

# Advocacy and Public Affairs Metrics for the C-Suite

Jamie Carracher, Executive Director, Digital Engagement & Public Affairs
February 6, 2018



## 4 Steps to Show the Value of Public Affairs

- Create a Reporting Framework
- 2. Identify Key Digital Metrics to Watch and Share
- 3. Utilize Additional Stakeholder Touchpoints
- 4. Know What Most People Get Wrong





## Create a Reporting Framework

#### Our approach at AHIP:

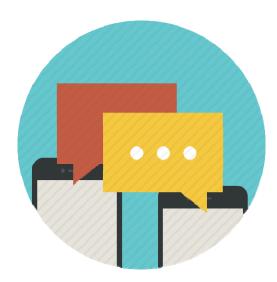
- Daily emails to members with results of our work (External)
- Monthly analytics, media monitoring reports (Internal)
- Project-based reports (Internal/External)
- Board-level reports twice a year (External)





## Additional Stakeholder Touchpoints

- Not all opportunities for reporting are formal
  - o Phone calls
  - Email exchanges
  - o One-on-one meetings
  - Social media
  - Conferences
  - Happy hour
- Listen to feedback





## **Examples of Reporting**



The top-viewed page this month was the Consumer Experience & Digital Health Forum page with 42,917 pageviews. Among the most-visited webpages were our open enrollment blog posts, courses and the Health insurance: State-to-State 2017 report continues to be popular.

Top Visited Pages	Top Blog Posts/News  1. Sign Up Early for Health Care Coverage During Open Enrollment for 2018
CDF Conference page	
2. Homepage	<ol> <li>Nine New Members Elected to AHIP Board of Directors</li> </ol>
<ol> <li>Sign Up Early for Health Care Coverage During Open Enrollment for 2018</li> </ol>	3. Your Guide to Open Enrollment
4. Events Calendar	4. Health Insurance: State-to-State 2017
5. Online courses page	5. Joint Letter Regarding the Individual Mandate

Fop Courses		
1.	Healthcare Management - AHM 250	Fellow, Academy for Healthcare Management (FAHM) Designation
2.	Federally-facilitated Marketplace (FFM) Training	Professional, Academy for Healthcare     Management (PAHM) Designation

### Monthly Digital Analytics

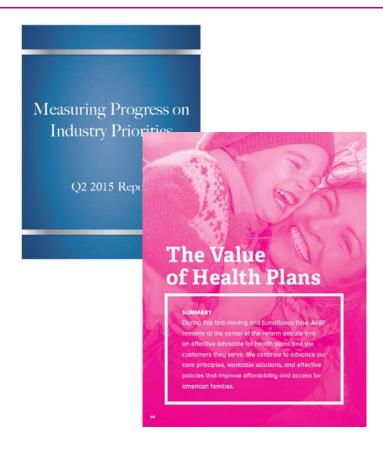
- Sent to senior association leadership
- Covers our websites and social media
- Each report is two pages and comes with a very short cover email with the highlights



# **Examples of Reporting**

#### Reports to our Board

- Introduced more consumer-friendly design, recognizing senior executives are busy and want and need highlights
- Reduced frequency
- Cut page and word count in half
- Found new ways to distribute and promote





## Digital Metrics to Watch

- Reach and engagement of your communications
- Share of voice compared to peers and competitors
- Conversion rate. How much does it cost for you to achieve an action?
- Compare your campaigns to past campaigns to make sure you are improving
- Any unique measurements that resonate specifically with your audience



## What Most People Get Wrong

- Trying to get attention by sharing too much information
  - Sometimes the hardest part about showing value is figuring out how to share less
  - Too much detail can be overwhelming at best and give stakeholders the impression you are not focused on key priorities at worst

