STRATEGIC COMMUNICATIONS

How to Tell Medicine’s Story
Keys
to the Program
Keys to the Program

- Physicians need practical and action oriented skills to effectively communicate with staff and successfully lead.

- Communication strategies that will help physicians to fill emerging leadership roles in their practices and hospitals, and to influence healthcare policy in MT.
Strategic Communications
STRATEGIC COMMUNICATIONS

Identify a goal or purpose
STRATEGIC COMMUNICATIONS

Identify your Target Audience

- Primary
- Secondary
- Tertiary if applicable

Psychographics

What are their likes/dislikes/lifestyles
Outline timeframe
STRATEGIC COMMUNICATIONS

Identify objectives
What challenges do we face?
How are we going to measure success?
What tactics are we going to use?
Medicare Advantage is the part of Medicare through which private health plans provide comprehensive medical coverage to seniors and individuals with disabilities. Medicare beneficiaries increasingly choose to enroll in Medicare Advantage because of the better services, higher-quality of care, and additional benefits these plans provide.

Who’s Covered

14 Million
People Nationwide are Enrolled in Medicare Advantage

27,500 (16%)
of Medicare Beneficiaries in Montana are enrolled in Medicare Advantage

1 in 5
Enrollees are Minorities

41%
Have Incomes of $20,000 or Less

Seniors Satisfied with Coverage

94%
Satisfied with Quality of Care

92%
Satisfied with Choice of Doctors

90%
Satisfied with Plan

New Proposed Cuts Will Hurt Seniors

$50-$90
Average per Month Premium Increase and/or Benefit Reduction Due to Proposed CMS Cuts and ACA Cuts & Taxes

1 Medicare Advantage/Part D Contract and Enrollment Data, Centers for Medicare & Medicaid Services, February 16, 2013
2 Low-Income & Minority Beneficiaries in Medicare Advantage Plans 2011, AHIP, February 2013
3 National Survey of Seniors Regarding Medicare Advantage Plans, North Star Opinion Research, February 2013
4 Proposed Changes to 2014 Medicare Advantage Payment Methodology and the Effect on Medicare Advantage Organizations and Beneficiaries, Oliver Wyman, February 2013
* 19% rounded to 1 in 5
Who is responsible for executing the tactics?
Branding Basics
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What is a brand?
Branding Basics

The importance of a consistent message
Branding Basics

Truth in your brand message
Branding Basics

Telling the story
SOCIAL Media
What is Social Media?
Social Media

The good and bad of Social Media
Social Media

Social Media and Medicine
It’s not what you think
Social Media

Social Media and Thought Leadership
Strategic Communications Snapshot

- Identify Goal or Purpose
- Target Audience
- Time frame
- Objectives
- Challenges

- Tactics
  - Build a Branded Message
  - Tell the Story
  - Assign Responsibilities
  - Measure Success
ACTIVITY

Discussion activity for the group
THANK YOU!

Any questions?