



America's Health
Insurance Plans

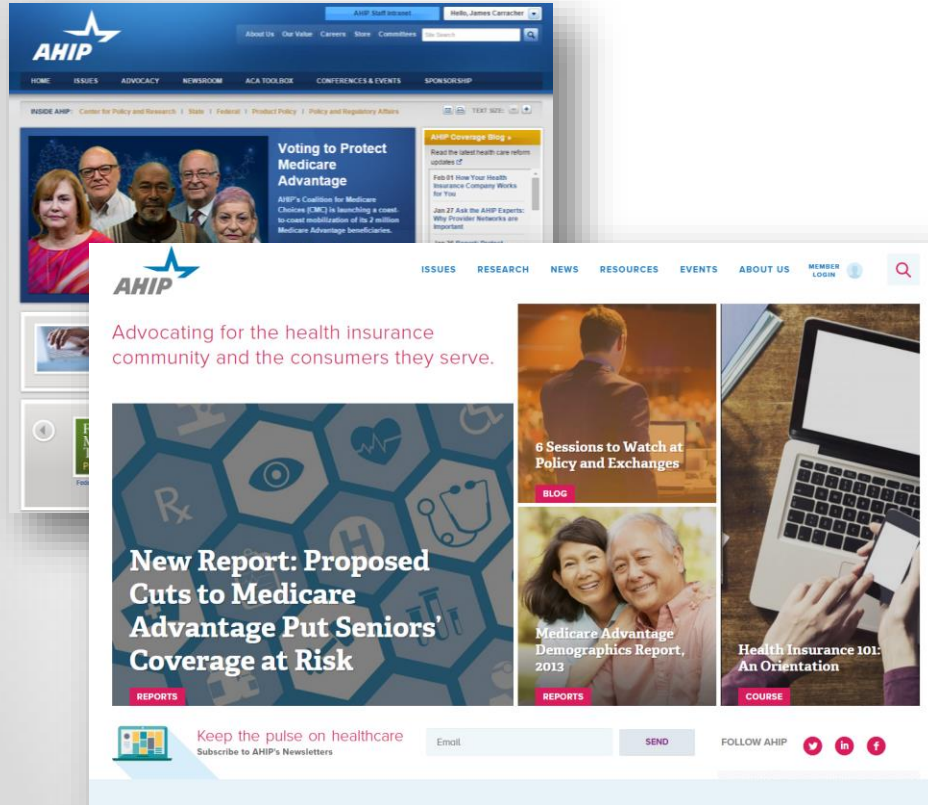
How We're Using LinkedIn for Advocacy & Member Engagement

Jamie Carracher, Sr. Director, Digital Engagement

Our Team

- The AHIP Digital Team:
 - Leads planning, execution of all digital strategy, including:
 - Manage, update websites
 - Social media content creation, community management
 - Assign, write, edit blog posts
 - Produce monthly analytics reports
 - Conduct social listening for emerging industry trends
 - Advocacy email marketing
 - Digital grassroots advocate recruitment
 - Digital paid media for advocacy and marketing
 - Coordinate, collaborate with entire organization

Our Platform



- Identified our core audiences, key messages
- Determined what content worked on each distribution channel
- Think like a publisher
- Flexible and timely

Our Content



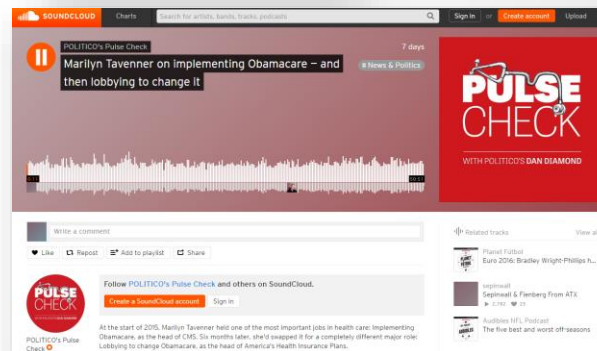
In January, we launched “Health Care in Focus” educational video series. We’re now working on plans for “season 2”



Infographics communicating complicated policy arguments



Partner with members to create content that shares the good work they are doing around the country



Executive thought leadership

How we use LinkedIn

- We post just once a day, Monday through Friday
- Focus on content of interest to health care professionals – from wonky policy reports to innovation trends
- Tie back to our organization's editorial calendar and priorities on our website and other social platforms
- Layer on consistent paid promotion

Advocacy



America's Health Insurance Plans (AHIP) shared:

Following • 25d

New Report: Physician shortages lead to network adequacy challenges
<http://spr.ly/6041Bx7H9>



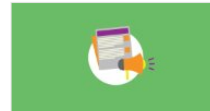
Like • Comment • 2



America's Health Insurance Plans (AHIP) shared:

Following • 11d

Nearly 9 in 10 beneficiaries (87%) say they are satisfied with their Medicaid coverage and benefits, according to a new poll.



New Poll: Medicaid Beneficiaries Overwhelmingly Satisfied With Their

ahip.org • With the continued growth of the program, a new Morning Consult poll commissioned by AHIP captur...

