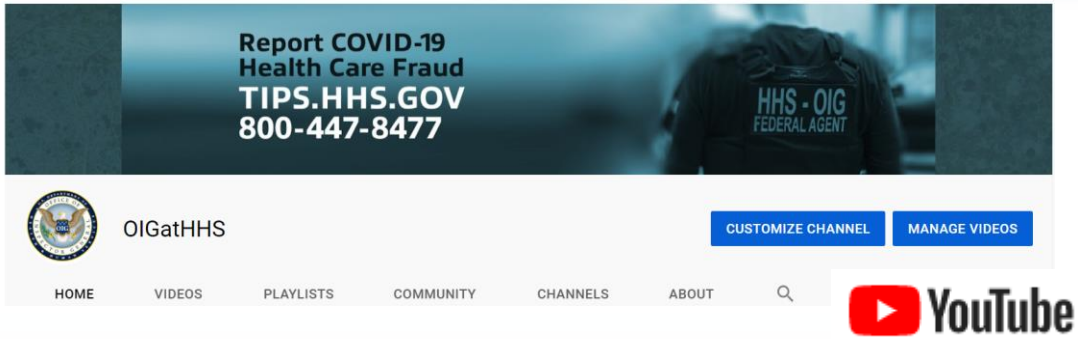
Leveraging the Power of Social Media

Yvonne Gamble
U.S. Department of Health and Human Services
Office of Inspector General

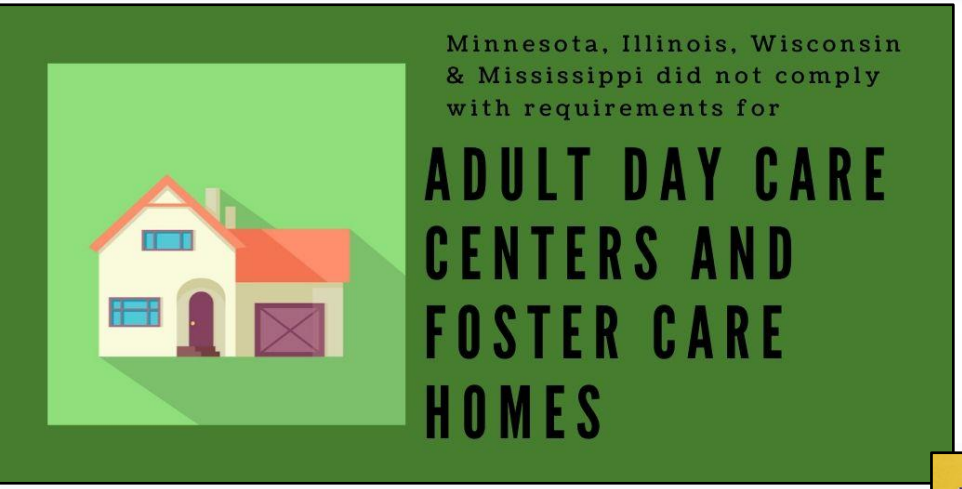
AGENDA

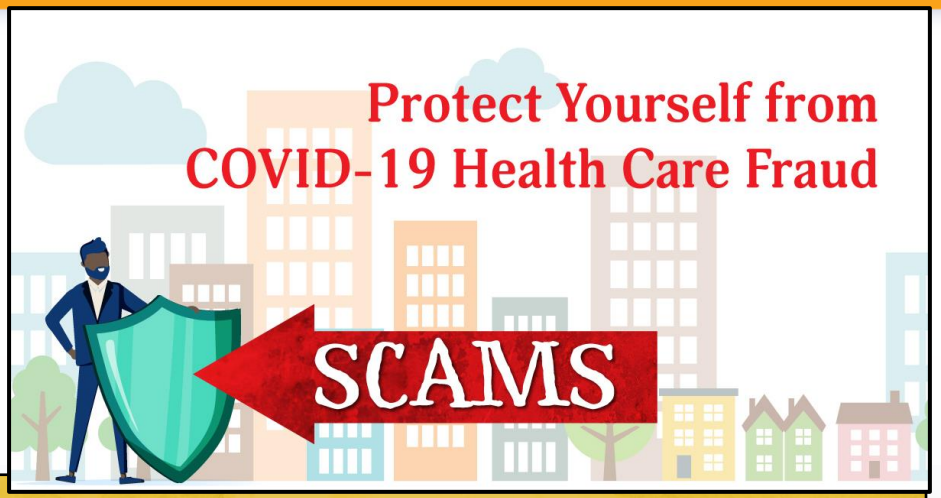
- Overview of HHS-OIG Social Media Platforms
- Branding
- Audience/Partner Engagement
- Analytics
- Tips

