



# Maryland Quality Reporting:

## OVERVIEW OF PROMOTIONAL STRATEGY AND EARLY RESULTS

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January 20, 2022

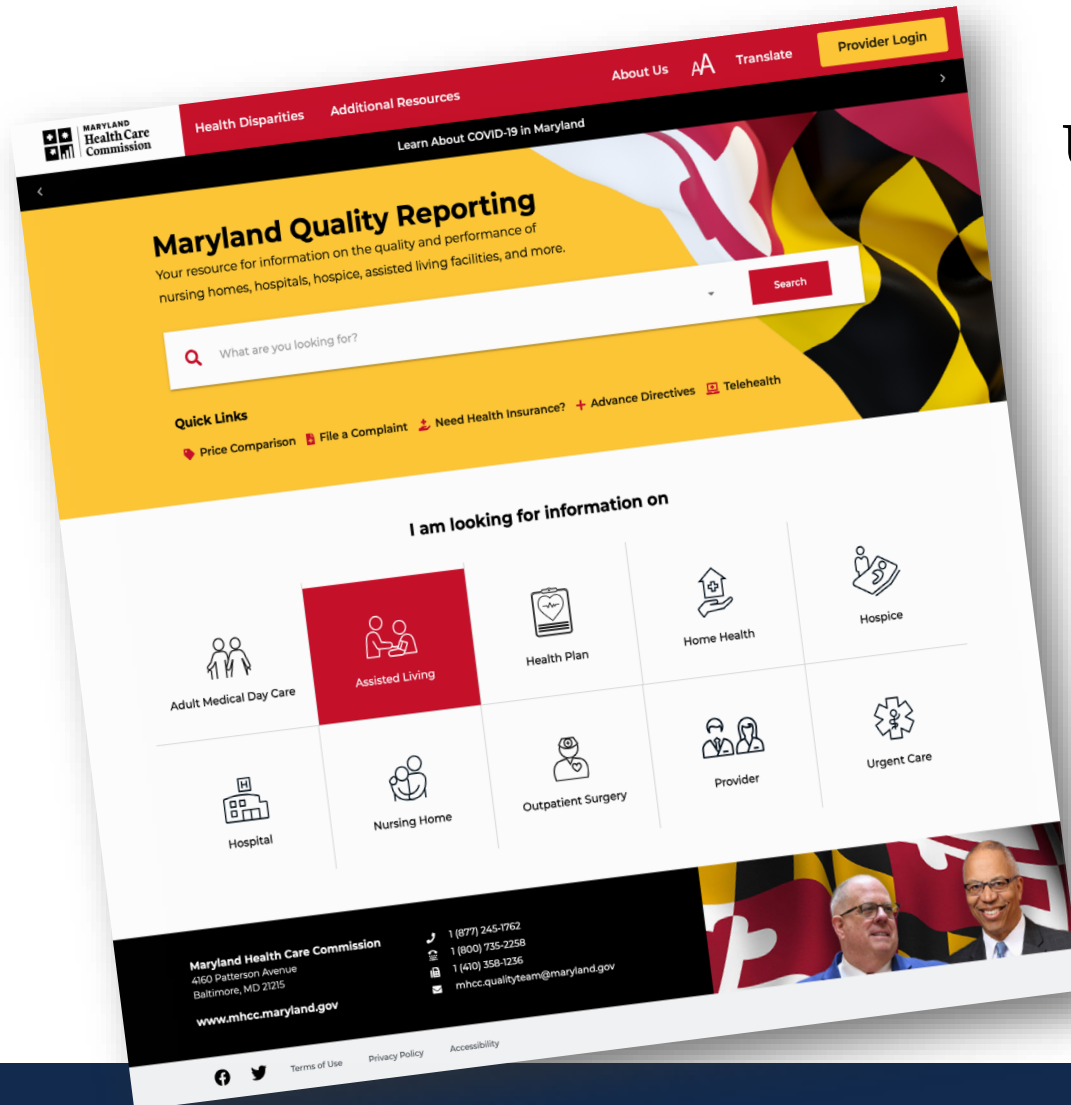


# Outline

- ▶ Overview of current promotional strategies
- ▶ 2021 promotional activities and performance
- ▶ Next Steps



# Maryland Quality Reporting-Homepage



URL: <https://healthcarequality.mhcc.maryland.gov>

- ▶ 16,697 users
- ▶ 37,041 page views
- ▶ 63.7% of users are female
- ▶ Consumers ages 25-34 or 35-44 represent 39.4% of our website traffic.