Like • Comment • 11

America's Health Insurance Plans (AHIP) A lot's happening in health care on Capitol Hill. Here's your latest legislative update:



This Week on the Hill: Medicare Services and Patient Protections - AHIP

spr.ly • Lawmakers close out the week with health care-related legislation regarding women and lung cancer, as well as a measure aimed at combating the Zika Virus - just as the CDC announced over 150 pregnant women in the United States appear to have been infected.

Organic

Targeted to: All Followers

2,604
impressions

23
clicks

9
interactions

1.23%
engagement

Sponsor update

Like (8) • Comment • 2 months ago

Richard (Rick) McKenna, Aabneet Kaur, Esq. +6

Member Engagement



Marilyn Tavenner

Discuss Health Care in Vegas

Hello Jamie,

I hope you'll join me at AHIP's Institute & Expo, June 15-17, in Las Vegas. With such an outstanding lineup of speakers and sessions, I think you'll quickly see why it is the essential event for the health care industry. We'll have the nation's top minds examining the key issues that are fundamental to making our health care system work better.

The agenda includes:

- Health plan executives
- Thought leaders and industry experts
- Targeted concurrent sessions in eight different tracks
- A special closing keynote session addressing the key challenges facing America.

Institute & Expo is about idea-sharing and vision to help you and your organization tackle the biggest and most complex priorities, like improving clinical care outcomes, enhancing the consumer experience, and building the path to sustainability. Please [review the agenda](#) and register today.

I look forward to seeing you there.

Sincerely,

Marilyn Tavenner
President & CEO, America's Health Insurance Plans

[Register Today](#)

Delivering
Value, and so
Much More

AHIP AHIP
2016 Institute
& Expo
June 15-17, Las Vegas



[About](#) [Feedback](#) [Privacy & Terms](#)

[LinkedIn](#) LinkedIn Corp. © 2016



America's Health Insurance Plans (AHIP) shared:

Following • 18d

Entering a new industry can be overwhelming, especially one as complex as health insurance.



How Young Professionals Can Build a Strong Health Care Foundation

[ahip.org](#) • How can you stay ahead of the curve in an ever-changing and evolving industry like health insuran...

[Like](#) • [Comment](#) • 3



Claire Sheahan SVP, Communications Practice at Avalere Health

1mth

The high touch experience seems to be working...



America's Health Insurance Plans (AHIP)

AHIP member plan Florida Blue is using retail stores to reach the uninsured and connect with communities



Retail locations pay dividends for Florida Blue

[fiercehealthcare.com](#) • Its 18 retail centers feature multiple health solution products, customer support prov...

[Like](#) • [Comment](#)

Thought Leadership



America's Health Insurance Plans (AHIP) shared:

Following • 27d

"I believe strongly in our role and the responsibility of advancing a patient-centered care delivery model."

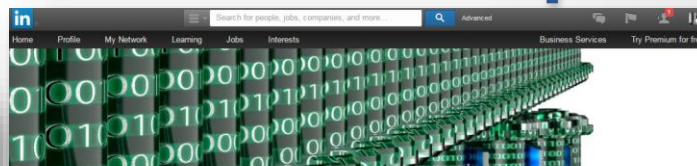
Marilyn Tavenner: 2016 AHIP Institute & Expo Highlights



Marilyn Tavenner: 2016 AHIP Institute & Expo Highlights

YouTube • Marilyn Tavenner, president and CEO of AHIP, speaks at the 2016 AHIP Institute & Expo in Las Vegas.

Like • Comment • 2



Credit: posterior / Getty Images

Blockchain: Transformational Technology for Health Care

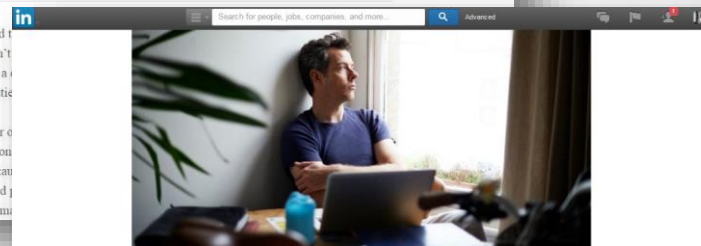
Published on August 8, 2016 | Featured in: [Big Ideas & Innovation](#), [Healthcare](#), [Technology](#)

 **Bruce Broussard**  | Following
President and CEO at Humana

729 42 272

It's happened
you they don't
you work in a
paid for a patie

As the leader o
use of electron
complex beca
multiple third
web of inform



Csaimago/Gianri Diliberto via Getty Images

Redefining Mental Health for a 21st Century World

Published on June 1, 2016 | Featured in: [Healthcare](#), [Social Impact](#)

 **Bernard J. Tyson**  | Following
Chairman and CEO of Kaiser Permanente

950 87 289

Connected health is the talk of the health care industry in 2016.

LinkedIn Metrics

- 37% of visitors to our profile page are “senior” leaders
- 26% increase in followers during last 12 months
- 14% of our social traffic to AHIP.org comes from LinkedIn, just barely under Twitter
- Nearly 60% of visitors to our site are considered managers or above based on the Audience Insight Dashboard

Thank you

Questions? You can reach me at
jcarracher@ahip.org or on Twitter
[@JamieCa](https://twitter.com/JamieCa).