



Strategic Messaging Proposal



**Bringing Quality
Healthcare Home**

DO NOT COPY

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Overview and Objectives

U.S. Medical Management (USMM) was established in 1993 and headquartered in Troy, Mich. USMM is comprised of a family of companies including Grace Hospice, Pinnacle Senior Care, The Home DME, and Visiting Physicians Association. All companies are “dedicated to providing high-quality, coordinated health care in the home.”

USMM currently operates in 11 states and continues to expand their services across the country. Services include, but are not limited to, primary care (i.e., health risk assessments, immunizations), laboratory, radiology, ultrasound, and durable medical equipment (i.e., wheelchairs, home oxygen therapy). All services are provided in the safety and comfort of the patient’s home or wherever they call home. The patient population is comprised of men and women, age 50 and up. In addition, USMM provides services to patients with special needs.

Elderly men and women typically think of going to the hospital when they need medical care. They are not always aware that in-home medical services are available to them. As a result, USMM will focus on education and bringing awareness of resources that bring medical care (i.e., x-ray, lab) directly to their home, preventing the need to leave the house or inconvenience family or friends to take them to appointments.

Although many patients have concerns about contracting COVID, especially in a hospital or clinic, the increased sanitation and precautionary measures that have been implemented have allowed them to feel safer than receiving care at home. Many seniors have had to sell their homes in the past year due to the pandemic, ending up in nursing homes to obtain care for their lifelong conditions.

Through education and engagement efforts, USMM intends to regain losses and increase patient census nationally by 40% in 2025.

In order to do that, USMM needs to start by understanding what patients want and need when making life-altering medical decisions. Using information gathered from patients, USMM will put their efforts into retention and growth using new technology and social media engagement to

This brief will highlight USMM’s plan for patient retention and growth, even during the COVID-19 pandemic. The goals are:

- Increase customer traffic nationally.
- Partner with local organizations to broaden our footprint and credibility.
- Educate customers about the services we offer and the convenience of receiving them in the comfort of their home.
- Increase growth opportunities nationally, especially in the West where presence is currently limited.
- Put customers at ease by notifying them about safety measures put into place.



encourage patients to become more involved in their medical care. With the right messaging and partnerships (i.e., AARP), USMM could be set up for a future of growth and sustainability.

Hunt Statement

The Hunt Statement is the basis for the brief – what the company is trying to achieve.

“Understand the needs of the patients in order to effectively share content that increases engagement on USMM social media channels and USMM website, while encouraging prospects to use that knowledge to consider becoming a lifelong patient.”

The Hunt Statement was developed using the following consumer insights that allowed USMM to understand their patients’ wants and needs.

Consumer Insights

Consumer Insight #1: Website is difficult to navigate and contains static information.

What this means: The website needs to contain an interactive map, list of participating providers and participating insurances, education about services provided for prospective patients, and helpful patient resources (i.e., patient portal access).

Consumer Insight #2: Interest in an app is a hot topic, including for elderly patients who are often considered out of scope.

What this means: The mobile app needs to contain similar information to the patient portal, but with greater functionality. This includes push notifications for appointment reminders, medication reminders/refills, helpful tips, and more. Patients will also have the ability to virtually

meet their new doctor before their first in-person or telehealth visit. This provides that extra special touch from the comfort of their home.

Consumer Insight #3: Patient safety is top of mind during the COVID-19 pandemic, and many patients have decided against in-home visits.

What this means: Due to patients being at a higher risk going to a hospital, which confirms why many patients have decided against in-home visits, USMM will reassure them they are much safer at home. This means educating patients on USMM’s commitment to safety and security through COVID vaccinations for their employees and safety measures, including sanitizing all equipment and ensuring that appropriate PPE is provided. In addition, reminding patients that they are actually more at risk going to the hospital than they are staying at home.

Consumer Insights #4: About 580,000 residents in Maine are over age 50. Since Maine is a small state, this means that nearly 44% of Maine’s residents are seniors. Nearly 6 million Californians are over the age of 65 - that’s more senior citizens than the entire population of Oregon.

What this means: USMM has untapped territory to cover and there is a great need to start contracting in these states and spreading the word to let prospective patients know we are there for them. One of the goals is to expand into five new markets, including Maine and California, by 2023.

The important question is: What kind of journey will these prospective patients encounter?

Consumer Journey

A Consumer Journey is how consumers interact with people, places, and things. Understanding the consumer journey allows USMM to know what and where these behaviors exist. How do patients go from becoming aware of USMM services and how do they become brand loyal?

