

# SMP Spotlight: Hard-to-reach

Each month, the SMP National Resource Center Facebook page spotlights one SMP project or topic. The topic of hard-to-reach populations was featured in June 2018. Below are the posts, written by SMPs from Washington, Nevada, and Indiana.

## June 1 – Introduction

SMP National Resource Center

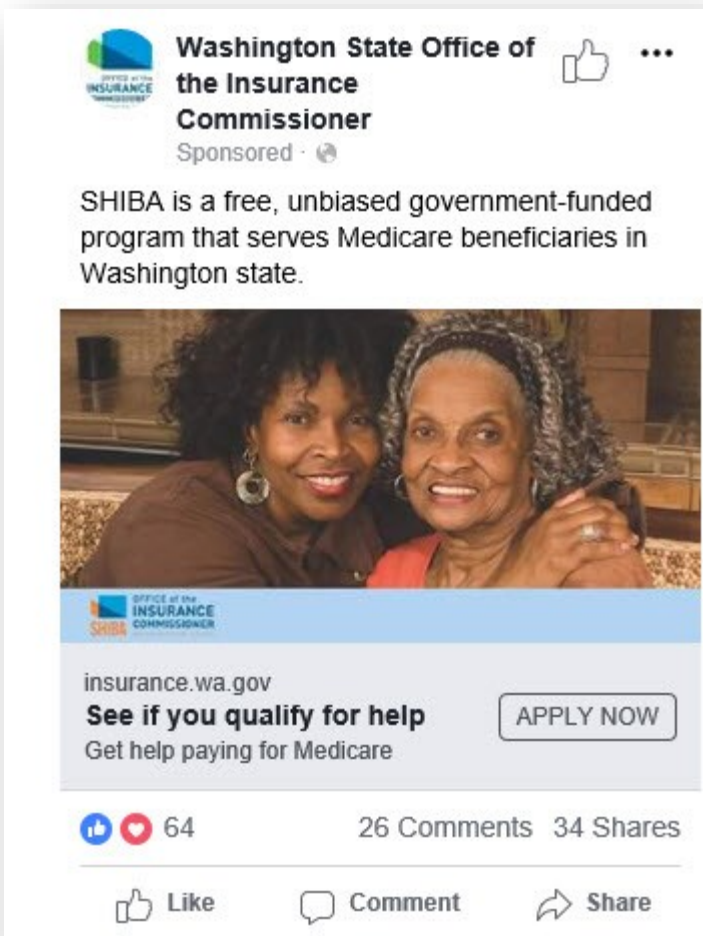
By definition, hard-to-reach populations are “hard to reach” and can take a lot of planning, coordination, and time to implement outreach efforts. Using Facebook to showcase your outreach efforts and/or to be the outreach platform itself is an excellent strategy to assist you in adapting to changes in the underserved populations and spreading the SMP mission. This month we will hear from Washington, Nevada, and Indiana on some great strategies to reach hard-to-reach populations.



## June 5—Washington

Donna Wells, Communications Consultant  
Consumer Protection, SHIBA & Consumer Advocacy

The Washington State Office of the Insurance Commissioner (OIC) houses the SMP, SHIBA (Statewide Health Insurance Benefits Advisors), and MIPPA programs. Through a National Council on Aging (NCOA) six-month grant, Washington state used paid Facebook ads to promote awareness of programs and benefits low-income Medicare beneficiaries are eligible for but not enrolled in, such as help paying for prescription drug costs and help paying for Medicare Parts A and B premiums, copayments and deductibles. SHIBA designed the ads to appeal to people age 65 and older who are on Medicare and considered low income. Armed with zip codes and demographics, SHIBA worked with the OIC’s social media manager to place the ads using Facebook Ad Manager. The ads then appeared daily on the targeted audience’s Facebook news feeds Sunday through Thursday. When people would click on a SHIBA ad, it would take them to an OIC website form to fill out and submit online.



continued

## June 5—Washington, *continued*

The campaign started out a little slow, but with some text tweaking and using different photos, it picked up speed. Here are stats from April 23 through May 21:

- 99,545 impressions. Impressions means the number of times our ads appeared on a screen.
- Reached 45,976 people – 62 percent women and 38 percent men. Reach means the number of people who saw our ads at least once.
- 1,090 link clicks.
- 82 completed web forms.

We saw an increase in the number of people contacting us who are considered low income and also saw increased traffic to the OIC's website by about 4 percent.

## June 18 – Nevada

Lori Powers, SMP Outreach Coordinator

Last September Nevada Senior Medicare Patrol Outreach Coordinator Lori Powers appeared live on a local Las Vegas television program called The Morning Blend. Known mainly as a lifestyle program, the one-hour show highlights both paid advertisers and unpaid segments. Through its relationship with a Las Vegas senior products and services guide book called *Spotlight*, Nevada SMP was invited to advertise for a special rate and appear on the show's monthly Senior Care Day to highlight services and products for seniors.