\* Data as of January 5, 2022



# Current Promotional Strategies

- ▶ Paid Advertising Campaigns
  - ▶ Maryland Public Television\*
- ▶ Social Media
  - ▶ Facebook
  - ▶ LinkedIn
  - ▶ Nextdoor\*
  - ▶ Twitter
- ▶ Guest Blogs
- ▶ Long Term Care Planning Toolkit\*
- ▶ Stakeholder collaborations
  - ▶ AARP Maryland\*
  - ▶ Maryland 211\*
  - ▶ Baltimore County Libraries\*
- ▶ Distribute promotional toolkits to stakeholders
- ▶ Staff Presentations
- ▶ Targeted promotional campaigns (e.g., Hospice disparities)

**\* Indicates new promotional activities**



# Maryland Public Television



## ▶ Maryland Public Television

### ▶ Radio Ads

- ▶ Digital (e.g., Pandora, Sirius XM...etc.).
- ▶ Traditional Radio

### ▶ Print Ads

### ▶ Social Media Ads

### ▶ Television Ads



# Maryland Public Television CONTINUED

▶ [30 second media clip](#)

# Long Term Care Planning Toolkit



- ▶ **HB599** required MHCC to create a Long-Term Care Planning Guide for Maryland residents.



# Long Term Care Planning Guide

- ✓ Downloadable and printable
- ✓ Available in Spanish

**MARYLAND Health Care Commission**

The Governor's Task Force on Long Term Care and Education and the Maryland Health Care Commission have prepared this Long Term Care Planning Toolkit to help families begin long term care planning.

## Maryland Long Term Care Planning Toolkit

### What is Long Term Care?

Long term care involves services that meet a person's health or personal care needs. Services help people live as independently and safely as possible. Long term care can be provided in the home by a paid or unpaid caregiver, in a community location such as an adult day care, or in a facility such as a nursing home or assisted living facility.

**Learn your options**  
**Take the time and Create a plan for you and your family**  
**Put the "pieces" in place**  
**Look to public and private resources**  
**Action is key**  
**Now is the time!**

**Did you know that:**

- 70% of adults aged 65 will need long term care in their lifetime.
- 20% will require long term care for more than five years.

### What's Your Family's Plan?

Long term care will be a necessity for many Marylanders. Families should begin conversations about planning for long term care early and should include as many family members as possible.

### A Starter Kit for Discussions about Long Term Care

Severe and unexpected injuries can happen at any time to anyone.

- What happens if Grandma falls and breaks her hip?
- How will she be cared for?
- Will Mom have to quit work to care for Grandma?
- How will the bills be paid if Mom can't work?
- Does our family have enough financial resources to pay for care?

Questions like these and others should be discussed early and in multi-generational family meetings.

### Why Planning for Long Term Care Matters

It's important to prepare for long term care services early. Having knowledge about the services available and the costs of long term care before an unexpected illness or accident occurs can help reduce undue stress, so that you can make an informed decision.

**Consider the following:**  
*For a caregiver, the financial impact from a long-term care event can be massive*

Approximately 33% of caregivers provide 30 hours – or more – of care per week to a loved one who needs long term care. Half of those who provide caregiving estimate that they lost around 33% of their income. If a long term care event lasts an average of three years, that's potentially a full year's worth of income lost during a single long term care event.

### Long Term Care Insurance Policies

Long term care insurance can cover all or some of the cost for long term care and is available in multiple forms.

Knowing the desires of an individual in need of care is important.

It's also important to know how willing family and friends are to help with care and finances to plan for long term care.