Awareness	Consideration	Action	Experience	Loyalty
Social media (i.e., Facebook), website, email marketing, direct mail	In-home medical services, Medicare-approved physicians, national coverage in 11 states, lower costs, better outcomes, patient satisfaction	Contact Us form, inquiries about eligibility requirements and services, outreach to health insurance provider	Receipt of primary care and outpatient services (i.e., lab, x-ray, ultrasound). Use of website, patient portal, social media and patient app.	Submission of patient experience story to encourage others to seek care from USMM. Aging into Hospice services in final years.



Customer (patient) interaction is the basis for the Consumer Journey. **The Consumer Journey starts with their “need.”**

Awareness: Why are patients considering USMM in the first place? They are looking for medical services in non-hospital settings.

Consideration: Patients gain an understanding of the services provided through social and online channels. The reasons for consideration include in-home medical services, Medicare approved physicians, national coverage in 11 states and growing, patient testimonials, and a commitment to lower costs and better outcomes.

Action: Once patients have a greater understanding of the services we provide, they take the next step in their healthcare journey by contacting the company. This can be through completing a Contact Us form online, calling the corporate office directly, or working with their insurance to determine if USMM participates with their insurance.

Experience: Once they have confirmed insurance coverage with their provider, their healthcare journey begins with the initial physician visit. Patients would be process access to the following services in the comfort of their home: lab work, radiology, ultrasound, durable medical

equipment (delivered to their home), and more. They would also be able to track visits, medication reminders/refills, and more from the mobile app.

Loyalty: After experiencing USMM’s services through any of the core divisions (i.e., Visiting Physicians Association), the customer journey will be monitored to determine if opportunities arise and if our methods have been successful. Patients could provide testimonials or other methods, promoting our services and displaying patient satisfaction to help encourage others to receive the same great care they are.

From Awareness to Loyalty, USMM takes their patients down a path from inquiry to part of the “USMM family.” This journey not only promotes growth, which is one of the goals/objectives, but it also promotes patient retention. However, why does USMM exist and what is it really all about?

Audit

The Brand Audit allows USMM the ability to evaluate where they are today and determine if there are new ways to connect with patients and prospective patients in a meaningful way. This includes the existing background and purpose, as well as consumer insights and the current customer journey. Evaluating what USMM patients had to say, engagement and patient involvement in coordination of care were at the top of the list.

<p>Immerse</p> <ul style="list-style-type: none"> • Founded in 1993; grew from a single practice location into a diversified healthcare enterprise over 20 years • Acquired by Centene Corporation in 2014 • Conducts primary care and outpatient services in the comfort of a patient’s home; tagline remains “Bringing Integrated Health Care Home” • Partner with organizations like Alzheimer’s Association to provide patient resources and support • Social media requires significant shift from partner focus to patient focus 	<ul style="list-style-type: none"> • Improve processes and access to healthcare • Increase patient satisfaction/growth through technological advancements, partnerships, geographical footprint, and reduction in paperwork • Maintain consistent focus over 28-year history through utilization of telehealth services during COVID-19 pandemic • Patients need to be put first through engagement efforts online to avoid feeling like “just a number” • Maintain credibility through consistent communication strategy and partnership support (i.e., mentions/shares) <p style="text-align: center;">Assess</p>	<p>Originate</p> <ul style="list-style-type: none"> • Allow patients to receive the care they need and deserve in the comfort of their homes • Keep patients’ who require long-term care out of the hospital, providing peace of mind to family members • Understanding why patients value our services and why they stay in the USMM family • Staying true to our values of Respect, Integrity, Teamwork and Excellence – also known as the “RITE” way • Consistent and appropriate communication across all channels focusing on enhanced programs and medical advancements 	<ul style="list-style-type: none"> • Ensuring we are providing the exemplary care that we preach about; maintain our patient census; create advocates for referrals • Improve social media and website to encompass our values of Respect, Integrity, Teamwork, and Excellence • Keep patients informed and engaged through social media channels, website/email traffic, and the new patient app • Use our eyes and ears, less of our mouth, when communicating with patients; tie all content back to patient needs and support <p style="text-align: center;">Articulate</p>
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The Brand Audit states that in order to spread awareness about the great services that USMM offers, engagement needs to increase across multiple channels including social media (i.e., Facebook), the patient portal, and the new mobile app. The better informed and engaged the patients are, the more they will feel like part of the USMM family and not “just a number.”

