



Building Awareness: Three Lessons from Long-Term Care

The Advisory Council on Alzheimer's Research, Care, and Services
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National Plan to Address Alzheimer's Disease Education & Awareness Goals

Alzheimer's Outreach

- **Strategy 4.A.1**
- Design and conduct a national education and outreach initiative
- Anchor: alzheimers.gov
- Target: dementia caregivers
- Competition: significant

Long-Term Care Awareness

- **Strategy 3.C.2**
- Expand long-term care awareness efforts
- Anchor: longtermcare.gov
- Target: Adults 45 -70
- Competition: minimal

LTC Campaign Parameters

- Goal: Provide information and tools to facilitate planning ahead for long-term care (including dementia).
- Target audience:
 - Pre-retirees and newly retired
 - Ages 45 – 70
- Estimated Funding Level:
 - FY 2011 - \$3 million
 - FY 2012 - \$3 million
- Funds appropriated on a one-year basis

Long-Term Care Considerations

- **Lack of Knowledge:** Pre-retirees and retirees remain unaware of:
 - risk
 - cost
 - how to prepare
- **Fear:** Alzheimer's disease is the #1 health fear of both pre-retirees and retirees
- **No Self-Identification:** much of the target group does not accept this issue as something they need to think/worry about

Major Campaign Milestones

1. Refresh content using insights from:
 - Technical panel
 - Website analytics and digital media response
2. Re-launch website
3. Select media designed for target segments
4. Use response to initial media buy to improve messaging and media placement

LTC Media Buy

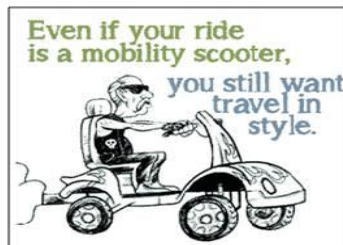
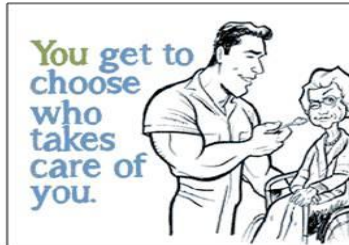
- Four Components:
 - Radio PSAs
 - Digital banner and search
 - Print – magazine ads
 - Partnerships/Matte releases
- Timetable:
 - Current campaign concluded by September 30th



Banner Ads

Five separate quick-draw cartoons, the following is the punch line panel.
The set-up: Reason # ? for planning ahead for long-term care. Because.....

Ad in Motion



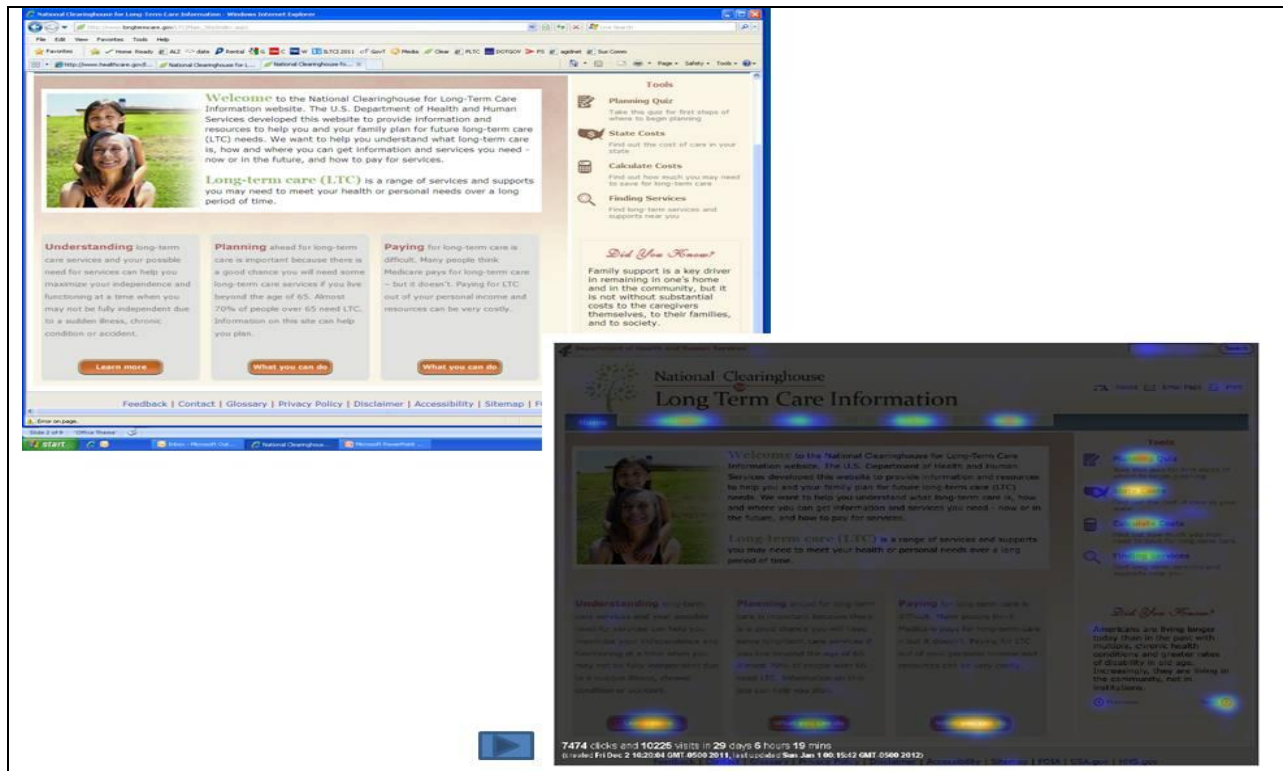
Long-Term Care Awareness Initial Strategy