**Top 4 Reasons to Purchase LTC Insurance**

- Not wanting to be a financial burden on family
- Financial security and peace of mind
- To cover the cost of services in the future
- To protect assets

### The cost of long term care varies widely by state and region

Refer to the chart on page 6 for the median costs in Maryland.

? \$ ? \$ ?

### Options to address long term care can be any combination of the following:

- Using income and assets
- Receiving help from family and friends
- Using home equity (reverse mortgage)
- Utilizing private and public social programs
- Residing in a Continuing Care Retirement Community (CCRC)
- Purchasing Long Term Care Insurance



# Long Term Care Planning Toolkit CONTINUED



Long Term Care Toolkit

## Long Term Care Toolkit

Includes a Spanish and English language guide to aid consumers in navigating the long-term care planning process.



Checklists

## Checklists

Printable checklists to help users choose a nursing home, hospice, assisted living facility, or home health agency.



Guides

## Guides

Short, printable documents with information about long term care issues.

- Assisted Living Options
- Assistance Programs resource Sheets
- Hospice Fact Sheet
- Home and Community Resources Guide
- Home Health Fact Sheet
- Nursing Home Fact Sheet



Advance Directives

## Advance Directives

Includes a fact sheet and a link to My Directives so that users can immediately begin planning.



Financial Planning Calculator

## Financial Planning Calculator

Financial planning calculator to allow consumers to view cost associated with long term care.



# Social Media

## Sample MHCC Social Network Posts

**Maryland Health Care Commission**  
January 1 at 1:00 PM · 🌐

Happy New Year! Like, share and retweet our posts to help us keep Marylanders informed!  
Today we highlight our Maryland Quality Reporting website.  
#ScanBookmarkShare #InformedMarylanders

**MARYLAND QUALITY REPORTING**  
One-stop shop to view health care quality for Maryland hospitals, commercial health plans, outpatient surgery centers

1 SCAN 2 BOOKMARK

**Maryland Health Care Commission**  
397 followers  
2mo · 🌐

Did you know 61% of Maryland hospitals received an "A" or the The Leapfrog Group's Fall 2021 Hospital Safety Grades? Congratulations to the 9 hospitals that received an "A" grade!

**MARYLAND HOSPITAL FALL 2021 LEAPFROG SAFETY GRADES**

Grade	Percentage
D	2%
A	21.2%
C	36.4%
B	40.4%

Hospitals:  
1. Anne Arundel Medical Center  
2. Garrett Hospital  
3. Johns Hopkins Bayview Medical Center  
4. Mercy Medical Center  
5. The Johns Hopkins University School of Medicine  
6. UM Baltimore Medical Center  
7. University of Maryland Medical Center  
8. University of Maryland Medical Center at Easton  
9. University of Maryland St. Joseph Medical Center

**MHCC.Maryland @MHCCMD**

Need help selecting a health care option on the Maryland Health Connection website? Watch this short video to see how a patient navigator can help you! [ow.ly/Vblw50GKFpU](https://ow.ly/Vblw50GKFpU). Then, visit [ow.ly/3q9T50GKFuw](https://ow.ly/3q9T50GKFuw) to find an assistance organization or patient navigator near you!

**NEED HELP SELECTING A HEALTH CARE OPTION ON THE MARYLAND HEALTH CONNECTION WEBSITE?**

A patient navigator can help you!

## External Organization's Mentions

**Mallory Sofastaii WMAR @ma\_sofastaii**  
Nov 16, 2021

Data from local hospitals shows the same procedure could cost \$60,000 more depending where you go.

