

Indiana All Payer Claims Database (Indiana APCD)

Proposed Communication Plan

Transforming Healthcare Through Data and Transparency
Jonathan Handsborough, Executive Director



Executive Summary

The IN APCD is a large-scale database that:

- Collects and aggregates significant amounts of data, including eligibility data, medical claims, pharmacy prescription drug claims, non-fee-for-service information, and health care provider data.
- Identifies healthcare needs and informs healthcare policy.
- Compares costs between various treatment settings and approaches.
- Provides information to consumers and purchasers.
- Improves the utilization and affordability of patient healthcare and healthcare coverage.



Communication Plan: Goal

The goal is to further the state's Next Level Agenda in transforming healthcare through data and transparency.

- By educating and partnering with key stakeholders, the IDOI can utilize the IN APCD's insights to create a healthier future for all Hoosiers.



Communication Plan: Objectives

- To increase awareness of the new Indiana APCD website as a resource for healthcare information for consumers and stakeholders by 6,000 page views within the first six months by tracking Google Analytics.
- To increase awareness among the media of the launch of the new Indiana APCD website as a resource to help Hoosiers make informed healthcare decisions by generating at least 20 media mentions within the first 6 months after the launch by tracking with the use of media monitoring tools.
- Within 6 months of launch, deliver at least 2 webinar/presentation sessions to a combined audience of 50 stakeholders to help educate them on the benefits of the Indiana APCD website as a tool for valuable data.



Communication Plan: Strategies



Dedicated Website

Launch date by July 31



Educational Webinars/Presentations

At least 2 in 6 months after launch date



IDOI Social Media Platforms

Post information to educate consumers as needed



Partnering with Key Organizations

Before, during and after launch



Media Outreach

Press release announcing launch and media monitoring

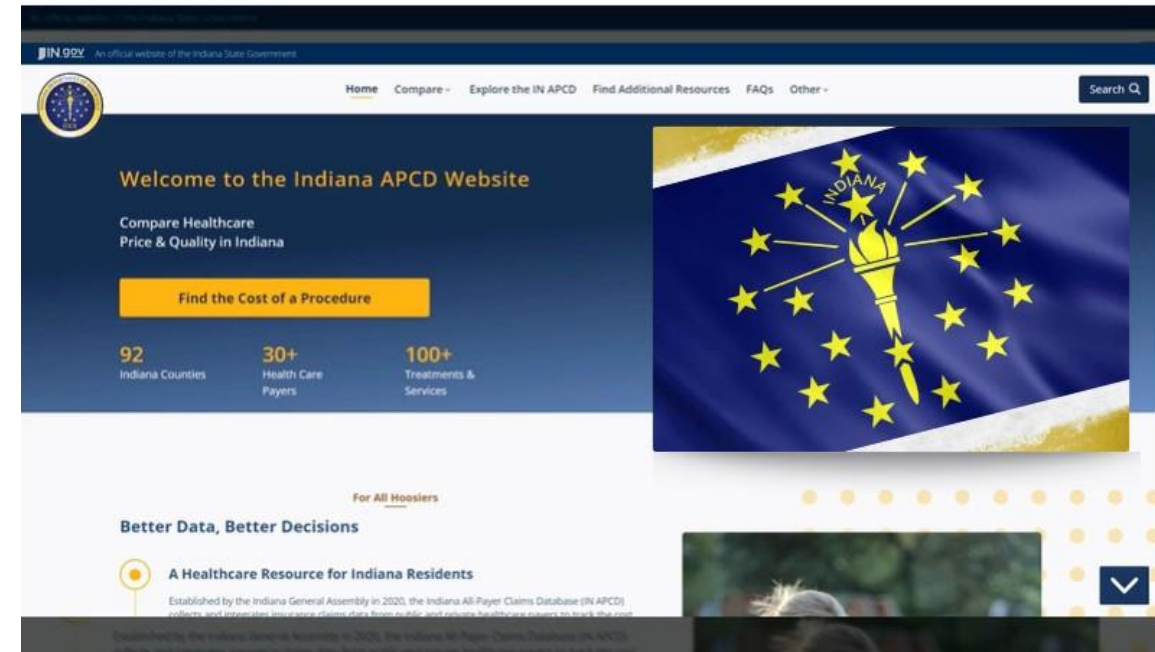


Communication Plan: Strategies

Consumer-Facing Website Education

The IN APCD has created a public-facing transparency web portal that delivers timely data to consumers and other stakeholders regarding the cost of common services being delivered by providers across the state.

- This website includes a list of resources, including webinars, guides, and contact information for IN APCD staff members who can provide further assistance.
- The portal includes interactive dashboards to allow users to flexibly choose the reporting dimensions of their choice, search the data, filter the data, and drill down into specific areas of interest.



Website Demonstration Timeline

The Indiana APCD will host virtual demonstrations of the new consumer-facing website for various stakeholder groups. Please note that the following dates are subject to change.