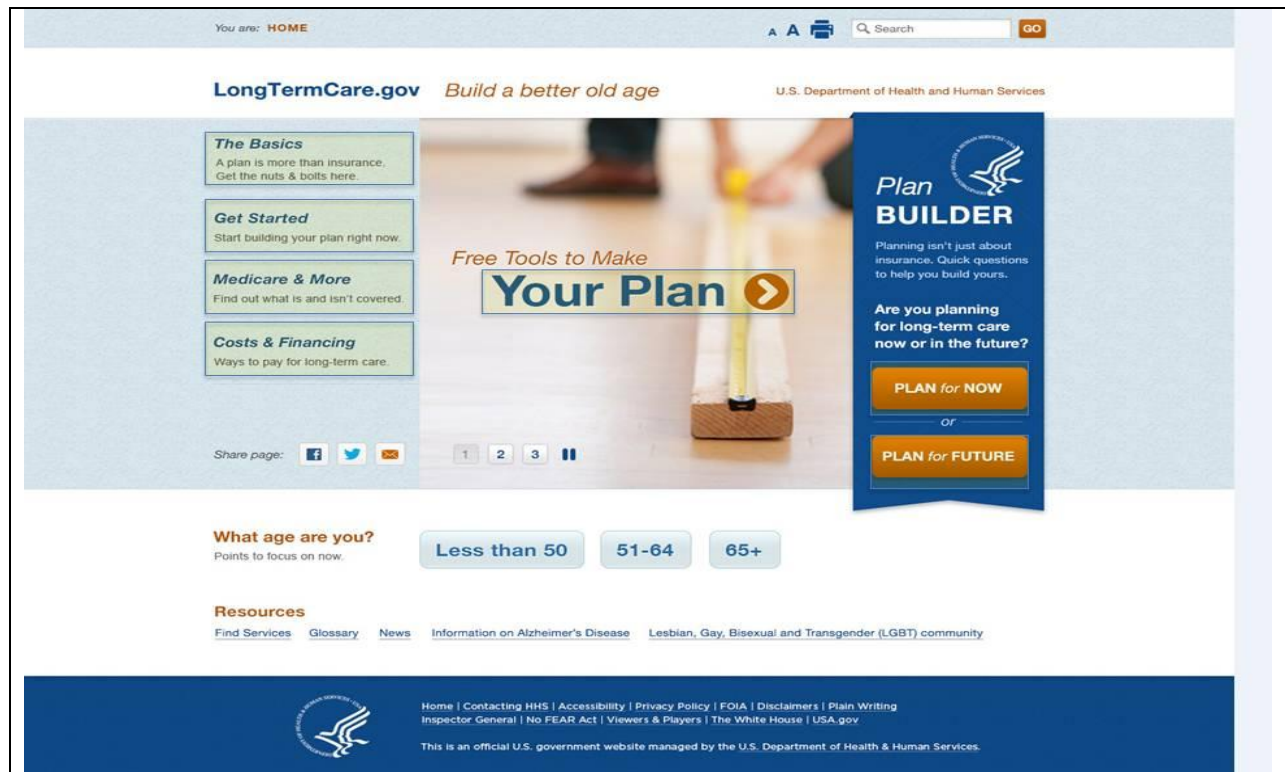
1. Introduce concept of “**Long-Term Care Planning**”
2. Normalize concept as a **part of retirement planning**
3. Key Message Points: (Tone: Coaching/humor)
 1. Plan ahead to stay in charge
 2. Planning ahead is good for you and your family
 3. Planning is not just long-term care insurance