And while insurance will foot most of the bill, @MHCCMD Executive Dir. Ben Steffen explains it's still in your best interest to choose a local hospital. @WMAR2News

**V-LINC**  
November 19, 2021 · 🌐

Today is #FollowFriday and we highlight an organization in Maryland doing great work! The [Maryland Health Care Commission](#) provides information to the public about the availability of health care services for various needs, including this awesome spirometry test to diagnose Chronic Obstructive Pulmonary Disease (COPD). This month is #COPDAwarenessMonth and #WorldCOPDDay was celebrated this week on Nov. 17th! Follow the commission for even more important health resources!  
#CO... See more

**Maryland Department of Aging** ✓  
December 30, 2021 at 9:11 AM · 🌐

Maryland Quality Reporting is another resource for information on the quality and performance of nursing homes, hospitals, hospice, assisted living facilities, and more.  
<https://healthcarequality.mhcc.maryland.gov/> Maryland Health Care Commission

Hospital	Cost
University of Maryland Medical Center	\$78,667.30
University of Maryland St. Joseph Medical Center	\$20,226.13



# AARP Maryland

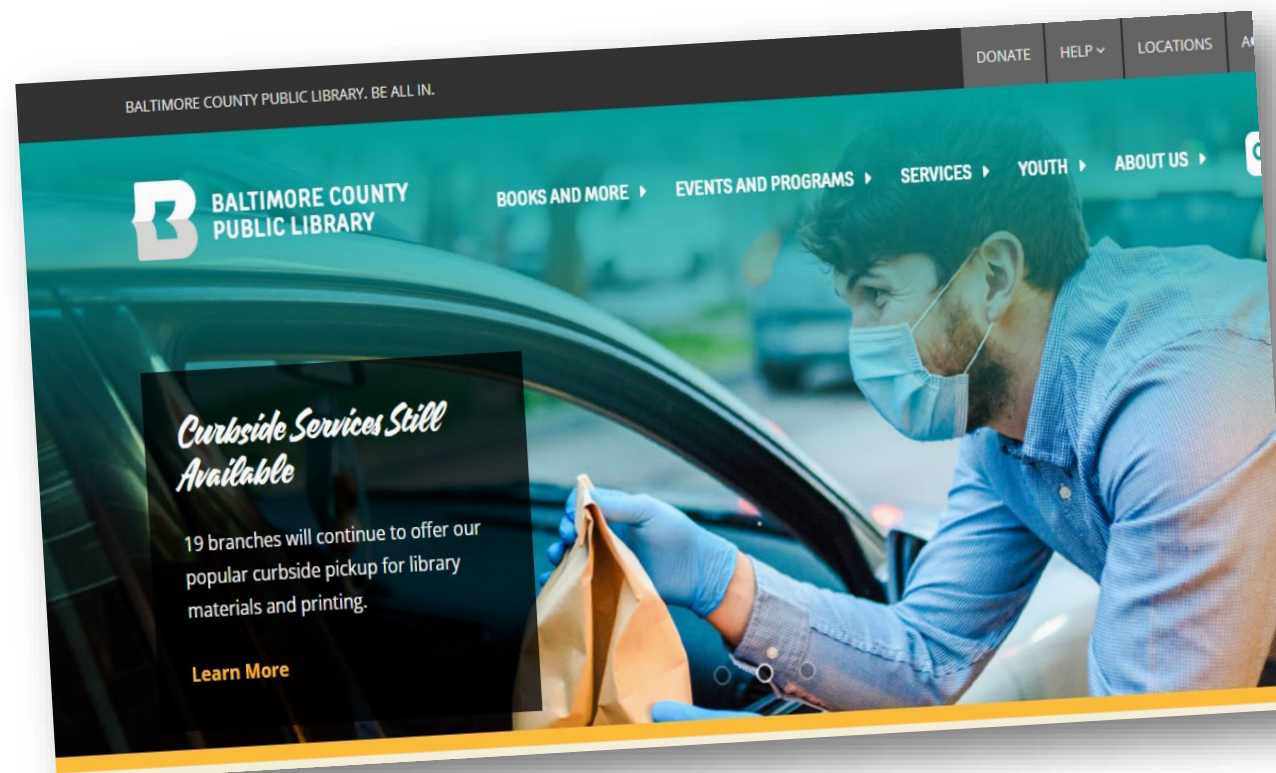


- ▶ One guest blog
- ▶ Future Collaborations:
  - ▶ Townhall presentation
  - ▶ Collaborate on social media
  - ▶ Participate in monthly volunteer calls
  - ▶ Add Maryland Quality Reporting website as a resource in the AARP Prepare to Care Guide