- **June 07:** Insurance Institute of Indiana
- **June 20:** Indiana APCD Advisory Board
- **June 25:** Joint Demo - Indiana Hospital Association & Indiana State Medical Association
- **June 27:** Indiana Employers Forum

There will also be a live webinar demonstration at the launch of the website for Employer Forum Members and Stakeholders. This would be a demo only and we would preempt questions. After review of the website, Stakeholders can send questions to the IDOI APCD apcd@idoi.in.gov mailbox for review. All legal questions will be forwarded to the IDOI Legal Team.



Communication Plan: Strategies

Webinars/Presentations

Webinars/presentations will educate by demonstrating the use of the APCD for research and decision-making.

IDOI Social Media

Leveraging established IDOI social media on platforms like Facebook, YouTube, and LinkedIn will help to increase awareness and engagement. The team will share data insights, educational content and success stories to foster understanding and encourages active participation.

Media Outreach

Strategic press releases and targeted pitches to relevant media outlets to highlight the APCD's benefits and successes to build public trust ultimately maximizing the APCD's potential to benefit Indiana residents.



Communication Plan: Target Publics

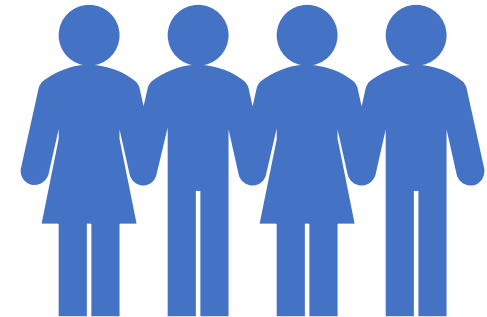
The IN APCD empowers its targeted stakeholders by providing data-driven decisions. This collaborative approach maximizes impact, driving continued change across Indiana's healthcare landscape.

- **Hoosier Consumers**

The Indiana APCD empowers consumers to actively participate in their healthcare journey by offering tools to compare provider costs and utilization, make informed decisions aligned with their needs, and advocate for services they value, all fueled by reliable data.

- **Indiana State Medical Association (ISMA)**

The ISMA will learn how to access data on healthcare utilization, costs, and outcomes that can help pinpoint areas where physician practice can be optimized, patient care can be enhanced, and healthcare policy can be better tailored to address current needs. ISMA will gain data insight on patient needs and concerns.



Communication Plan: Target Publics



- **Indiana Hospital Association (IHA)**

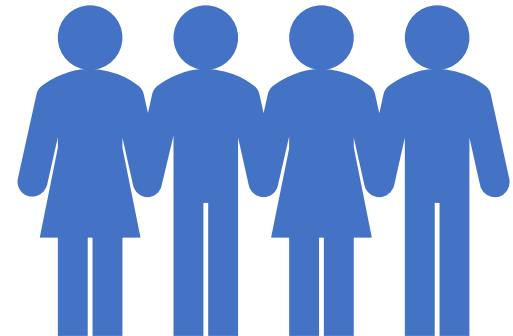
The APCD's database allows hospitals to compare their performance to others in the state, enabling them to identify areas for improvement and learn from successful practices. Data on healthcare utilization, costs, and outcomes can help the IHA identify areas where hospitals can boost efficiency, reduce costs, and enhance patient care.

- **Employers' Forum of Indiana**

The APCD empowers the Employers' Forum of Indiana with data-driven insights, fostering informed decision-making and improved healthcare outcomes for employers and their workforce.

- **APCD Advisory Board**

The APCD advisory board will be able to make recommendations regarding the data that include specific strategies and collect data related to health care safety and quality, utilization, health outcomes and cost.



Communication Plan: Target Publics



- **Health Payers**

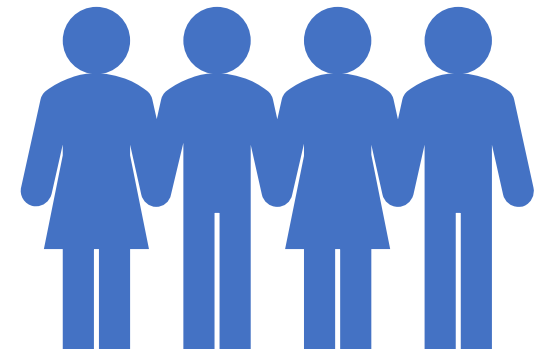
The database will allow for an analysis of trends, assess treatment effectiveness, develop targeted products, and enhance coverage affordability.

- **Policymakers and Researchers**

The IN APCD database will serve as a tool to identify healthcare needs, compare treatment costs, evaluate interventions, monitor utilization and outcomes, and conduct research on healthcare trends.

- **APCD Council**

The APCD Council, focused on sharing best practices and harmonizing data collection, can partner with the Indiana All Payer Claims Database by offering technical assistance and facilitating cross-state data analysis, ultimately advancing healthcare insights and policy improvements nationwide.



Measuring Success



**GOOGLE
ANALYTICS FOR
WEBSITE TRAFFIC**



**SOCIAL MEDIA
ENGAGEMENT
TRACKING**



**MEDIA COVERAGE
ANALYSIS**



**FEEDBACK
ANALYSIS**



**COOPERATIVE
ENGAGEMENT**



Questions?

**Indiana All Payer Claims Database
Indiana Department of Insurance**

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