NEW YORK STATE | Department of Health | Office of Health Insurance Programs

Fully Integrated Duals Advantage

(FIDA)

Advertising and Outreach Update

Joseph Shunk
FIDA Director,
Division of Long Term Care (DLTC),
Department of Health (DOH),
Office of Health Insurance Programs (OHIP)

Take another look at FIDA: Now with more flexible requirements.

Join today!

For more information, click here.

NEW YORK STATE | Department of Health

Program Background

- New York State Department of Health has partnered with Centers for Medicare and Medicaid Services (CMS) to create FIDA for people who have both Medicare and Medicaid and need long-term care services
- Many potential FIDA participants are currently enrolled in Medicaid managed long term care (MLTC) plans
- **Benefits include:**
  - Medicare Part A, including hospital care and home health services; Medicare Part B, including emergency room visits, doctor visits, and wheelchairs;
  - Medicare Part D prescription medicines; and
  - Medicaid, including home or nursing home care, behavioral health services and some prescription medicines.

Advertising Campaign Overview

- Currently in progress through January 2017
- Increase provider and public awareness of FIDA
- Increase the number of eligible New Yorkers enrolling in FIDA
- Decrease the number of providers encouraging patients to opt out of FIDA
- Decrease the number of eligible FIDA members opting out of the program

Demographics

- **Primary Audience:**
  - Health care providers: primary care providers, nurses, discharge planners, home health aides, therapists at social day care and assisted living and adult day health care facilities; housing and retirement communities; and, nursing and rehab homes
- **Secondary Audience:**
  - Potential participants: Male and female, FIDA eligible, 21 and older with a disability or 65 and older, their family members and caregivers
- **Locations:**
  - Brooklyn, Queens, Manhattan, Bronx, Staten Island, and Nassau County

Campaign Overview

- **September 2016 – January 2017**
- Multi-media campaign, consisting of the following components:
  - Audio
  - Digital
  - Out-of-home
  - Print advertising
  - Promotional materials and giveaways

Audio

- 60-second spot radio advertisement
- Spot will focus on the weekday morning and midday commute, as well as all through the weekend
- Runs from September 2016 through January 2017 on the following stations:
  - WKYJ-FM (N/S) 98.3
  - WBLS-FM 107.5
  - WCBS-AM 880AM
  - WCBS-FM 101.1
  - WINS-AM 1010WINS
  - WLTW-FM 106.7
  - WNMG-FM 103.9

Digital

- **Banner ads on websites:** Medicx, AARP, AAFP, Social Reality, etc.
- **Targeted ads on Social Media websites:** Facebook, LinkedIn, & Sermo
- **Targeted ads on Search Engine websites:** Google, Bing, Yahoo, etc.
- **Pop-up ads on cell phone aps**
- Will run from September 2016 through January 2017