One goal of the appearance was to reach homebound seniors in Las Vegas who might not otherwise have an opportunity to hear the SMP message. With 96.5% of U.S. homes having televisions, this medium is an appropriate way to target a population that does not go out in the community on a regular basis.



After the show, Nevada SMP received 17 interactions that could be attributed to The Morning Blend. While hoping for a better direct response, hundreds if not thousands of viewers heard the prevent, detect, and report message. The recording also continues to be viewed on YouTube. As SMP's well know, the impact of the message cannot always be quantified but most certainly viewers who saw the show will take the SMP message to heart!

Click here to watch the interview: <https://www.youtube.com/watch?v=5ge3AgVSxg4>

# June 27– Indiana

Nancy Moore, SMP Director

Indiana uses social media to reach rural populations. Indiana has 92 counties and upwards of 1.2 million Medicare beneficiaries. Challenges in reaching underserved populations in our state are: a small state level staff of only 2.5 full time employees, large urban populations with all other areas considered rural or hard to reach, only half of AAA's participate in outreach and volunteer contracts, so it's hard to keep people engaged, especially in rural areas.

We tried targeted outreach methods and had good success with Facebook boosted posts vs traditional advertising like billboards, church bulletins, radio, and TV ads. Since we had good success with Facebook boosted posts, we contracted with a digital marketing firm to implement native advertising, paid syndication, influencer outreach, and other tactics to extend the content's reach. The first digital ad campaign had a 400+% audience growth, the ad was seen over 1 million times, and had 33,305 comments, likes, shares, and or link clicks in total.

Highlights of using Facebook to reach hard-to-reach populations include: target underserved areas by counties and demographics like age, caregivers, professionals that serve them, etc We received potential fraud cases via Facebook and people engage with our SMP over Facebook often. Lastly, social media marketing uses scientific data to reach your target audience. It's worth getting a professional involved because once you get the foundation built, you must maintain it.

## IAAAA SENIOR MEDICARE PATROL: TOP ADS

### GENERAL AWARENESS

Indiana Senior Medicare Patrol  
Sponsored · 🗨️

We're fighting health care fraud, waste and abuse every day. If you suspect Medicare fraud, we're here to help!

**MEDICARE FRAUD**  
is one of the top 10 financial scams targeting seniors.

Ad Lift Recall (People): 1,620  
Recall Rate: 15%  
Cost per: \$0.17

### GENERAL AWARENESS

Indiana Senior Medicare Patrol  
Sponsored · 🗨️

New Medicare cards are being sent out! Be on the lookout for yours, and make sure you know what's changed.

**LEARN** important facts about the new Medicare card.

Ad Lift Recall (People): 1,000  
Recall Rate: 17%  
Cost per: \$0.10

### GENERAL AWARENESS

Indiana Senior Medicare Patrol  
Sponsored · 🗨️

New Medicare cards are being delivered by mail! Make sure you and your loved ones are aware of recent changes.

**DID YOU KNOW?** The new Medicare cards won't change Medicare benefits.

Ad Lift Recall (People): 1,590  
Recall Rate: 18%  
Cost per: \$0.15

### GENERAL AWARENESS

Indiana Senior Medicare Patrol  
Sponsored · 🗨️

Have you received your new Medicare card? Once it's been delivered, you can start using it right away!

**DID YOU KNOW?** People with Medicare may start using their new Medicare cards as soon as they get them.

Ad Lift Recall (People): 990  
Recall Rate: 16%  
Cost per: \$0.11



Scam Alert! Scammers know that new Medicare cards are being mailed out next year. Do NOT give out your Medicare number to someone who calls to "confirm" your number.

HELP PREVENT MEDICARE FRAUD

Don't give your Medicare number to telephone callers or digital solicitors.

👍 🗨️ 1.6K 70 Comments 1.4K Shares

### ENGAGEMENT

Indiana Senior Medicare Patrol  
Sponsored · 🗨️

Protect your Medicare number! Visit our website to learn more tips to prevent fraud.

HELP PREVENT MEDICARE FRAUD

Never accept "free" medical equipment or services in exchange for your Medicare number.

**Senior Medicare Patrol**  
Learn how to protect those you ca... [Learn More](#)

👍 12 1 Comment 11 Shares

### LINK CLICKS

### Suggested Page

Indiana Senior Medicare Patrol  
Sponsored

Medicare fraud affects all of us. Like our page to learn how you can protect yourself from fraud.

Protect yourself and those you care for from Medicare fraud.

Indiana Senior Medicare Patrol  
Medical & Health  
3,068 people like this.

### PAGE LIKES