OVERVIEW: HHS-OIG ON SOCIAL MEDIA

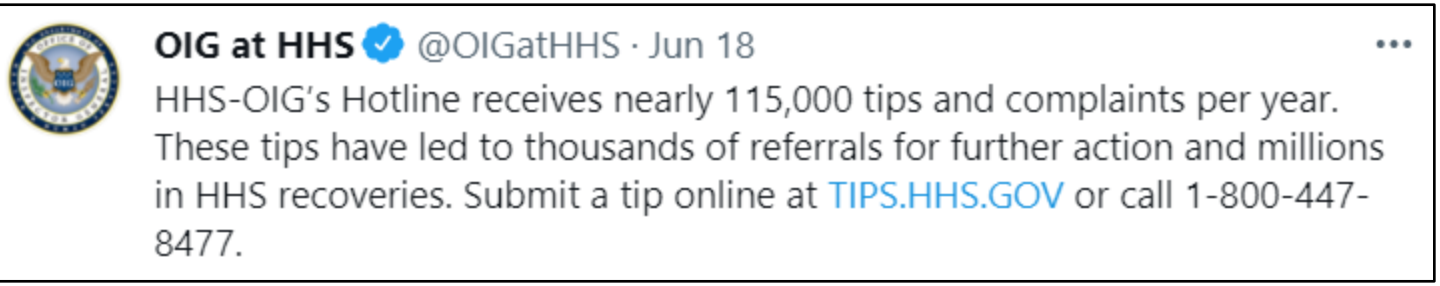


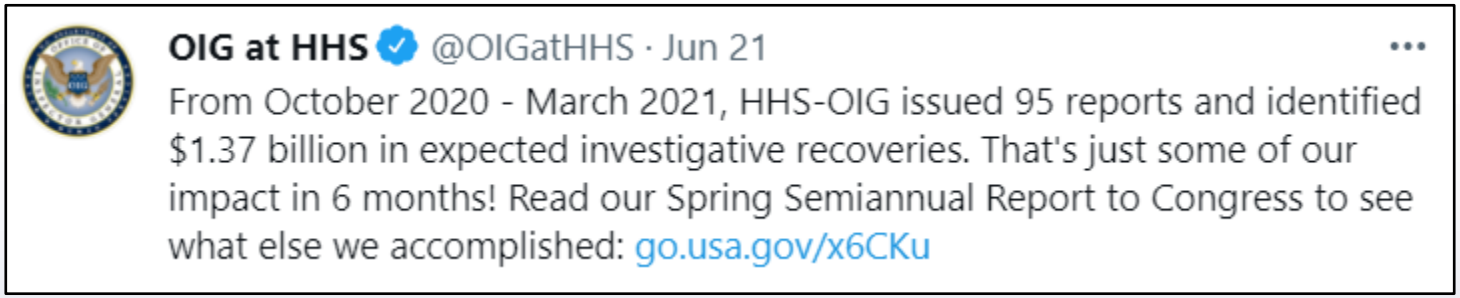
BRANDING: GRAPHICS

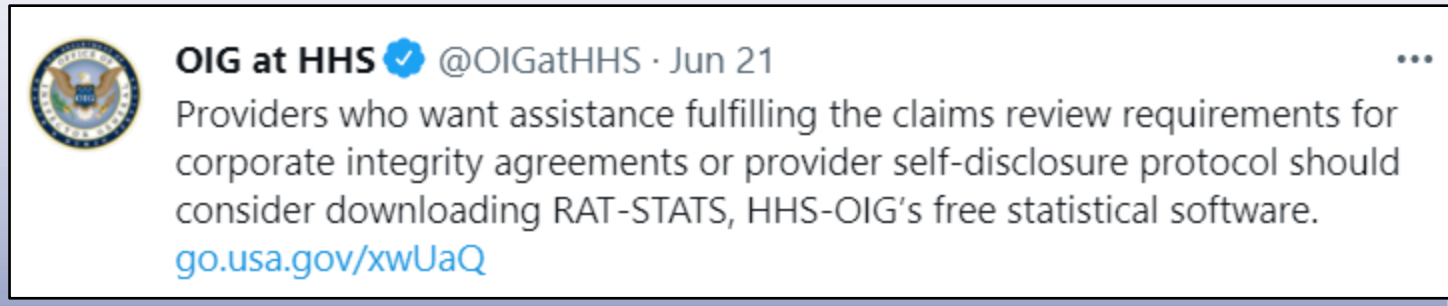




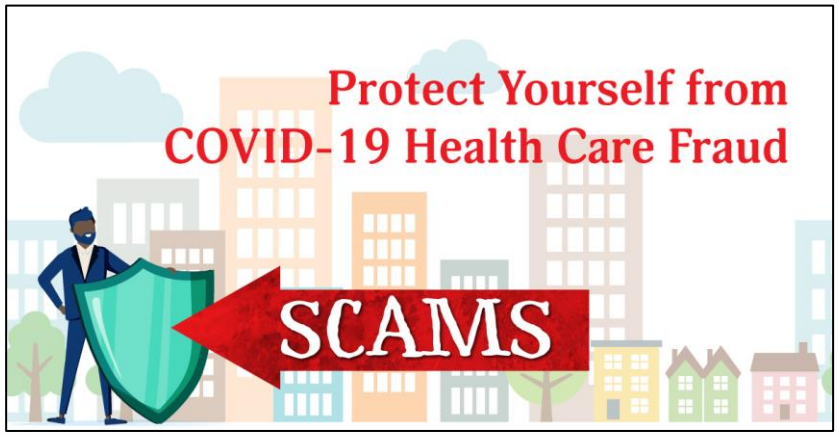
BRANDING: WRITING FOR SOCIAL MEDIA



