

MARKETING PLAN

IDAHO HOME CHOICE

MFP



IDAHO DEPARTMENT OF
HEALTH & WELFARE

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Introduction of Products and Services

Mission Statement

The purpose of this marketing plan is to increase the awareness of the Idaho Home Choice Money Follows the Person program throughout the state of Idaho. It is our hope that with the increased awareness we will see an increase in participants in the program.

Product/Service

Idaho Home Choice (IHC) Money Follows the Person (MFP) is a 5 year demonstration program. It is federally funded by the Money Follows the Person grant; a rebalancing demonstration program that was authorized by Congress in section 6071 of the Deficit Reduction Act (DRA) of 2005. Idaho received the grant in April of 2011 in an amount of roughly \$7.2 million; Idaho Home Choice was implemented in October 2011 and is currently planned to end in March 2016.

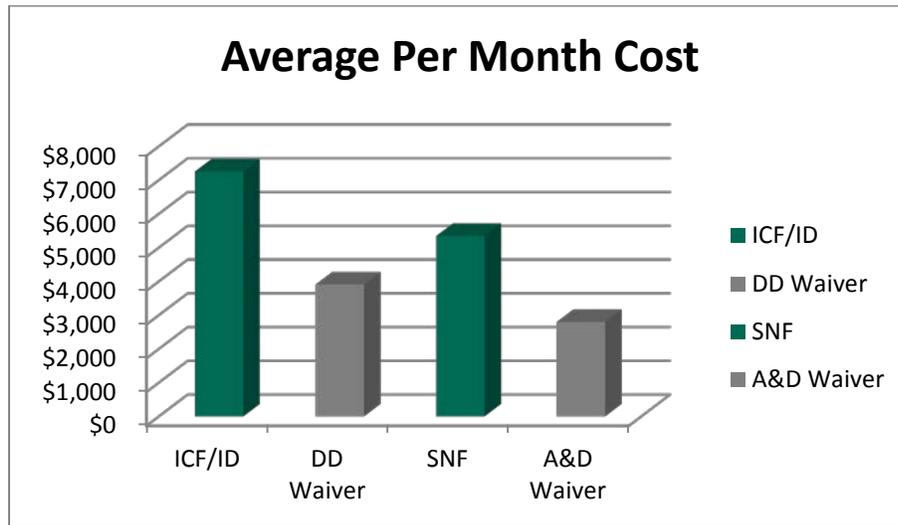
The Idaho Home Choice program is currently under the Idaho Department of Health and Welfare umbrella, in the Division of Medicaid's Long Term Care Bureau. The current project team is made up of two individuals: the project manager and the project coordinator. The project manager has a master's degree in Education with over 18 years of project management experience. The project coordinator has a bachelor's degree in communication studies with an emphasis in advertising. In addition, the project team is partnered with statewide stakeholders, six separate workgroups and close to one hundred individuals known as transition managers.

The goal of the IHC MFP program is to move 325 individuals, currently residing in institutional settings (Skilled Nursing Facilities, Acute Care Hospitals, Intermediate Care Facility for individuals with intellectual disabilities, or institutions for mental disease), into Home and Community Based settings. It is the hope that this program will increase the use of home and community based services while reducing State and Federal spending for Long Term Care services.

Situational Analysis

Market Needs

In 2009 Idaho Medicaid's annual spending was \$1.3 billion with \$227 million being spent on institutional care. The average monthly cost to institutionalize an individual in an intermediate care facility for the developmentally disabled/intellectually disabled (ICF/ID) is \$7,258 while the average monthly cost for an individual to be out in the community and on the DD Waiver is \$3,910. The average monthly cost to institutionalize an individual in a skilled nursing facility (SNF) is \$5,349 while the average monthly cost for an individual to be out in the community and on the A&D Waiver is \$2,800. Because of the dramatic cost difference it is efficient and cost effective to have a program in place to help get individuals that qualify for Idaho Home Choice, out into the community with the services that are necessary for them to succeed in living independently.