Digital Ads

NEW YORK STATE | Department of Health

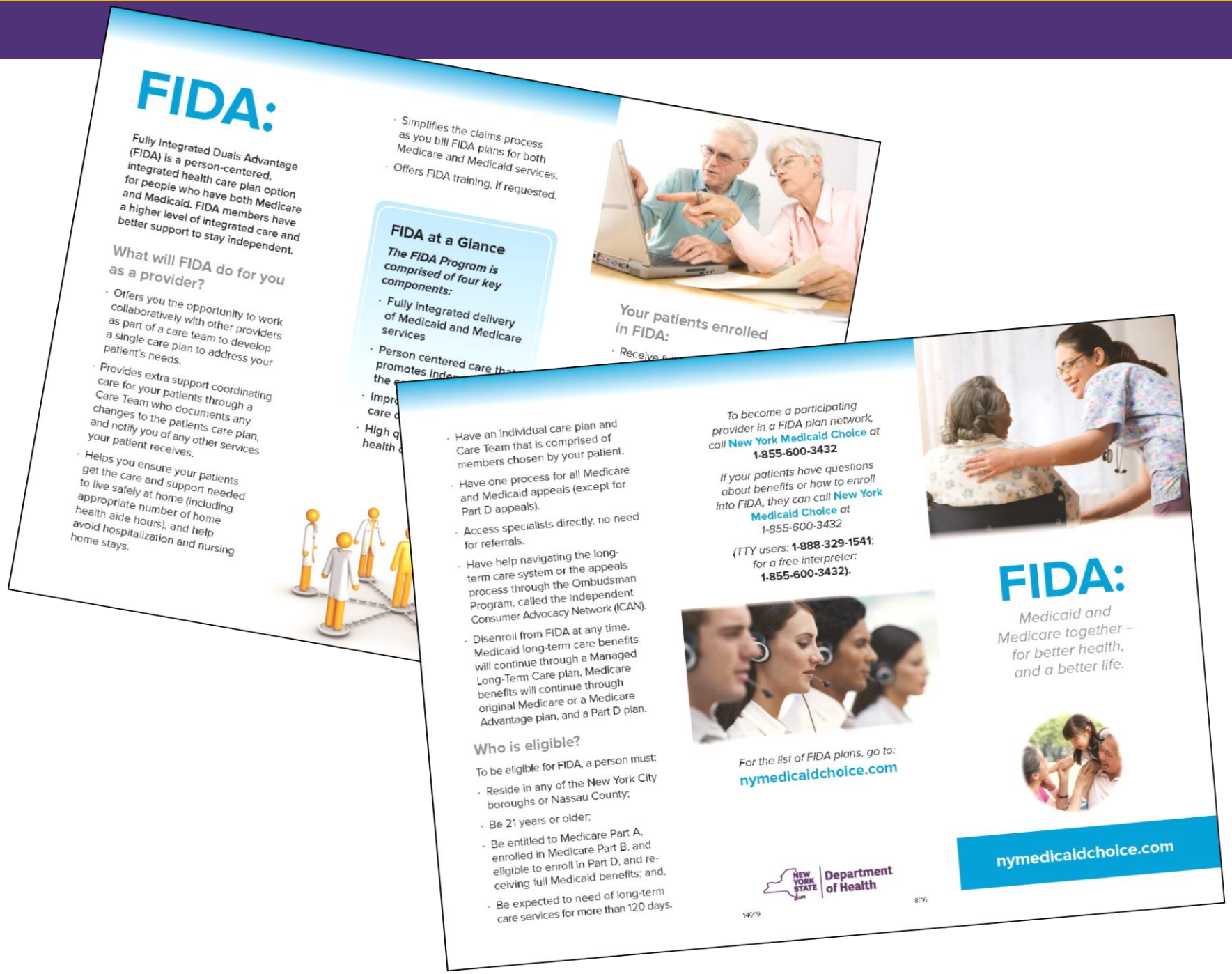
Out-of-Home

- **Posters:**
  - Displayed in bus shelters (shown right), newsstands and phone kiosks that are strategically placed less than 0.3 miles from hospitals in target zip codes
  - Runs September 2016 through November 2016
- **Promotional materials:** brochure and rack card to be displayed in provider's offices, agencies and other related locations
- **Promotional giveaways:** notepads, pens, and magnifying glasses

Out-of-Home Promotional Materials

- The FIDA rack card will also be posted online: www.health.ny.gov/fida

NEW YORK STATE | Department of Health



Out-of-Home Promotional Materials

The FIDA brochure will also be posted online: www.health.ny.gov/fida

NEW YORK STATE | Department of Health

Out-of-Home Giveaways

Promotional giveaways include pens, notepads and magnifying glasses

Not shown: Notepads

NEW YORK STATE | Department of Health

Print Advertisements

To appear in the following professional journals:

- Obstetrics & Gynecology (O&G)
- American Family Physician (AFP)
- The Journal of Family Practice (JFP)
- Clinician Reviews
- The Nurse Practitioner (TNP)
- Journal of American Academy of Physician Assistants (JAAPA)
- Journal of American Medical Association (JAMA)
- New England Journal of Medicine (NEJM)

NEW YORK STATE | Department of Health

Print Advertisements

To appear in the following Hispanic publications:

- *La VozHispana*
- *El Especialito-Bronx Edition*
- *El Especialito-Brooklyn Edition*
- *El Especialito-El Barrio Edition*
- *El Especialito-Jackson Heights Edition*
- *El Especialito-Lower East Side Edition*
- *El Especialito-Washington Heights Edition*
- *El Especialito-West Side Edition*
- *Resumen*
- *Queens Latino*

Print Advertisements

To appear in the following ethnic publications:

Chinese Publications:

- *Sing Tao*
- *The World Journal*
- *China Press*
- *The Epoch Times*

Russian Publications:

- *RusskayaReklama*
- *Russian Advertiser*
- *Russian-American Daily Reporter*
- *Russian Bazaar*
- *V NovomSvete*

NEW YORK STATE | Department of Health

Resources:

FIDA email: fida@health.ny.gov

FIDA website: http://www.health.ny.gov/health/fida/