The more that USMM focuses on their purpose of keeping patients out of hospital settings long-term by reminding patients of the safety measures put into place and how they get to be part of the care decisions and monitoring through technological advancements, the better off our patients will feel about receiving these services in the comfort of their home. USMM will monitor the activity and patient engagement across all channels to determine if the prediction is correct based on messaging strategies that are underway.

Organizing Idea

The Organizing Idea is the framework for what USMM must do in order to set themselves apart from the competition. Hospitals are notorious for long waits and lots of paperwork, which contributes to patient disengagement. As a result, USMM must create a brief and overarching organizing idea that encompasses what they do and why patients should share that focus with the friends and family who are looking for at-home care.


“Put Patients First”

How does USMM get that message out there? By reminding their patients and prospective patients of USMM’s overall focus and what they do to support that focus.

Elevator Pitch

The Elevator Pitch is presented in three different ways in order to reach the target audience in various online and offline methods. The tweet will be featured on social media. The paragraph version will be featured in email marketing, direct mail, and the website. The full-page version will be featured on hospital signage. Each version ties back to the Organizing Idea of **“Put Patients First”** to reinforce what USMM can do for them.

Tweet

 **USMM @U_S_MM** ⋮
We are USMM – putting you first! USMM provides medical services across the country in the safety and comfort of your home, and keeps you involved in your care with our latest patient app. More info here: <https://bit.ly/3gpSqNP>

Paragraph

With Visiting Physicians and Hospice services offered across the country in 11 states and growing, we put **YOU** first for all your healthcare needs – in the comfort of your home. That is right – you do not come to us, we come to you. Are you ready to take control of your healthcare from the comfort of your home and in the palm of your hand?

With over **25** years in home-based medical care, our physicians and nurses are ready to bring the doctor’s office to you, including X-Ray, Lab, Ultrasound, Immunizations, Health Assessments, and more.

Through great partnerships with organizations like Meals on Wheels, you receive well-rounded care without ever stepping foot outside your front door.

We have over **20,000** patients nationwide who receive care through in-person and Telehealth, while monitoring their care through our latest and greatest patient app. Join our USMM family today and experience the difference between feeling like a number and feeling like you are number one in the eyes of your doctor.

Learn more by contacting us on the web at <https://bit.ly/3iDJYfl>, via email at info@usmmlc.com or via phone at (248) 824-6000.”

Full Page

Are you ready to take control of your healthcare from the comfort of your home and in the palm of your hand? With Visiting Physicians and Hospice services offered across the country in 11 states and growing, we are ready to put YOU first for all your healthcare needs – in the comfort of your home. That is right – you do not come to us, we come to you. With over 25 years in home-based medical care, our physicians and nurses are ready to bring the doctor’s office to you, including X-Ray, Lab, Ultrasound, Immunizations, Health Assessments, and more.

Our dedicated caregivers worked together across all divisions to ensure that patients received the care they needed and deserved. In addition, we even worked with hospitals and senior citizen centers nationwide to help bring them back home and not stuck in the hospital for an extended period of time. Through great partnerships with organizations like Meals on Wheels, USMM allows you to receive well-rounded care without ever stepping foot outside your front door.

Everything we do to keep you home, keep you safe, and keep you cared for is our focus on putting

Experience Space

The Experience Space allows USMM the ability to understand the patient’s world and what ideal methods work best to inform patients of the services or resources provided by USMM. The channels listed under Probable Touch Points are ranked by reach and engagement, while each channel is classified by a respective story system of low engagement (signposts, roundabouts) and high engagement (town centers, destinations.) Reach is how likely it is that patients will connect with USMM through the touchpoints referenced below.

It is important to note there is a Facebook account in place, but it has not been updated since 2019. The reach and engagement scores presented are based on engagement prior to 2019 when the channel was frequently populated with service updates and health observances. This allows USMM the ability to understand where they were before the COVID-19 pandemic and that it is a Touch Point that should be revisited to maintain connection with their patients.

Probable Touch Points	Reach	Engagement	Story System
Facebook	8	7	Destination
LinkedIn	4	6	Roundabout
Digital Ads*	6	7	Roundabout
Search	4	5	Signpost
Hospital Signage	4	3	Signpost
Direct Mail	5	3	Signpost
Email Marketing*	7	5	Signpost
Website	8	6	Town Center
Patient Portal*	10	9	Town Center
Mobile App*	10	9	Town Center

The Organizing Idea, ***“Put Patients First,”*** should be at the forefront when developing content for each mechanism to get the USMM story out there. While USMM is shifting towards technological advancements to help connect with patients in ways that USMM did not think were necessary (i.e., Facebook, mobile apps), the need for traditional advertising (i.e., direct mail, hospital signage) is still essential. In addition, redirecting patients from LinkedIn to Facebook will help provide them with the type of content/conversation that they are seeking out.

