



Week of Action social media toolkit
June 6-10, 2022 // <https://extendhospitalathome.com>
#ExtendAHCAH

The following toolkit is intended for use by coalition representative communicators to create a groundswell of support for the extension of the Acute Hospital Care at Home waiver program and passage of the Hospital Inpatient Services Modernization Act.

Key objectives for the Week of Action

- Establish a narrative that acute care at home is the next step in the evolution of American health care and provides another tool to meet the patient where they are.
- Amplify support for extending the Acute Hospital Care at Home waiver program to secure passage of legislation before the end of the public health emergency.
- Develop resources that can be used before and after the Week of Action.
- Create opportunities for designated physician, hospital, and health system leaders to promote the benefits of advanced care at home.
- Build awareness and confidence among policymakers, patients, clinicians, labor partners, and the public by proactively addressing concerns about the quality, safety, and future staffing models of advanced-care-at-home programs.
- Demonstrate broad support using a wide network of proponents of the hospital-at-home model.



Week of Action communications plan – see work plan for detailed assignments
social media hashtag: #ExtendAHCAH

Asset	Communication Type	Sample Twitter message	Sample LinkedIn/Facebook message
Monday, June 6: social media for Waiver 101			
Waiver 101 slides	Social post	<p>The @CMSGov Acute Hospital Care at Home waiver allows patients to receive safe, high-quality, physician-led care without leaving the house. But the waiver is set to end with the public health emergency. Learn more: https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_CMSHospitalFlexibilitiesDuringPandemic.pdf</p> <p>#ExtendAHCAH #HospitalatHome</p>	<p>Hospital-at-home programs have existed in the U.S. since the 1990s, and studies have repeatedly shown that this model of care is safe, cost-effective, and valued by patients.</p> <p>The @Centers for Medicare and Medicaid Services Acute Hospital Care at Home waiver allows patients to receive safe, high-quality, physician-led care without leaving the house. But the waiver is set to end with the public health emergency. Learn more: https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_CMSHospitalFlexibilitiesDuringPandemic.pdf</p> <p>#ExtendAHCAH #HospitalatHome</p>
Recorded virtual tour of H@H model	Social post + video	<p>What's it like to be a patient in an acute care at home program? This video offers a virtual tour: [link] #ExtendAHCAH #HospitalatHome</p>	<p>What's it like to be a patient in an acute care at home program? This video offers a virtual tour: [link] #ExtendAHCAH #HospitalatHome</p>
Health equity/SDoH content	Social post + image	<p>For health systems working to reduce health disparities, here's one approach: #HospitalatHome enables patients to be treated with safe, equitable, person-centered care in the comfort of their own</p>	<p>For health systems working to reduce health disparities, here's one approach: #HospitalatHome enables patients to be treated with safe, equitable, person-centered care in the comfort of their own</p>

		homes. https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_AspirationGoals.jpg #ExtendAHCAH	home environments. https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_AspirationGoals.jpg #ExtendAHCAH
Tuesday, June 7: social media to promote hospital-focused educational effort			
State law success stories	Social post	In addition to activity at the federal level, states are working to ensure patients may choose to receive safe, high-quality hospital-level care without leaving the home. Learn more: https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_StateSuccesses.pdf #ExtendAHCAH #HospitalatHome	In addition to activity at the federal level, states such as Arizona, Florida, and Wisconsin are working to ensure patients may choose to receive safe, high-quality hospital-level care without leaving the home. Learn more: https://www.achcoalition.org/wp-content/uploads/2022/05/ACH_StateSuccesses.pdf #ExtendAHCAH #HospitalatHome
Wednesday, June 8: publicity and social media for Hill briefing			
Promote June 8 lunch & learn webinar	Social media	Acute Hospital Care at Home waivers expand access to safe, quality care. Sign up for a free June 8 webinar to hear from @RepBlumenauer @RepBradWenstrup and others on ensuring patient access beyond the PHE. https://mwe.zoom.us/webinar/register/WN_V2P9YxL_RbS84TvQv8P4ZQ?elqTrackId=937423977BE2FD5EED5029F03859CD2C&elqTrack=true #ExtendAHCAH	Acute Hospital Care at Home waivers expand access to safe, equitable #HospitalatHome care nationwide. Register for a free June 8 webinar to hear from @RepBlumenauer @RepBradWenstrup and others on ensuring patient access beyond the PHE. https://mwe.zoom.us/webinar/register/WN_V2P9YxL_RbS84TvQv8P4ZQ?elqTrackId=937423977BE2FD5EED5029F03859CD2C&elqTrack=true #ExtendAHCAH
Prep for panel moderator and participants	Talking points Social post	<i>Speaker messaging handled by their coalition member organization</i> Speaker post: Join me for the Week of Action virtual briefing to #ExtendAHCAH! On 6/8, I'll join @MayoClinic @@@ to	<i>Speaker messaging handled by their coalition member organization</i> Speaker post: Join me for the Week of Action virtual briefing to #ExtendAHCAH! On 6/8, I'll join @MayoClinic @@@ to

