

16,654
WEBSITE VISITS

across



4 **UNIQUE SITES**

July 2013 - May 2014



MPRO staff conducting a video shoot for "Independence is Bliss (Anna's Story)."

View the story on MPRO's YouTube channel: [MPROQIO](#)

6 **SOCIAL MEDIA**
platforms with over



500
followers
as of July 2014

BACKGROUND

An important aspect of being an effective Quality Improvement Organization is the ability to communicate with a wide variety of audiences – Medicare beneficiaries, partners, providers and stakeholders – on their terms, in their “language.” To help drive the development of effective communications, MPRO pursued a communications process and strategy known as the Care Reinvention through Innovation Spread (CRISP) model. CRISP helped focus MPRO’s approach to communications so that each decision was made with an educated and strategic consideration of the targeted audience. The goal was to make sure the right information was delivered in the right form, to the right people, at the right time.

CRISP IN PRACTICE

Using input from subject matter experts, MPRO identified key target audiences that would play an important role in the success of our quality improvement efforts. As key audiences were identified, MPRO created custom-tailored messaging geared specifically for each target audience. Some examples of audiences included Medicare beneficiaries and their families, physicians, physician office staff, hospital staff and specialists, nursing home staff, community partners, the media and policymakers.

As audiences were identified and messages crafted, tactics and communication channels were planned. Some examples include print materials, such as fliers and posters to digital media tools such as websites, videos and e-newsletters. Much like the target audience and messaging strategies, communication tactics were determined based on use of the most effective channel to connect with the target audience. For example, tactics to communicate with an older audience that may not be tech savvy might include printed posters, brochures and handouts, whereas tactics to reach a younger audience included a stronger reliance on digital media. In many cases, audiences were diverse and required a combination of strategies.

EVOLVING DIGITAL MEDIA

Websites

Over the last three years, digital media has become a much larger, more influential component of MPRO’s outreach tactics beginning with MPRO’s website – [MPRO.org](#). The MPRO site has undergone several changes to enhance the user experience and improve access to information. Key updates to [MPRO.org](#) included content and layout reorganization and a mobile responsive design, which optimized a user’s experience regardless of the device they used to access the site.

Communications

Traditionally, MPRO.org's primary users were health care providers and other partners in the health care community. But with an increased focus on beneficiary and consumer outreach, MPRO created three consumer-centric websites.

Bloodpressurehealthandyou.org was designed in conjunction with MPRO's Disparities and Cardiac Health program. It featured short, easy-to-understand articles and videos about a variety of heart health topics, including blood pressure, cholesterol and smoking cessation. In addition, the site listed volunteer opportunities and information about upcoming events.

Memorylosslivingwell.org supported patient and family engagement for caregivers and families of individuals with diagnosed dementia. The website was intended to empower those with dementia and their caregivers to live meaningful lives. For this project, MPRO collaborated with an advisory panel of subject matter experts to assemble the best, most-relevant information. Topics featured on the website include activities to keep one's mind and body sharp, creative expression, legal and financial advice and resources for caregivers.

Healthymindhealthyself.org was part of MPRO's Behavioral health initiative. This program was designed to help individuals diagnosed with chronic illness and a behavioral health condition, such as diabetes and depression or coronary artery disease and substance abuse. In addition to providing information and resources about the most common behavioral health conditions, it connected users with treatment options, community services and support groups.

Social Media

MPRO was one of the first Quality Improvement Organizations to use social media. In 2013, MPRO launched [YouTube](https://www.youtube.com) and [Twitter](https://twitter.com). In 2014, MPRO launched [Facebook](https://www.facebook.com), [LinkedIn](https://www.linkedin.com), [Google+](https://www.google.com) and a [blog](http://MPROBlog.org). These social media platforms allowed MPRO to engage consumers, providers and partners, with timely, relevant and efficient messaging. The use of social media promises to be an increasingly important part of future communications strategies.

HOW THIS MADE A DIFFERENCE IN HEALTH CARE IN MICHIGAN

MPRO has established a broad portfolio of communications tools to engage a wide variety of audiences in their quality improvement efforts. Through the development of these communications, providers and consumers across the state of Michigan had easy access to evidence-based best practices, resources and information that can improve their approach to care and care delivery.

DIGITAL MEDIA TIMELINE

 **JULY 2013**
YouTube
[@MPROQIO](https://www.youtube.com/@MPROQIO)

SEPTEMBER 2013
Bloodpressurehealthandyou.org 

 **OCTOBER 2013**
Twitter
[@MPROCares](https://twitter.com/MPROCares)

 Memorylosslivingwell.org

JANUARY 2014 
Facebook
[@MPROCares](https://www.facebook.com/MPROCares)

 **FEBRUARY 2014**
LinkedIn
[@MPRO](https://www.linkedin.com/@MPRO)

 Healthymindhealthyself.org

MARCH 2014 
Google +
[@MPROCares](https://www.google.com/@MPROCares)

 **APRIL 2014**
MPRO Connections to Care Blog
MPROBlog.org