Lesson #1

**Meet them where they are
or, don't get ahead of your target market.**

- Our audience was not ready
- “Long-term Care Planning”
 - Concept had no meaning
 - “I don't know enough”
- Premature calls to action made users feel more unprepared and fearful





Lesson #2

**If you listen, they will tell you.....
so listen well.**

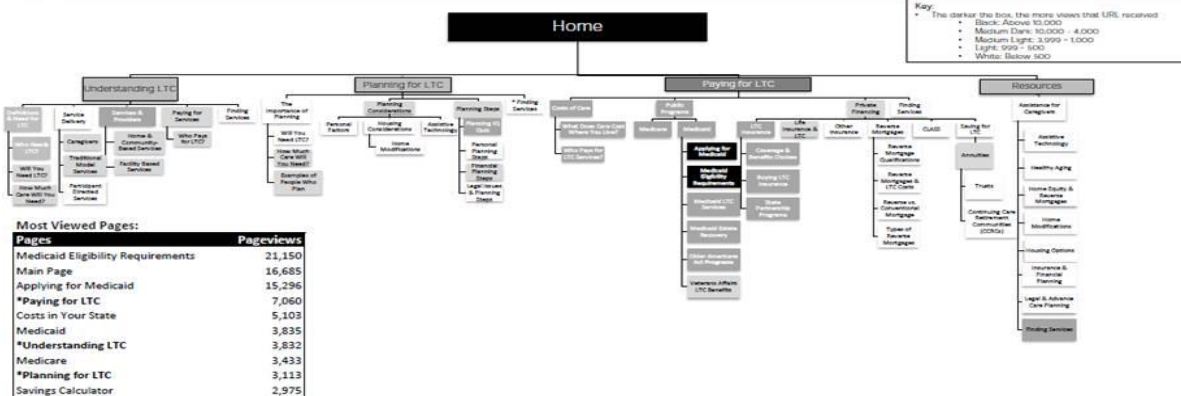
- Target market may not know how they feel as many of them are trying not to think about it
- Focus group misdirection
- Digital metrics (ad response + website analytics) and usability testing offered the best ways of understanding our target market

Heat Map



National Clearinghouse
Long Term Care Information

Content Site Map



Most Viewed Pages:

Pages	Pageviews
Medicaid Eligibility Requirements	21,150
Main Page	16,685
Applying for Medicaid	15,296
*Paying for LTC	7,060
Costs in Your State	5,103
Medicaid	3,835
*Understanding LTC	3,832
Medicare	3,433
*Planning for LTC	3,113
Savings Calculator	2,975

Content Site Map:

- The "Applying for Medicaid" section saw the greatest percent increase in traffic within the top most viewed pages this month, as a larger number of people came to the site searching for Medicaid information.
- Within "Paying for LTC", the "Public Programs" section of the site continued to receive more pageviews than the "Private Financing" section, hinting a greater interest in lower cost options for long-term care.

Google Analytics



National Clearinghouse
Long Term Care Information

Topline Performance



Topline Performance:

- Overall traffic to the site increased by 58%, improving for the first time since the media campaign. Growth came from all sources, most notably organic search which led to 75% more visits compared to last month.
- Medicaid terms continued to dominate the top 10 organic search keywords. Although the volume of Google searches for these terms increased, search levels were not above average for the year. This suggests an improved Google ranking led to the increase.
- Traffic to LongTermCare.gov from top 10 referrers all increased from December. The increase appears to have stemmed from growth in traffic to these sites, as no new links to the site were posted from these sources.
- Tweets about the site increased from 10 to 16, including one tweet from AoA.gov that pointed people to the quick draw cartoon on the homepage.

Lesson #3

Speak to the ear they listen with.

- Audience may be more comfortable acknowledging one or more components instead of the whole
- Audience selected the context in which they were most comfortable with these concepts
- Engagement increased by understanding audience comfort level and building on it

The screenshot displays the LongTermCare.gov website. At the top, it says "You are: HOME" and "Current Site". The main header includes "LongTermCare.gov Find your path forward" and "U.S. Department of Health and Human Services".

On the left, there are navigation links for "The Basics", "Medicare, Medicaid & More", "Where You Live Matters", "How to Decide", and "Costs & How to Pay".

The central infographic is titled "Myth vs. Fact". The myth states "Most people do not need long-term care." The fact states "About 70% of people will need some form of long-term care at some point in their lives." A pie chart shows a small orange slice representing the myth and a large white slice representing the fact. Below the infographic are navigation buttons "1", "2", and "||".

On the right, the "LTC PathFinder" tool is visible. It includes a search bar, a "GO" button, and a "SUBMIT" button. The tool asks "How old are you?" with options: "Less than 50", "51-64", and "65+". It also asks "Do you currently require long-term care services?" with options: "Yes" and "No".

