Memorandum

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| To: | Commissioners |
| From: | Caroline Broder |
| Date: | June 6, 2024 |
| Re: | Communications update |

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 LinkedIn, X, 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 and evolve to meet the needs of our audience.

In 2023, we produced our mandated March and June reports to Congress, the *MACStats Medicaid and CHIP Data Book*, 8 issue briefs, 10 comment letters, our annotated statue on Medicaid, and a contractor report.In addition, MACPAC jointly produced with MedPAC the *Data Book on Beneficiaries Dually Eligible for Medicare and Medicaid*. Thus far in 2024, MACPAC has produced the March and June reports to Congress, five issue briefs, a comment letter, and a state policy compendium. MACPAC also began producing a new resource called “Policy in Brief” in 2024, which summarizes prior MACPAC work and recommendations on a given topic. For example, we produced a brief on high-cost drugs, which compiled our extensive body of work and recommendations on the topic. Congressional staff told us the brief was well received on the Hill.

Use of MACPAC’s website continues to grow for those seeking nonpartisan, evidence-based information on Medicaid. Although improvements were made to the website’s search function in 2021, the website last received a comprehensive overhaul in 2015. We plan to improve the user experience and the update the look of the site in summer 2024.

In the first few months of 2024, MACPAC’s site has had an average of 31,000 visitors per month. After the home page, the most popular pages on MACPAC’s website in 2024 have included our page on people with disabilities (more than 12,000 views), how Medicaid interacts with other payers (more than 11,000 views), and our page on provider payment and delivery systems *(*more than8,000 views)*.* The most popular publications in 2024 have included the *Data Book on Beneficiaries Dually Eligible for Medicare and Medicaid*, the March 2024 report to Congress, and our publication on high-cost drugs and the Medicaid program. 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 KFF and theNational Academy for State Health Policy. LinkedIn is currently the top social media driver of traffic to MACPAC’s website.

LinkedIn is also the most popular social media channel for MACPAC to announce new publications and other updates. MACPAC began sharing work on LinkedIn in 2021, and now has more than 4,600 followers. It is our fastest growing social media platform, adding more than 1,000 followers in the last year. As of May 2024, MACPAC has 4,122 followers on X, formerly known as Twitter. Our followers include many influential health policy reporters, organizations, and researchers who often amplify our work. For context, MedPAC has around 3,500 followers. In 2023, MACPAC established a YouTube channel that allows MACPAC to share “101” education on various Medicaid topics with the public.

Email is another vehicle for driving traffic to MACPAC’s website and its work. MACPAC’s mailing list has a little more than 4,000 subscribers who 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 42 percent, a 9 percent increase from the prior year. Our average rate of those who click on links in the email is 12 percent, up 4 percent from the prior year. This is above the average open rate across industries of 37 percent, and well above the average click rate in most industries of 2 percent.

## Continued visibility through Commission meetings

MACPAC allows for virtual participation in public meetings. This approach lets members of the public participate remotely and watch the Commission deliberate, as well as offer public comment at selected points during the meeting. Meeting attendance in 2023 and 2024 has ranged from 433 participants to a high of 878 participants for the September 2023 meeting. The number of virtual attendees has grown steadily since the COVID-19 pandemic and far surpasses typical attendance at in-person meetings, allowing more people outside of Washington, D.C. to participate.

## 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. In April 2024, MACPAC Commissioner Tim Hill testified before the House Committee on Energy and Commerce Subcommittee on Oversight and Investigations for a hearing on improper payments in Medicare and Medicaid. Hill testified about MACPAC’s analysis of federal and state program integrity activities and prior recommendations to improve the efforts of and tools available to the Centers for Medicare & Medicaid Services (CMS), state Medicaid agencies, and other federal and state agencies that engage in program integrity activities.

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’ 60 minutes*, Congressional Quarterly*, *Inside Health Policy*, *Kaiser Health News*, *Modern Healthcare*, *New York Times*, *Politico*, the *Wall Street Journal*, and the *Washington Post*, as well as many local and state media outlets.

MACPAC’s work is frequently cited in highly regarded peer-reviewed journals such as *Health Affairs*, *The American Journal of Managed Care*, and the *Journal of the American Medical Association*. Policy organizations and foundations, including the Bipartisan Policy Center, 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., CMS, the Congressional Budget Office, Congressional Research Service, Government Accountability Office) 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:

* 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 *Databook on Beneficiaries Dually Eligible for Medicare and Medicaid* that we produce with MedPAC;
* targeting outreach to state Medicaid directors, state policy organizations and related associations; and
* creating content that is easily accessible to federal and state policymakers who need information quickly and succinctly.