# County Libraries

- ▶ Joint presentation with staff in the Center for Health Information and Technology to 20+ librarians.
- ▶ Future Collaborations:
  - ▶ Expand to more library systems
  - ▶ Share print materials brochure (e.g., hospice brochure and infographic)





# Hospice Disparities

- ▶ Created a brochure and infographic
- ▶ Promotion
  - ▶ Shared the hospice brochure with 8 county library systems
  - ▶ Distributed brochure to hospital discharge planners
- ▶ Maintenance
  - ▶ Updated the infographic to continue sharing
- ▶ Next Steps
  - ▶ Update brochure

**HOSPICE FOR ALL**

MHC MARYLAND HEALTH CARE COMMISSION

Only 21% of hospice users in Maryland are African-American compared to 71% who are White.

Source: Maryland Health Care Commission, Center for Quality Measurement and Reporting. (2018). Hospice Use FY 2018 Tables. Retrieved from <https://healthcarequality.mhcc.maryland.gov>

**What is Hospice?**  
Hospice care is personalized health care and support for a person living with a serious advanced or terminal illness. A person is eligible for hospice care if his or her doctor certifies they will pass in 6 months or less should the illness take its normal course.

**Benefits of Choosing Hospice Care**  
Hospice care provides symptom and pain management for your loved one. It also provides personalized health care for your loved one. Hospice care includes nurses, social workers, doctors, hospice spiritual support members come to your home to provide comfort-focused care. Hospice care also provides physical, mental, and spiritual support for you and your loved one. Hospice care also provides Respite Care, a benefit that allows your loved one to take time off from their caregiving duties for a short period of time to prevent burnout. Hospice care also provides access to grief counselors for up to one year after your loved one passes.

**Hospice Care Services**  
are provided wherever the patient is comfortable and considers home.

48%	HOME
14%	NURSING HOME
12%	ASSISTED LIVING
3%	RESIDENTIAL HOSPICE
22%	OTHER SETTINGS/ GENERAL RESPIRE

Note: Percentages do not total 100 due to rounding.

For more information about hospice, visit the Consumer Guide to Long-Term Care at <https://healthcarequality.mhcc.maryland.gov>

MHC MARYLAND HEALTH CARE COMMISSION MARYLAND

**HOSPICE**

**Did you know?**  
DID YOU KNOW ONLY 21% OF HOSPICE USERS IN MARYLAND ARE AFRICAN-AMERICAN WHILE 71% ARE WHITE?

Source: MHC's Annual Hospice Survey (2018 data)

**What is Hospice?**  
Hospice care is personalized health care and support for a person living with a serious advanced or terminal illness. A person is eligible for hospice care if his or her doctor certifies they will pass in 6 months or less should the illness take its normal course.

**THE BENEFITS OF CHOOSING HOSPICE CARE**

- Symptom and pain management for your loved one.
- High-quality, personalized health care for your loved one.
- A team of nurses, social workers, doctors, hospice aides, and spiritual support members come to your loved one to provide comfort-focused care.
- Physical, mental, and spiritual support for you and your loved one are priority.
- Your loved one receives care on his or her terms, in the place that brings him or her peace.
- You have access to Respite Care, a benefit that allows caregivers to take time off from their caregiving duties for a short period of time to prevent caregiver "burnout."
- Your family has access to grief counselors for up to one year after your loved one passes.

**Hospice Care Services**  
are provided wherever the patient is comfortable and considers home.

Home	46%
Nursing Home	15%
Assisted Living	13%
Residential Hospice	4%
Other Settings/General Respite	29%

For more information about hospice, visit <https://healthcarequality.mhcc.maryland.gov>