At the bottom, there are sections for "Tools" (Find Services, Costs of Care in Your State), "Resources" (Alzheimer's, LGBT Issues), and "Links" (State Medicaid Program, Medicare). The ACL logo (Administration for Community Living) is in the bottom left corner. The browser status bar at the bottom shows "Internet" and "125%" zoom.

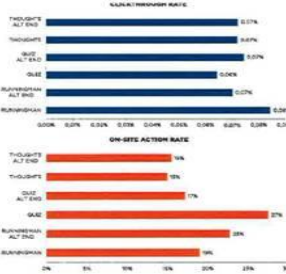
Creative Comparison

DISPLAY DASHBOARD - CREATIVE

REPORT DATE: 6/8/2013
START DATE: 5/3/2013
DAYS RUNNING: 36

LongTermCare.gov | PORTER NOVELLI

	RUNNINGMAN	RUNNINGMAN ALT END	QUIZ	QUIZ ALT END	THOUGHTS	THOUGHTS ALT END
IMPRESSIONS	11,728,596	5,445,306	7,942,394	20,656,738	20,836,683	20,945,029
CLICKS	9,898	3,846	3,304	15,519	15,000	15,120
CLICKTHROUGH RATE	0.08%	0.07%	0.06%	0.07%	0.07%	0.07%
AVG. TIME ON SITE (min)	0.31	1.02	1.27	0.29	0.21	0.29
PAGES/VISITS	1.4	1.6	2.0	1.4	1.3	1.4
ON-SITE ACTIONS	1,350	218	719	1,652	1,540	1,678
ON-SITE ACTION RATE	19%	33%	37%	17%	15%	16%



OBSERVATIONS: After further analysis, it appeared that the CTR for the Quiz ad was significantly lower in part due to it being the default backup ad for all ads which inherently generates lower results. With default data eliminated, however, the ad still underperforms but by a lower margin. Runningman ads continued to generate the highest CTR with an above average on-site action rate.

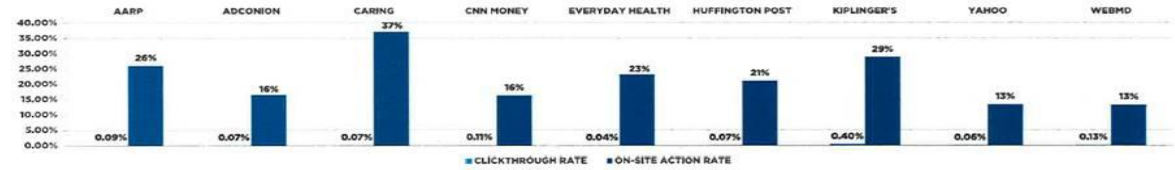
RECOMMENDATIONS: With only a week left in the campaign, we will compare results from this campaign to the previous ones.

Note: Impressions and Clicks data is from DoubleClick, all other data from Google Analytics

Placement Comparison

DISPLAY DASHBOARD - PLACEMENTS

REPORT DATE: 6/8/2013
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	AARP	ADCONION	CARING	CNN MONEY	EVERYDAY HEALTH	HUFFINGTON POST	KIPLINGER'S	YAHOO	WEBMD
IMPRESSIONS	7,926,129	43,810,994	242,827	2,210,553	3,285,957	6,963,069	127,108	20,377,031	8,982,656
CLICKS	7,449	28,528	159	2,532	1,351	4,823	505	12,957	11,548
CLICKTHROUGH RATE	0.09%	0.07%	0.07%	0.11%	0.04%	0.07%	0.40%	0.06%	0.13%
AVG. TIME ON SITE (min)	1:17	0:17	3:20	0:34	1:25	0:44	1:21	0:27	0:33
PAGES/VISITS	1.9	1.3	1.9	1.5	1.7	1.6	2.4	1.4	1.3
ON-SITE ACTIONS	1,333	3,104	47	217	210	579	45	1,275	853
ON-SITE ACTION RATE	26%	16%	37%	16%	23%	21%	29%	13%	13%

OBSERVATIONS: Because the Everyday Health placements were underperforming, optimizations were made leading to a .07% CTR for this week (compared to .04% overall average). Although the Kiplinger's placements cannot statistically be compared to placements receiving higher impressions, it is clear that this partnership was a top performer with above average results for both CTR and on-site action rate. WebMD, another partnership placement, was a top performer, as well.

Note: Impressions and Clicks data is from DoubleClick, all other data from Google Analytics

Moving Forward

- Cooperate – Coordinate - Partner
 - Select networks/partners already engaging audience on topics that reflect their preferences
 - Go to them (Pathfinder widget)
- Listening is key to future content development and marketing investment
- Employ strategies that allow audience to find their own comfort level