Email

Bringing High Quality Healthcare to Your Home.

This statement encompasses the intent and focus of USMM. This email is simple yet instructs potential patients to consider the “USMM Difference.” The email starts by reinforcing our focus following our logo. “U.S. Medical Management – Where we put patients first.” The first graphic appears following the introduction. Consumers are viewing an African American doctor treating an elderly white male patient. Not only does this show that USMM is a diverse and inclusive organization, but that the company truly delivers care with a smile on their face.

Consumers are then directed to our social proof statement – “join the over **20,000** patients nationwide who discovered the USMM Difference.” A brief history and a high-level overview of in-home medical services is provided, which includes a reminder that USMM prevents the need to sit in waiting rooms or experience long hospital stays because USMM brings care right to their door.

It is specified that USMM is comprised of Visiting Physicians Association and Grace Hospice, among others, to provide them with high-quality care for the duration of their life. The circle diagram is included which shows the divisions that fall under the USMM umbrella, with the “home” symbol in the middle to reinstate the company’s focus.

The new USMM mobile app is introduced to track their appointments and medications as well as stay in touch with their physician. At this point, consumers are reminded that USMM services are not restricted to the patient’s home but wherever they call home. This helps us bridge the gap that USMM can perform services in senior facilities as well. To ensure that patients are not caught off guard when inquiring about service areas, the link to the “Markets Served” page is provided to let them know what states and cities that USMM currently operates in. After providing a high-level overview of the services provided, potential patients are directed to the Contact Us page for



The image shows a preview of an email from USMM. At the top is the USMM logo. Below it is a dark blue banner with the text "Where we put patients first". The main image shows a female doctor with a stethoscope around her neck, smiling and holding the hand of an elderly male patient. Below the image is a grey box with the text "Join the over 20,000 patients nationwide who discovered the USMM difference!". The main body of the email contains several paragraphs of text, a circular diagram with segments for VPA, USMM, HomeCare, and PHARMACY, and a "Contact Us" button at the bottom. Social media icons for Facebook and Twitter are also present.

USMM.
U.S. Medical Management®

Where we put patients first

Join the over 20,000 patients nationwide who discovered the USMM difference!

With over 28 years experience in home-based medical care, **U.S. Medical Management (USMM)** provides medical services (including Telehealth) in the comfort of your home! This includes mobile x-ray, lab, health assessments, immunizations and more!

No more waiting rooms or long hospital stays! We bring the doctor's office right to your door!

From Visiting Physicians Association to Grace Hospice, USMM covers all of your healthcare needs for the duration of your life.

As a valued patient, you will receive access to our new USMM mobile app - from tracking medications and appointments to staying in contact with your doctor, the mobile app will keep you connected through your healthcare journey.

At USMM, we are here to serve you, **no matter where you call home!**

We currently operate in **11 states** and growing, and we are ready to serve you!

For more information and to get started on your healthcare journey with us, please click [here](#) to fill out the Contact Us form. A helpful member of our staff will be in touch within 24 hours.

Your safety is top of mind!

Still need to get the COVID-19 vaccine? We are here to help!

Our Visiting Physicians Association team is providing vaccines to patients and the community who need it most.

For more information, please call **Nabil Kaldas** at (248) 213-6624 to request an appointment today!

Contact Us   Visit Us Online



“Bringing Quality Healthcare Home”

more information and that they will receive a response within 24 hours from a helpful member of the USMM staff.

No Commitment Required

For patients that are not sure if they are ready to experience the USMM difference, they are given the opportunity to receive the **COVID-19 vaccination** through the Visiting Physicians Association (VPA) division. To add that personal touch, consumers are provided the name and phone number of the VPA Practice Manager to schedule an appointment to receive the vaccine. Since it still remains difficult for the elderly population to receive the vaccine, this is one way to show that USMM cares even if they are not an existing patient. Why? ***Because this is USMM, and they put “all” patients first!***

Email link: <https://conta.cc/2TZc5v4>

Infographic

The U.S. Medical Management infographic would be used on social channels and the revised About US page on our website. It is designed to follow the Organizing Idea of **“Put Patients First.”** Consumers would be educated on the number of patients that USMM has nationwide, the states that they currently operate in – including growth opportunities, and how they can stay connected using the new mobile app. Consumers are notified of USMM’s 28-year experience of providing in-home medical care and the support of a family of companies for all of their healthcare needs, including Hospice. Finally, consumers are informed of the various specialty programs including **“We Honor Veterans”** which serves USMM’s veteran patient population during their final days in Hospice.

