Memorandum

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| To: | Commissioners |
| From: | Caroline Broder |
| Date: | June 1, 2023 |
| Re: | Communications report |

MACPAC reaches the public and policymakers primarily through our website, Commission meetings, e-mail announcements, direct mail, media reports, as well as social media platforms such as Twitter, LinkedIn and more recently, YouTube. This memo offers a brief overview of how we use various communications channels to reach our audience, and highlights from the past year.

## Communicating the results of our work

MACPAC’s efforts to disseminate information about the Medicaid and the State Children’s Health Insurance Program (CHIP) continue to grow. In 2022, we produced 2 separate reports to Congress, the *MACStats Medicaid and CHIP Data Book*, 14 issue briefs, 10 fact sheets, 7 comment letters, 2 separate 50-state policy compendia, and 1 contractor report.Thus far in 2023, MACPAC has produced the March and June reports to Congress, five issue briefs, and six comment letters. In addition, MACPAC jointly produced with MedPAC a data book on beneficiaries who are dually eligible for Medicaid and Medicare. We are also in the process of updating our annotated statute to Medicaid, a valuable resource for a variety of policymakers and stakeholder.

Use of MACPAC’s website continues to grow for those seeking nonpartisan, evidence-based information on Medicaid. In the first few months of 2023, MACPAC’s site has had an average of 31,000 visitors per month, up from an average of 30,000 visitors per month in 2022. Over 86 percent are returning visitors, a number that has remained relatively unchanged since 2017.

After the home page, the most popular pages on MACPAC’s website in 2023 have included our page on how Medicaid interacts with other payers (more than 11,000 views), our page on people with disabilities (more than 10,000 views) and our Medicaid 101 page on provider payment and delivery systems *(*more than9,000 views*.* The most popular publications in 2023 have included the data book on beneficiaries who are dually eligible for Medicaid and Medicare, the March 2023 report to Congress, and an issue brief on estimates of nursing facility payments relative to costs. Our reference guide to the federal Medicaid statute remains one of our most visited pages on the site.

Most users come to MACPAC’s website through an organic search, by directly typing in our web address, or referrals from other websites such as the Kaiser Family Foundation, *Health Affairs,* the National Academy for State Health Policy, and the White House. LinkedIn accounted for 64 percent of the traffic driven by social media in the first few months of 2023, while Twitter accounts for roughly 30 percent of social media-driven sessions during the same time period.

Twitter and LinkedIn are major vehicles to announce new publications and other updates. As of May 2023, MACPAC has 3,980 followers on Twitter who include many influential health policy reporters, organizations, and researchers who often amplify our work. For context, MedPAC has around 3,306 followers. MACPAC began sharing work on LinkedIn in 2021, and now has more than 3,200 followers. It is our fastest growing social media platform, garnering almost 2,000 new followers in the last year.

Email is another vehicle for driving traffic to MACPAC’s website and its work. MACPAC’s mailing list has 4,400 subscribers that include key agency leadership and staff, members of Congress and staff, state Medicaid directors, health policy reporters, and policy organizations. Our average email open rate is 33 percent, and our average rate of those who click on links in the email is 8 percent. This is above the average open rate across industries of 29 percent, and well above the average click rate in most industries of 1.32 percent.

## Continued visibility through Commission meetings

MACPAC continued to allow virtual participation for public meetings in 2022 and 2023. MACPAC held seven public meetings in 2022 and three thus far in 2023, using a mix of virtual and hybrid meetings that allowed members of the public to participate remotely and watch the Commission deliberate in person, as well as offer public comment at selected points during the meeting. Meeting attendance during this time period has ranged from 278 participants to a high of 644 participants for the January 2023 meeting, far surpassing typical attendance at in-person meetings, and allowing more people outside of Washington, DC to participate. The number of people participating in public comment remains fairly similar to the experience during in-person meetings.

## Serving as an evidence-based non-partisan resource on Medicaid and CHIP

MACPAC has built a solid reputation as an important source of evidence-based non-partisan information on Medicaid and CHIP. Members of the media continually call on MACPAC to help understand and provide context for Medicaid and CHIP policy. The Commission is regularly sought out by the media as a source of unbiased information on Medicaid and CHIP, including both national outlets such as the *Associated Press*, *Axios*, *Bloomberg*, CBS News*, Congressional Quarterly*, CNN, *The Hill*, *Inside Health Policy*, *Kaiser Health News*, *Modern Healthcare*, NBC News, *Forbes,* National Public Radio, *Politico*, *ProPublica*, *Stateline*, *StatNews*, *Vox*, the *Wall Street Journal*, and the *Washington Post*, as well as many local media outlets.

MACPAC’s work is frequently cited in highly regarded peer-reviewed journals such as *Health Affairs*, *The American Journal of Managed Care*, the *Journal of the American Medical Association* and the *New England Journal of Medicine*. Policy organizations and foundations, including the Bipartisan Policy Center, Center for American Progress, the Commonwealth Fund, Institute for Medicaid Innovation, Kaiser Family Foundation, Pew Charitable Trusts, and Urban Institute, often cite MACPAC’s work. In addition, federal agencies (e.g., the Centers for Medicare & Medicaid Services, Congressional Budget Office, Congressional Research Service, GAO) and states continue to cite our products.

In addition to our statutorily required deliverables, MACPAC plans to continue producing other products on a wide range of topics. In the coming year,we plan to keep building and updating such information by:

* improving the MACPAC website ([www.macpac.gov](http://www.macpac.gov)). Although improvements were made to the website’s search function in 2021, the website last received a comprehensive overhaul in 2015. Key areas for review include improving the user experience and the updating the look of the site;
* establishing a YouTube channel that allows MACPAC to share “101” education on various Medicaid topics with the public;
* publishing new and updating previously published issue briefs, fact sheets, and policy compendia on a wide range of Medicaid and CHIP topics, as well as the annual data book on beneficiaries dually eligible for Medicare and Medicaid that we produce with MedPAC; and
* exploring new ways to communicate with stakeholders, for example, by creating specialized content for our readership.