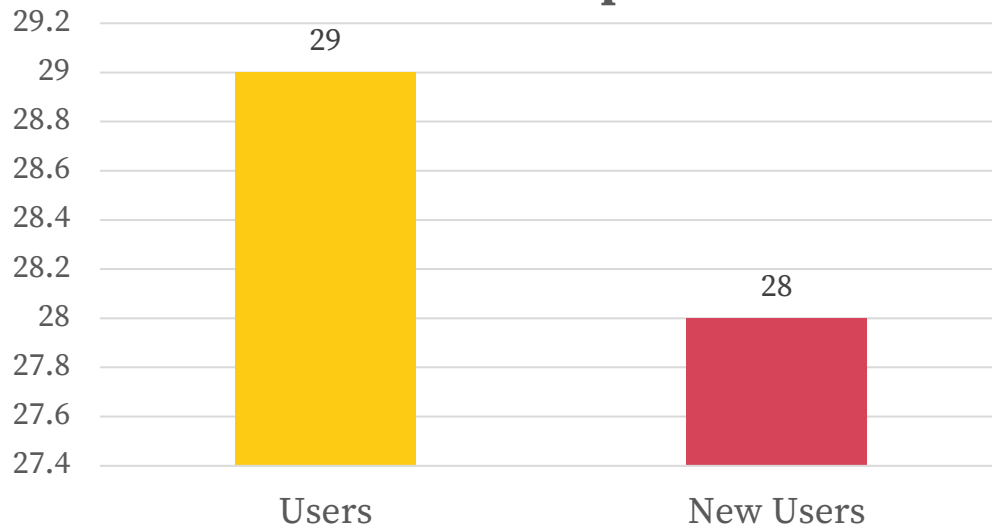
MHC MARYLAND HEALTH CARE COMMISSION

# Nextdoor

- ▶ Three posts
  - ▶ 93,347 impressions
  - ▶ 272 votes
  - ▶ 29 users referred to the site