This infographic encompasses all that USMM stands for. A nationwide in-home medical services organization that is going above and beyond to provide exemplary care to elderly individuals across the country. The content displays technological advancements (i.e., mobile app) as well as plans for growth in two major states in 2022.

Without having to read all of the “fine print” on USMM’s website and social media channels, consumers are given a birds’ eye view of what services are offered and how more than **20,000** others have already joined the USMM family.

That is USMM – Bringing High Quality Healthcare Home.

How to Measure + Next Steps

For next steps to obtain these objectives, USMM will:

Increase Customer Traffic by 30% in 2022

U.S. Medical Management
BRINGING HIGH QUALITY HEALTHCARE HOME

OVER 20,000 ELDERLY PATIENTS SERVED ANNUALLY NATIONWIDE
In-person care in the comfort of your home or through Telehealth with your safety at top of mind.

OPERATING IN 11 STATES AND GROWING
Locations opening in Maine and California in 2022!

KEEPING YOU CONNECTED THROUGH THE NEW USMM MOBILE APP
From tracking medications and appointments to staying in contact with your doctor, the new USMM mobile app will keep you connected through your healthcare journey.

FAMILY OF COMPANIES TO SUPPORT ALL OF YOUR HEALTHCARE NEEDS
From Visiting Physicians Association to Grace Hospice, U.S. Medical Management covers all of your healthcare needs for the duration of your life.

28 YEARS EXPERIENCE IN HOME-BASED MEDICAL CARE
Including mobile x-ray, lab, health assessments, immunizations and more!

NATIONWIDE SPECIALTY PROGRAMS INCLUDING "WE HONOR VETERANS"
Complete with pinning ceremony and any last wishes granted under the Grace Hospice division.

- Revamp the website to put emphasis on “putting patients first” using interactive methods (i.e., interactive maps, participating providers/insurances) and ensuring that patients can access/utilize the patient portal. The goal for completion of **September 2021**. Success will be tracked through unique visitors to various pages including Contact Us, Our Markets, and Services.
- Push content on Facebook and encourage patients to seek out information and share their experiences, including *“Share Your Story.”* The campaign will go into effect in August 2021. Success will be tracked through increased engagement, including comments.

Regain losses and increase patient census nationally by 40% in 2025

- Improve USMM’s online and offline presence using the elevator pitches mentioned earlier. USMM lost census from 2020 was more than 30%. The campaign will go into effect in **August 2021** to help recover those losses and establish growth. Patient census reports will let USMM know if efforts are paying off.

Launch patient mobile app by September 2021

- Launch a mobile app that acts like the patient portal, but with increased functionality and activity. The patient portal is representative of an online chart and the mobile app would provide push notifications and access to functions like telehealth and important reminders. The goal for launch is **September 2021**. USMM will evaluate the success of the new mobile app through number of downloads and engagement with push notifications, various pages, etc. Patient satisfaction surveys will allow USMM to determine if these technological enhancements and the care provided is exemplary.

Partnership expansion in major markets by 2025

- Partner with local organizations to broaden USMM’s footprint and credibility. This includes 6 national (**Meals on Wheels, Life Alert, AARP**) and 3 local organizations in major markets (**Michigan, Florida, Ohio, and Texas**) by 2025.

Market growth in untapped territories by 2023

- Expand into 5 new markets, including **Maine and California**, by 2023.

USMM will measure success through the number of patient app downloads and engagement with push notifications, increased unique visitors to the public website pages seeking out more information, increased patient census for existing and prospective markets, and increased patient satisfaction survey scores alongside healthcare provider review sites.

Overall Impact



In conclusion, this brief emphasizes the shift from communicating with vendors to encourage referrals to talking directly to the patients themselves and reinforcing the focus that USMM **“puts patients first.”** This new messaging will be conveyed on social media and other online/offline methods. Putting patients first is what sets USMM apart from their competition, including providing care to senior citizens in the comfort of their home, giving them peace of mind and a sense of security that their physician truly cares about their health and well-being. **That is USMM!**