		<p>discuss the @CMSSGov waiver & why we should continue to deliver the safe, high-quality, hospital-level care patients choose to receive at home.</p> <p>Register here: https://mwe.zoom.us/webinar/register/WN_V2P9YxL_RbS84TvQv8P4ZQ?elqTrackId=937423977BE2FD5EED5029F03859CD2C&elqTrack=true</p>	<p>discuss the @CMSSGov waiver & why we should continue to deliver the safe, high-quality, hospital-level care patients choose to receive at home.</p> <p>Register here: https://mwe.zoom.us/webinar/register/WN_V2P9YxL_RbS84TvQv8P4ZQ?elqTrackId=937423977BE2FD5EED5029F03859CD2C&elqTrack=true</p>
Media pitching	Email to target media contacts	<i>N/A; pitched by ACH Coalition steering members</i>	<i>N/A; pitched by ACH Coalition steering members</i>
Post-event recording	<p>Video to distribute via social & email</p> <p>Social post (<i>M+</i> will provide link after event)</p>	<p><i>M+</i> to publish video on coalition website</p> <p>#ICYMI: The Week of Action virtual briefing highlighted how #HospitalatHome models promote health equity and receive high patient satisfaction scores. Watch the full replay: [link] #ExtendAHCAH</p>	<p><i>M+</i> to publish video on coalition website</p> <p>#ICYMI: The Week of Action virtual briefing highlighted how #HospitalatHome models promote health equity and receive high patient satisfaction scores. Watch the full replay: [link] #ExtendAHCAH</p>
Thursday, June 9: targeted individual Hill meetings			
Hill meetings content	<p>Talking points, one-pager, sign-on letter</p> <p>Social post + image of virtual Hill meeting</p>	<p>https://extendhospitalathome.com/resources/</p> <p>Thank you Rep/Sen. @@@ for meeting to discuss the future of person-centered care. Congress can support the Hospital Inpatient Services Modernization Act to #ExtendAHCAH and enable patients to choose high-quality, #HospitalatHome care. [photo] #HealthEquity</p> <p>The Acute Hospital Care at Home waiver expands access for patients who choose</p>	<p>Thank you Rep/Sen. @@@ for meeting to discuss the future of person-centered care. Congress can support the Hospital Inpatient Services Modernization Act to #ExtendAHCAH and enable patients to choose high-quality, #HospitalatHome care. [photo] #HealthEquity</p> <p>The Acute Hospital Care at Home waiver expands access for patients who choose</p>

		<p>high-quality, safe, hospital-level care at home. Congress should support the Hospital Inpatient Services Modernization Act to #ExtendAHCAH and ensure continued access to care. https://www.congress.gov/117/bills/s3792/BILLS-117s3792is.pdf</p> <p><i>see “Relevant Twitter accounts” for list of elected officials’ Twitter handles</i></p>	<p>high-quality, safe, hospital-level care at home. Congress should support the Hospital Inpatient Services Modernization Act to #ExtendAHCAH and ensure continued access to care. https://www.congress.gov/117/bills/s3792/BILLS-117s3792is.pdf</p> <p><i>see “Relevant Twitter accounts” for list of elected officials’ Twitter handles</i></p>
Friday, June 10: promote consumer perspectives and patient voices			
Consumer/patient perspectives content	Videos, case studies	<p><i>Partners to provide and include in social media posts; MedicallyHome to publish on Week of Action website</i></p>	<p><i>Partners to provide and include in social media posts; MedicallyHome to publish on Week of Action website</i></p>
Promote perspectives	Social media	<p>Acute care at home enables patients to be treated with safe, equitable, person-centered care in the comfort of their own homes. @MayoClinic patient Patty Young shares their story: https://youtu.be/Nu9SMVk7I3k #ExtendAHCAH #HospitalatHome</p> <p>Studies have shown that Americans prefer to receive care in the familiar surroundings of home. Amy, an @aboutKP member, describes how @PermanenteDocs and the #HospitalatHome model of care contributed to her healing: https://www.youtube.com/watch?v=okwbDLV3euc #ExtendAHCAH</p>	<p>Acute care at home enables patients to be treated with safe, equitable, person-centered care in the comfort of their own homes. Mayo Clinic patient Patty Young shares their story: https://youtu.be/Nu9SMVk7I3k #ExtendAHCAH #HospitalatHome</p> <p>Studies have shown that Americans prefer to receive care in the familiar surroundings of home. Amy, an @aboutKP member, describes how @PermanenteDocs and the #HospitalatHome model of care contributed to her healing: https://www.youtube.com/watch?v=okwbDLV3euc #ExtendAHCAH</p>