\* Data as of January 5, 2022

## Website Impact



**Have you heard?**  
**Maryland Quality Report**  
<https://healthcarequality.mhcc.maryland.gov>

healthcarequality.mhcc.maryland.gov

195 votes

77 votes

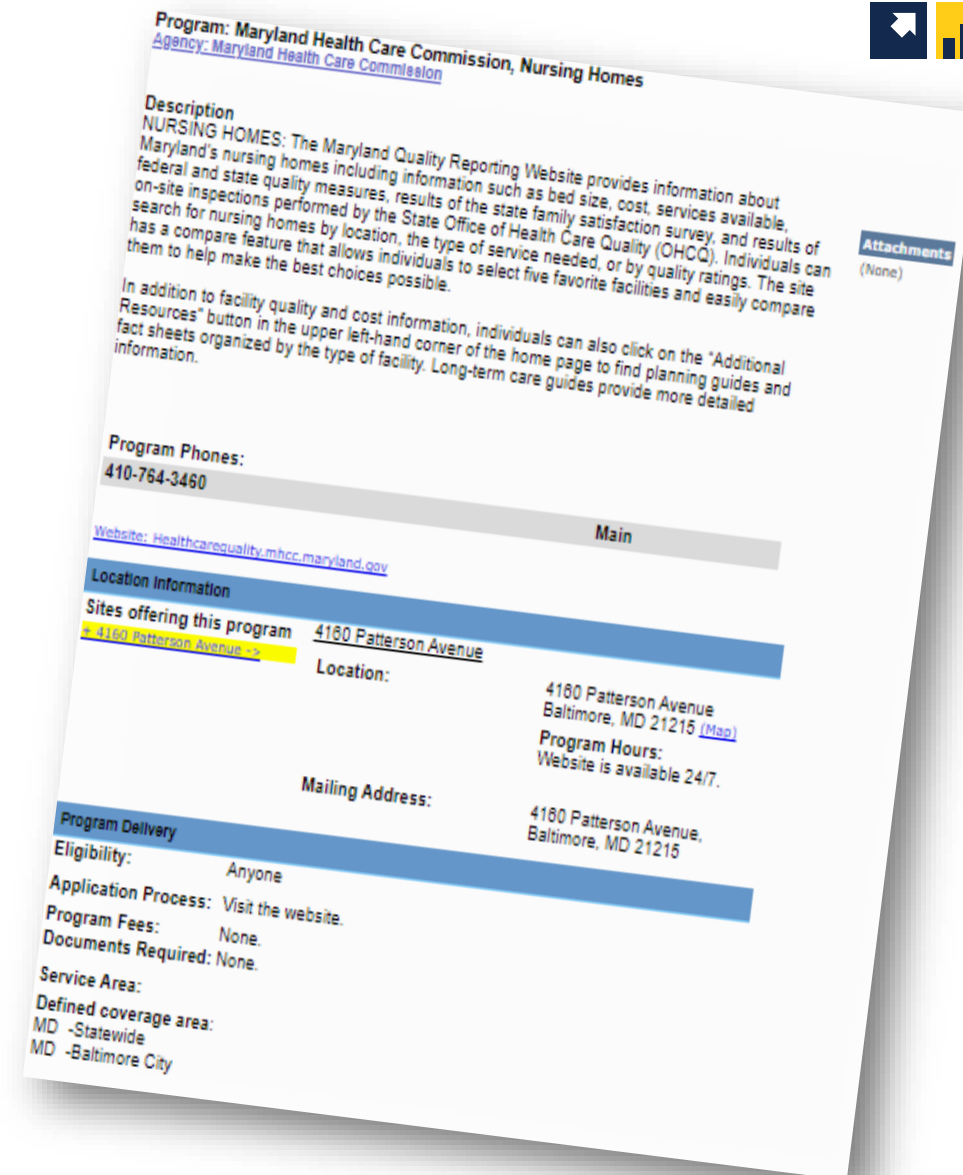
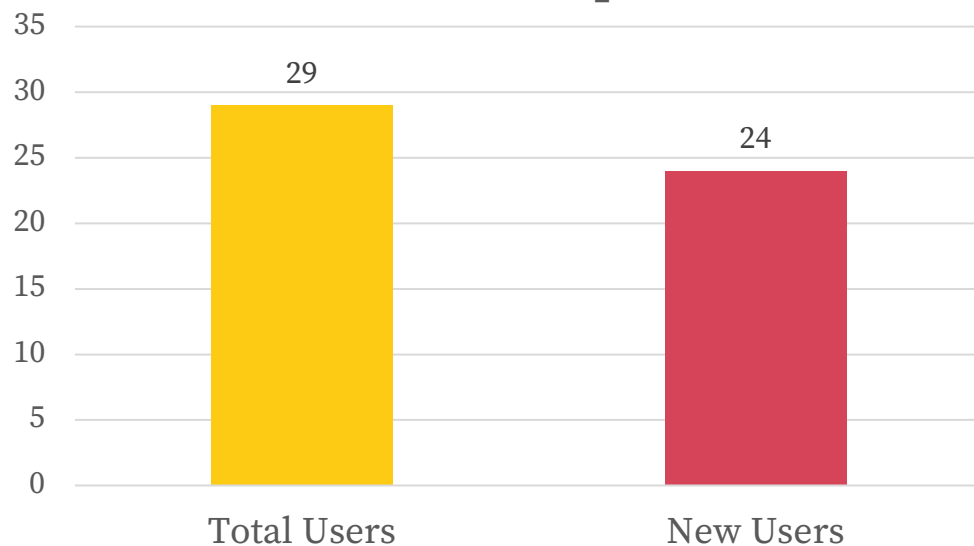


# Maryland 211

- ▶ MHCC staff provided updated content to the Maryland 211 website.
  - ▶ 29 users referred to the site

\* Data as of January 5, 2022

## Website Impact





# Next Steps

- ▶ Launch pending campaigns
  - ▶ Maryland Public Television
- ▶ Explore potential new partnerships
  - ▶ Good Day Maryland
  - ▶ Maryland Department of Transportation
- ▶ Community outreach
  - ▶ Barbershop and hair salons
  - ▶ Health fairs (e.g., Senior Expo: The Power of Aging )
- ▶ Expand reach on social media platforms
- ▶ Expand existing partnerships
  - ▶ AARP
  - ▶ County libraries
  - ▶ Hospital discharge planners and social workers



# How Can You Help?

1. Find, like/follow and share our social media pages/posts.
2. Give a poster to your local restaurant, barbershop or hair salon, mailing center.
3. Tell family, friends and colleagues.

