



Maryland

Federal Vision for Branding, Messaging & Outreach

To serve as a "visible" source of individualized counseling and help with accessing LTSS, the NWD System proactively engages in public education to promote broad public awareness of the resources available from the NWD System. The NWD System needs to reach all individuals that need to know where they can turn to for unbiased and "trusted" help in understanding and accessing the LTSS options available in their communities. A NWD System's public education efforts should give special attention to underserved and hard-to-reach populations, including people with hearing and visual impairments and limited English speaking populations. Each state should have a marketing plan to promote awareness of the NWD System to individuals and community providers.

For more information about the NWD model, visit:
<http://www.acl.gov/Programs/CDAP/OIP/ADRC/Index.aspx>.

This brief highlights **Maryland's promising practice to implement a statewide outreach and branding strategy that incorporates their Balancing Incentive Program (BIP) goals into its NWD/ADRC infrastructure.**

Maryland's Successful NWD Promising Practice

For over ten years Maryland has refined its NWD/ADRC initiative, known as Maryland Access Points (MAP). Starting in 2008, Maryland formally initiated its branding process. The term "Maryland Access Point" was chosen to remove any semblance of preferences for "aging" or "disability" being first in the name, as Maryland wanted its NWD/ADRC to be seen as access points for all individuals needing LTSS. A second round of refinement was initiated in 2011 to support an innovations exposition.

Collaborative Effort

All the work that MD does to build its branding and messaging, as well as the larger NWD/ADRC and BIP work is a collaborative effort among three key state agencies: the MD Department of Aging, MD Department of Health and Mental Hygiene (Medicaid agency), and the MD Department of Disabilities. The state also brings in the expertise and support of the local disability and aging communities and stakeholders. The state utilizes stakeholder groups or representative focus groups for the testing of branding ideas and outreach materials. For example, when choosing pictures for its MAP website, the state put together a portfolio of representative photographs and presented it to a cross disability stakeholder group for their input. This group sorted through the photographs and selected pictures that resonated with them. Group members noted that many stock photographs typically use pictures of individuals in wheelchairs that are not used. The state now takes extra care to select photographs that would not offend those seeking assistance or support from one of the MAPs.

Marketing Plan

In 2011, MD hired a consultant to conduct a preliminary review of its proposed/recommended MAP integrated marketing and outreach strategic plan. This

Resources

MAP Integrated Marketing Plan and Outreach Preliminary Plan

MD Department of Aging- MAP Brochure

MAP Toll Free Marketing Plan

MAP Flyer

MAP Options Brochure

Acronym

S

ADRC = Aging and Disability Resource Center

BIP = Balancing Incentive Program

FTE = Full Time Equivalent

LTSS = Long Term Services and Supports

MAP = Maryland Access Point

NWD = No Wrong Door

review resulted in a report that was produced for the MD Department on Aging. Key areas that the consultants were asked to focus on included a review of the plan to ensure that the brand campaign addressed these key areas:

- ▶ Creating a uniform consumers 'and providers 'marketing and outreach plan
- ▶ Eliminating system fragmentation
- ▶ Increasing awareness of the growing need for long-term support services and it's bias toward institutional care
- ▶ Becoming proactive versus reactive, thereby avoiding crisis-oriented situations and introduce a prevention-focused marketing and outreach plan

The resulting report outlined a brand strategy and brand messaging, with recommendations for implementation of its brand strategy to accomplish its desired goals. (see attached report: Integrated Marketing and Outreach Plan Preliminary Report, 2011).

Toll Free Number

MD launched their statewide toll free number in August 2014 as part of its BIP initiative. The three key state agencies worked with the local MAP sites to develop a plan. The state learned that a key concern of the local sites was that they did not want to give up their local toll free numbers, and many county agencies are required to maintain a toll free number. The plan outlined a work around solution by creating a "shell number" which routes directly to the MAP local numbers. The new toll free number has 20 numbers programmed into it. Regardless of the county or location of origin of the call, the caller is routed directly to the local site serving that area. If the call is initiated out of state or via cell phone, the call is routed to a single call center. The role of the call center is to answer and transfer to the appropriate MAP location. The state developed a script for the call center to follow, which includes questions about city or county of interest where the caller would like services. A warm transfer is initiated to the MAP serving that region.

The Maryland Department of Aging (MDoA) marketing and outreach plan to roll out the toll free number has three purposes:

- ▶ Build **awareness** of available services that support independent living
- ▶ Promote use of the toll-free number as a **streamlined way to access** information and services.
- ▶ Emphasize Maryland Access Point and its signature "Options Counseling" planning service as a proactive, **prevention-focused initiative** to increase consumer contact with and use of the network prior to crisis situations.

Desired performance measures to determine the impact of the marketing plan includes the following:

- ▶ Input: Outreach and marketing materials, advertisements, and other efforts.
- ▶ Output: Number of phone calls received by 844-MAP-LINK (the toll free number)
- ▶ Output: Number of phone calls correctly connected to local MAP sites

The Department, through its phone vendors, will attempt to capture additional call data, including wait times, busy message, and dropped calls. All callers routed via the call center (estimated to be 30% of total call volume) will be asked where they obtained the 844-MAP-LINK number in order to identify the types of marketing and outreach efforts that best captured the target market.

New Website

The state launched the newest version of the MAP website in February 2015 and it includes the statewide resource directory, offering the public an online searchable database including Google map responses based on the regions searched. It is a consumer-facing site with the state and local staff updating the resources on the back end. MD employs 1.5 FTE whose primary roles are to maintain the resource database. Additionally, the state brings in student interns throughout the school year to assist with resource maintenance. Eight local staff across the MAP sites also help to keep the directory maintained in their regions. The hope is to connect the resource database to an information and referral management information system, which will result in more staff assisting in the resource maintenance. There are currently 11,000 resources in the database, with a plan to increase to over 16,000 resources through the addition of independent Medicaid personal care providers. This list is being provided by the Medicaid agency, and will include Medicaid approved providers only for now.

Identifying No Wrong Door Promising Practices

No Wrong Door (NWD) Promising Practices highlight successful state programs providing a model from which NWD Systems can gather strategies and innovations that can augment their own work. While Promising Practices are unique to each program, they do offer replicable components for diverse settings and share many common characteristics, including the capacity to reach the population of focus, address the aspirations of individuals, drive quality and impact methodology and measurement.