Target Strategy

The most important key to success is to develop a community of individuals that are advocates for the Idaho home Choice program. In order to do this we must ensure the development of clear and direct communication about IHC and about home and community based services. We must make this information easily accessible to the public. We understand that discharges from institutional living facilities can be time consuming, frightening and often difficult; we must produce information that enforces that IHC can lend assistance to discharge planners of such facilities.

We understand that individuals are constantly bombarded by advertising and so we want to make sure that marketing Idaho Home Choice is done in a clear and direct way that will not result in wasted State resources or confusion to potential participants, advocates or providers. To do this we must seek advertising avenues that are innovative and resourceful.

Problems and Opportunities

SWOT ANALYSIS

Strengths

1. Budget. We were awarded \$7,151,766 and if we exceed our benchmarks we can request additional funding. Our administrative costs are covered 100% by the grant and there is an enhanced FMAP for non-administrative costs.
2. Established Clientele. We know who our clients are and who we need to appeal to. This works to our advantage as there is no guessing game.
3. Developed contracts for distribution. Because we are a State agency we already have existing contracts for mailing distribution; this makes for an easy process and discounted distribution of marketing material.
4. Identified benchmarks. Having identified benchmarks makes it easier to ensure we are on track with our marketing plan and if changes need to be made.
5. Database processing system. We have a database processing system listing demographic information. Quick access to this information saves time and money.

Weaknesses

1. Small staff size. A small staff size can make it difficult to do all necessary marketing research and follow-up.
2. Process time to get approvals for marketing materials. Because we are a State agency there are many steps we must go through to get promotional items approved before it is distributed to the public. At times, items can be delayed at certain steps of the process.
3. Discharge process work. Our most important role is that to our participants. The discharge process comes before marketing and this could delay meeting our marketing timeline goals.

Opportunities

1. Partnerships with other agencies. We have partnered with a variety of stakeholders including: the Centers for Independent Living, Idaho Housing and Finance, Idaho Health Care Association, Idaho Commission on Aging, Medicaid Providers, Idaho Council on Developmental Disabilities and many other agencies.
2. Program can help facilities and facility discharge planners with the discharge process. There are many steps during the discharge process out of institutions and our transition managers can alleviate some of those stresses.
3. Program will save the State money. It is estimated that this program could save the state around \$9 million a year.

Threats

1. Institution staff may not embrace program. Some institutions may have a misunderstanding that we are trying to remove all of their clients and this would mean a great financial loss for them.
2. Inability to control unfavorable remarks. As with any program there will be unfavorable remarks and we have no control over what is said all we can do is present the facts and help people understand what Idaho Home Choice is.

Addressing the Weaknesses and Threats

The best way to address the unfavorable factors, illustrated in the SWOT analysis, is with clear and direct communication. It is also important to develop solid working relationships with all parties involved. Communication allows us to address questions and unfavorable remarks; it also allows for feedback that will help us improve our marketing plan as well as our overall program. As we communicate and continue to develop working relationships we will see the unfavorable side of the SWOT analysis decrease and the favorable side increase.

Objectives and Demographics

Market Objectives

1. Get information out to the community, about Idaho Home Choice, and establish it as a solid alternative to institutionalizing individuals that could thrive in a home and community based setting.
2. Meet the following benchmarks:

Calendar Year	Elderly	Individuals with Intellectual or Developmental Disabilities (MR-DD)	Individuals with Serious Mental Illness (MI)	Annual Total
2011	2	2	0	4
2012	30	9	18	57
2013	35	5	25	65
2014	45	5	30	80
2015	45	7	30	82
2016	20	7	10	37
Total	177	35	113	325

Target Demographics

Primary: Individuals currently living in skilled nursing facilities, acute care hospitals, intermediate care facilities for individuals with intellectual disabilities and individuals that reside in institutions for mental disease. Specifically individuals that are eighteen years or older and will qualify for either the Idaho Medicaid DD Waiver, the Idaho Medicaid A&D Waiver or qualify for Idaho Medicaid enhanced plan at date of discharge.