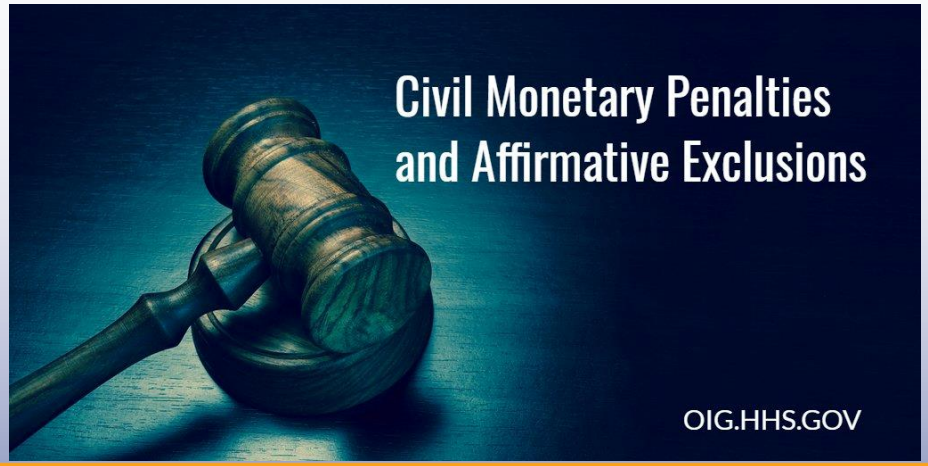




BRANDING: BEST PRACTICES



BRANDING: SIMPLE IS FINE

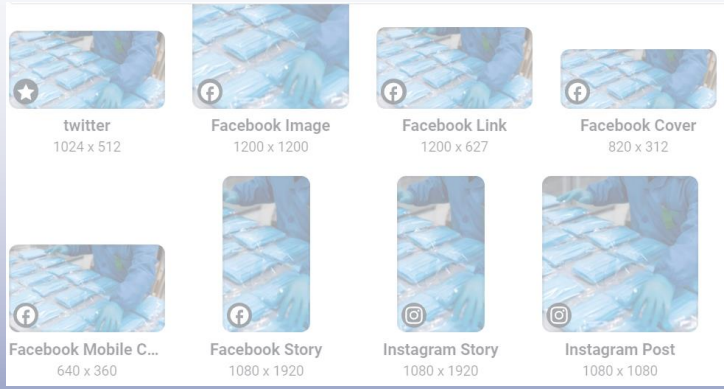


BRANDING: GRAPHIC SIZE

Social Media Image Sizes 2021

Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x1500	1128 x 191

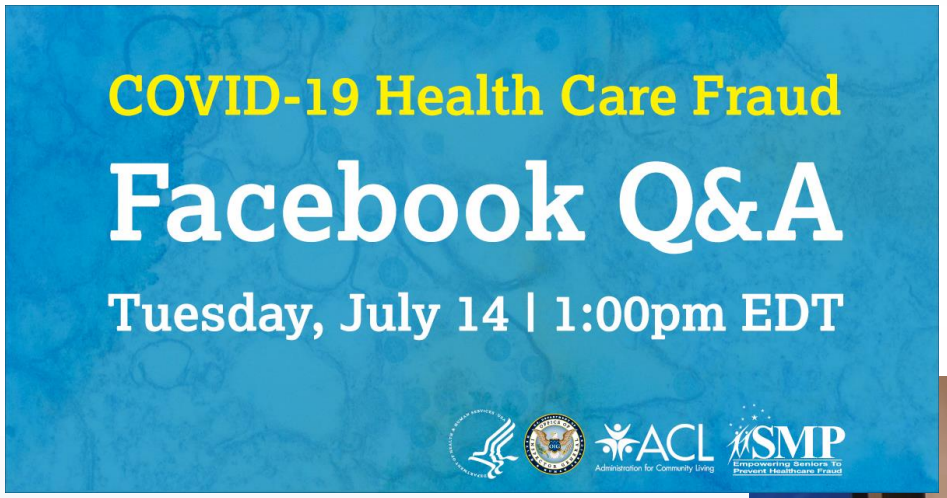
Hootsuite



AUDIENCE ENGAGEMENT

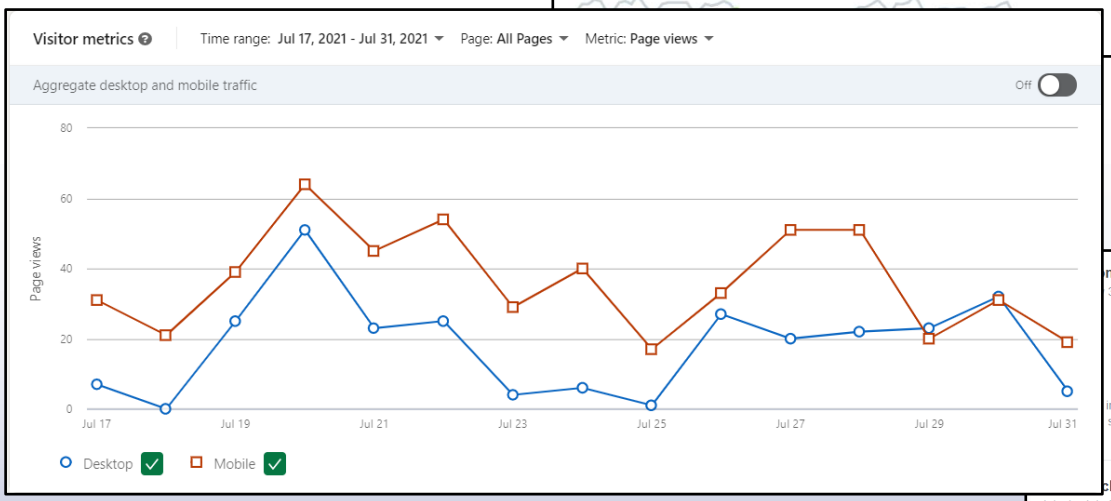
- Know Your Audience
- Diversify Content
- Work With Partners
- Make Content Accessible