Relevant Twitter Accounts

Participants

- @AmerPhysGrps
- @theAMGA
- @cardinalhealth
- @christianacare
- @biofourmis
- @CIC_Health
- @Corstrata
- @MayoClinic
- @McDermottPlus
- @medically_home
- @MountSinaiNYC
- @originhs
- @OurHospitals
- @permanentedoctors
- @PharmAdva
- @SaintLukesNC
- @ProMedicaHealth
- @RedeemerHealth
- @sharphealthcare

- @TGHCAres
- @texashealth
- @UCIrvineHealth
- @umassmemorial
- @UnityPointNews
- @VeeOne_Health
- @WakeMed

Legislation Sponsors

- @repblumenauer
- @RepBradWenstrup
- @SenatorTimScott
- @SenatorCarper

Key Committees

- @SenFinance
- @RonWyden
- @MikeCrapo
- @PattyMurray

- @SenatorBurr
- @EnergyCommerce
- @FrankPallone
- @cathymcmorris
- @WaysMeansCmte
- @RepRichardNeal
- @RepKevinBrady

Administration Officials & Agencies

- @LizFowler_
- @BrooksLaSureCMS
- @SecBecerra
- @CMSSGov
- @HHSGov
- @CMSinnovates

APPENDIX

Key messages

- **Patient choice:** Home is where people overwhelmingly prefer to receive care. Advanced care at home allows certain patients to decide how they would like to receive care based on what's safe and effective, and what provides the patient with the best clinical outcomes. In most current care situations, the patient or member is still required to come to a venue of care of the health system's choosing rather than receive care in the comfort of the patient's own home. Advanced care at home is a true person-centered method of care to reach patients' individualized care goals.
- **Quality and safety:** Advanced-care-at-home programs provide safe, effective, high-quality care, where unnecessary hospital stays can expose patients to potential harm from infections, accidents, and delirium. Studies demonstrate that advanced care at home produces high quality and safety outcomes for the patient, suggesting a significantly reduced length of stay¹, lower 30-day readmission rates², and reduced mortality^{3,4}.
- **Health care transformation:** The pandemic accelerated the movement toward the provision of safe, effective, person-centered acute level care in patients' homes. Where video visits were previously a new modality for physicians and care teams to provide accessible, convenient care for patients, homes are now another possible site of care for certain conditions that traditionally relied on brick-and-mortar hospitals.
- **Innovation:** With recent innovation in remote monitoring and video visits and challenges of hospital capacity faced by the industry, advanced care at home fits into an organization's digital-first, person-centered strategy, providing patients with digital options to receive care and complementing face-to-face care by clinicians.
- **Equity:** Acute care at home is a move toward providing patients with equitable, person-centered care. In the home, a care team can assess the patient's diet, medication regimen, safety risks, and other factors. Where appropriate, the care team may intervene in those underlying contributors to a medical condition in ways that are not possible for facility-based patients. By enabling additional support for more-vulnerable patients, care providers can further address health equity.

¹ Levine DM, Ouchi K, Blanchfield B, Saenz A, Burke K, Paz M, Diamond K, Pu CT, Schnipper JL. Hospital-level care at home for acutely ill adults: a randomized controlled trial. *Annals of internal medicine*. 2020 Jan 21;172(2):77-85.

² Ibid.

³ Caplan GA, Sulaiman NS, Mangin DA, Aimonino Ricauda N, Wilson AD, Barclay L. A meta-analysis of "hospital in the home". *Medical Journal of Australia*. 2012 Nov;197(9):512-9.

⁴ Shepperd S, Doll H, Angus RM, Clarke MJ, Iliffe S, Kaira L, Ricauda NA, Tibaldi V, Wilson AD. Avoiding hospital admission through provision of hospital care at home: a systematic review and meta-analysis of individual patient data. *CMAJ*. 2009 Jan 20;180(2):175-82.