

STATEWIDE MARKETING STRATEGY: A HYPOTHETICAL EXAMPLE

Define your marketing mission

The State Department of Health (DOH) HIV/STD program and RWHAP key core and support providers defined their marketing mission. Their mission was to:

- Educate State Medicaid managed care organizations (MCOs) about the HIV epidemic in our state and its impact on Medicaid beneficiaries,
- Remind the MCOs about their Medicaid contractual obligation to offer HIV education, prevention, care, and treatment to their enrolled members,
- Make a business case for contracting with RWHAP core and support providers, and
- Inform the MCOs about how the RWHAP Continuum of Care can help MCOs meet their contractual obligations, ensure access to high quality HIV prevention and care services, and avoid unnecessary expensive expenses.

Form your marketing team

State Medicaid, DOH HIV/STD program, and RWHAP core and support providers created the teams. Two sets of teams were formed- (1) large HIV clinical and support service providers to participate in the pitch phase and (2) regional teams of RWHAP providers to conduct the follow-up, contracting, and maintenance phase.

Conduct market analysis

State Medicaid and DOH HIV/STD staff completed the market analysis. The analysis included determining HIV prevention and care services that must be offered by the MCOs, HIV epi profiles by county and region, trends in Medicaid and MCO HIV-related expenditures, adequacy of MCO provider network to provide high quality care, and return on investment related to HIV prevention, screening, and treatment.

Identify services to be offered

State Medicaid and DOH HIV/STD staff facilitated RWHAP providers to identify the services to be offered and frame them within the State Medicaid services delivery and payment system. Regional teams expanded on this framework to develop a roster of RWHAP providers offering those services in the MCO geographic service areas.

Develop a positioning strategy

The local AETC performance site developed marketing materials summarizing key competencies required to delivery high quality HIV core and support services. The materials highlighted how RWHAP providers demonstrated those competencies by summarizing RWHAP performance measure data.

Identify your audience and prepare your pitch

State Medicaid and DOH staff arranged an initial pitch meeting with HIV providers and MCOs. Briefing materials and presentations were prepared. DOH HIV/STD and RWHAP providers identified key marketing messages for meeting presentations. Brief presentations were made at the meeting by Medicaid, DOH, and providers.

Plan for a long-term relationship

Follow-up regional meetings were held to discuss contracting and specific services to be provided via contracting. Providers continued on-going quarterly meetings with MCOs to identify ongoing areas of collaboration and address challenges. Medicaid provided annual HIV quality reports to MCOs to document improvement in their performance related to HIV screening and treatment. RWHAP providers continued to promote State-level communication between Medicaid and DOH to keep up the momentum and ensure MCO follow-up in executing contracts with RWHAP providers. Contracts were executed.

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