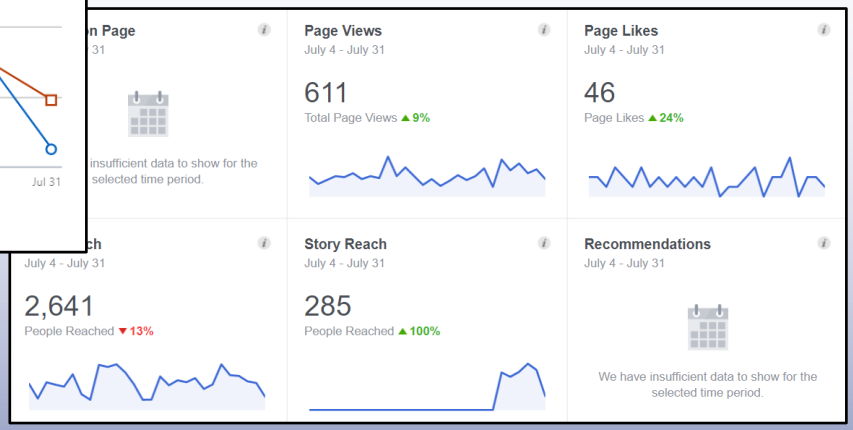
AUDIENCE ENGAGEMENT: Q&As



ANALYTICS

Account home
OIG at HHS @OIGatHHS
28 day summary with change over previous period
Tweets
115 ↑35.3%
Tweet impressions
245K ↑69.6%
Profile visits
186K ↑93.9%
Mentions
1,062 ↑97.4%
Followers
18.9K ↑126


Visitor metrics
Time range: Jul 17, 2021 - Jul 31, 2021
Page: All Pages
Metric: Page views
Aggregate desktop and mobile traffic
Off
Page views
80
60
40
20
0
Jul 17
Jul 19
Jul 21
Jul 23
Jul 25
Jul 27
Jul 29
Jul 31
Desktop
Mobile


Page Views
July 4 - July 31
611
Total Page Views ▲9%
Page Likes
July 4 - July 31
46
Page Likes ▲24%
Story Reach
July 4 - July 31
285
People Reached ▲100%
Recommendations
July 4 - July 31
We have insufficient data to show for the selected time period.

ANALYTICS: Data and Strategy

OIG at HHS @OIGatHHS · Jul 15

California-licensed homeopathic doctor arrested for an alleged scheme to sell homeoprophylaxis immunization pellets & to falsify #COVID19 vaccination cards by making it appear that customers had received the @US_FDA authorized Moderna vaccine. Read more: go.usa.gov/xFcDf.

THE UNITED STATES DEPARTMENT of JUSTICE

Woman Arrested for Fake COVID-19 Immunization ...

A California-licensed homeopathic doctor was arrested today for her alleged scheme to sell ...

justice.gov

OIG at HHS @OIGatHHS · Jul 15

Former Pittsburgh-area doctor pleads guilty to unlawfully prescribing #opioids, health care fraud and money laundering at his suburban Pittsburgh holistic medical practice. Learn more: go.usa.gov/xF3bw.

TIPS

- Determine which platform(s) works best for your organization.
- Establish a voice.
- Engage with your followers.
- Maintain a relationship with partners.
- Use analytics to guide your decision making.
- Don’t force it.

THANK YOU!

Questions?

CLOSING COMMENTS

Thank you for attending!