Secondary: Family members, guardians and advocates of the primary target population.

Secondary: Skilled Nursing Facilities, Acute Care Hospitals, Intermediate Care Facilities for Individuals with Intellectual Disabilities and Institutions for Mental Disease. Within these facilities we will focus on the Administrator and/or the discharge planner. In the state of Idaho there are:

1. 78 Skilled Nursing Facilities
2. 67 Intermediate Care Facility for Individuals with Intellectual Disabilities
3. 4 Institutions for Mental Diseases
4. 51 Acute Care Hospitals

Strategy and Action

Action Ideas

Promotion	Notes	Where/How	Benefits	Obstacles
Press Release	News articles are an inexpensive way to feature the program and to feature specific participants and their story. It will allow for the program to reach a larger audience and will help the audience connect on a personal level. People process stories more efficiently and are more likely to remember	Newspapers, magazine/journals, IHC website, television, YouTube Channel	1. Able to feature participant's personal story 2. Inexpensive for most mediums	1. Getting approval from participants to feature their story 2. choosing the medium(s)
Social Media	Both Facebook and Youtube are free to users and social networks are a great way to get the name out. YouTube can be used for personal stories of our participants as well as Facebook.	Facebook & Youtube	1. Free to use 2. Utilitized by a large audience	1. Getting approval for access to social media sites.
Mailings	Mailings allow for the program to target specific individuals. With current contracts in place we won't have to find vendors to print and distribute; this saves the program time and money	letters, postcards	1. allows to focus on specific audience(s) 2. easy to produce	1. cost 2. common outlet and people tend to throw away "junk" mail
Trade Fairs	Getting out there and really "selling" the product can be a great way to market the program. Word of mouth is a powerful way to advertise and being able to be present to answer questions and address concerns is also powerful	IHC staff attend fairs, giving information to individuals already attending to pass out	1. face to face advertising is a powerful tool 2. costs can be minimal for local fairs	1. cost to attend for out of area fairs can cost a bit more 2. learning about what fairs are happening in time to register
Statewide Presentations	Similar to direct mailings, conducting statewide presentations allows us to target specific populations. With the use of technology, statewide presentations can be an inexpensive way to market the program while allowing for our target audiences to ask questions and raise concerns.	Teleconference, webinar, on-site presenations	1. Inexpensive way to reach across the state of Idaho 2. Easily accessible	1. Audience participation 2. some audience sites may not have access to webinar equipment
Promotional Items	People like free stuff, especially if it is free stuff that they can use in their every day life. Putting our logo on promotional items helps remind people who we are.	Thumb drives, Lanyards, Pens	1. creative 2. If people are using free products it reminds them of the program	1. cost 2. challenge of finding products that consumers will find useful

Action Plan Details

Promotional Products

Product	Description	Audience	Delivery Method	Cost
Thumb Drives	Teal with white IHC w/logo	SNF Administrator/Discharge Planners	Delivered by mail to Skilled Nursing Discharge Planner	100 @ \$4.98/each= \$498
Lanyards	Wrist lanyard Black with white Idaho Home Choice w/IHC logo	SNF Administrator/Discharge Planners	Delivered to Trainers of TM training and delivered with the flash drives that will be sent to SNFs.	100 @ \$1.099/each= \$109.90 + \$40 and shipping= \$191.96

Trade Fairs

Event	Month	Location	Cost
TVCRC Information Fair	April	Caldwell	\$40
JAVA Summit	April	Nampa	\$100
AT Expo (Pocatello)	May	Pocatello	\$0
Senior Health Fair	June	Lewiston	\$0
IHCA/ICAL	February/July	Boise/Twin Falls	\$300
Senior Fest	October	Nampa	\$150

Timeline

