



National Institutes
of Health

NIH Digital Engagement Day

August 8, 2019



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Granicus*

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Agenda

1

Welcome Note

- Scott Prince, Director of Web Communications, NIH

2

Overview of Granicus

- Howard Langsam – Vice President, Granicus

3

Measuring your engagement impact

- Laurel McIntosh – Client Success Consultant, Granicus

4

Digital Engagement Best Practices Panel Discussion

- Diana Finegold (NINR)
- Toni Dove (NIDDK)
- Kelli Carrington (NIMHD)
- Laurel McIntosh (Granicus)

5

Digital Engagement Trends & Skill Development

- Angy Peterson, Vice President Digital Engagement, Granicus

6

Closing Remarks

- Alyson Olander, Web Developer & Social Media Strategist, NIH



Scott Prince

*Deputy Director, Office of Communications
and Public Liaison,*

NIH



Howard Langsam

*Executive Vice President,
Granicus*



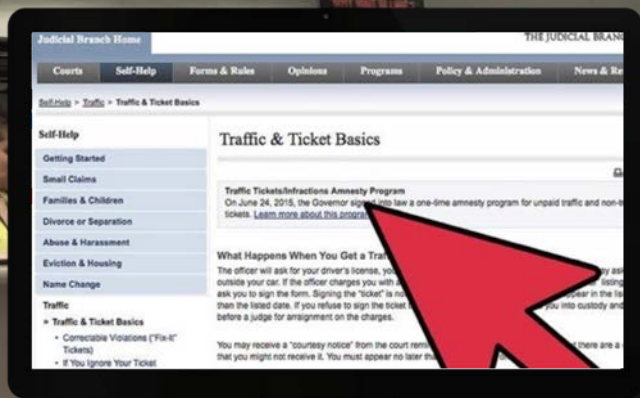
Granicus Overview for NIH

Howard Langsam, Executive Vice President

The Modern Digital Shopper



These Shoppers Are Also Your Constituents



FOR CITIZENS

- Available 24/7
- No lines



FOR GOV'T

- Less costly
- Easier tracking

Existing strategies create awareness...



Billboards



Press Releases



Twitter



Facebook



Email



Website

Effective programs lead participants to take actions and measure against defined outcomes



More Use of Services



Cost Reduction



Digital Adoption



Event Attendance



Healthier Citizens



Less Traffic



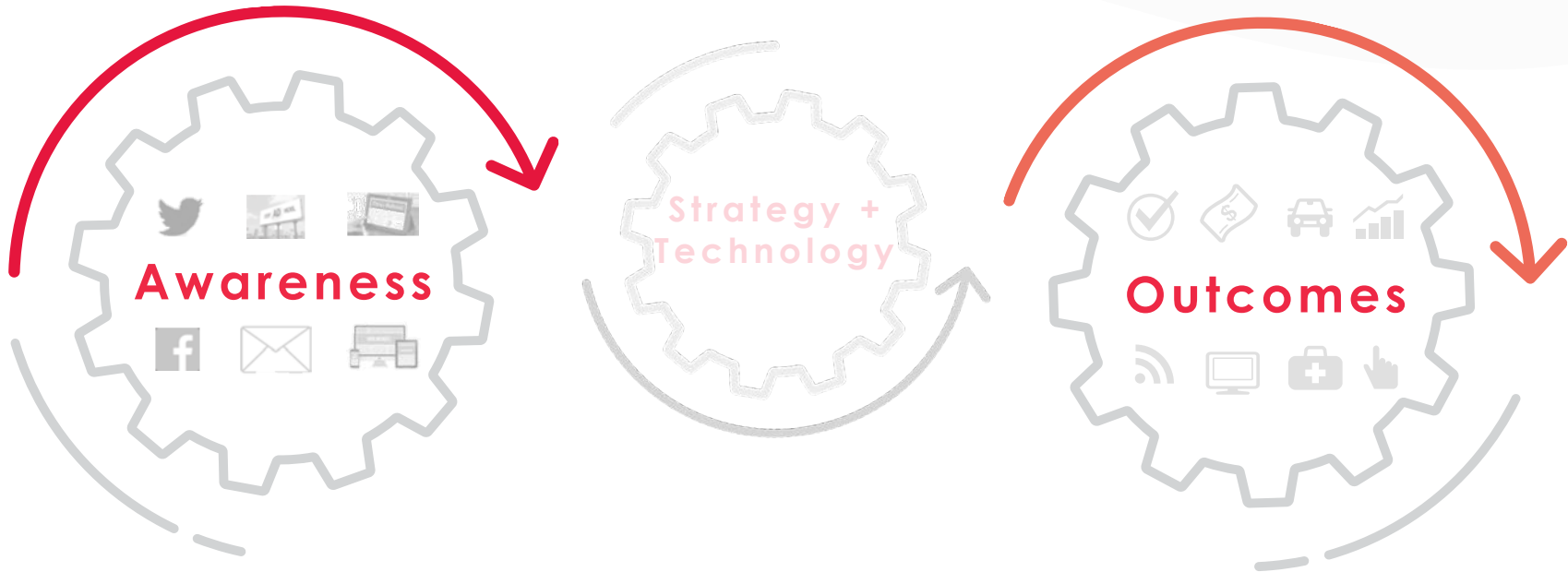
Bigger audience



More Program Participants



Awareness and Outcomes are rarely connected without the right strategy and technology.



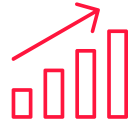
Granicus Connects the Dots

Leverage our technology and Digital Experience professionals to create an optimized strategy to drive desired results.



Strategy

Harness the full potential of digital outreach and reach your desired outcomes with citizen-first strategies that drive people to take action.



Engagement

Develop and deliver campaigns and content to meet your programmatic, multichannel needs.



Technology

Reach people where they are by putting your messages in the right digital channels and measuring your results.

Omnichannel Technologies & Strategy

Resident Visitor Business

Email Social Text

Communications

Granicus Subscriber Network



Online Access

Website - Mobile - Portal



Benefits
Disbursement



Program
Enrollment



Applications
& Requests



Regulations &
Safety



Disaster Alerts
& Relief

Connection to Existing Systems of Record

Workflow | Approvals

Data & Analytics | Professional Services



Laurel McIntosh

*Customer Success Consultant,
Granicus*

Laurel.McIntosh@Granicus.com



**106,000,000+
MESSAGES DELIVERED
IN 2018!!!**



3,406,518
Unique Subscribers



900+
Administrators
currently using the tool



10,000+
Bulletins sent



1,900+
Active Topics

A few last statistics worth noting:

- NCI is leading the charge with an almost 50% engagement rate, which is well above federal average.
- NIDCD achieved an incredible overlay rate of 2065%
- NIMHD received a 1989% Network Impact.
- NLM over 741,500 unique subscribers across their instance, boasting an impressive 2,000 utilized topics across Medline Plus English and Spanish.

Parents

Kids and Preteens

Educators

Website Overlays

- No cost to you to build or implement
- Most effective website traffic conversion
- ADA Section 508 Compliant
- Questions enabled for richer input

Drives average 250-500% audience growth



Where Is the Noise?

Noise is everywhere. Learn which sounds and environments can put your hearing at risk and how to protect your hearing.



Tips for Teaching Kids about Noise-Induced Hearing Loss

Educators from music teachers can incorporate hearing loss messages into classroom interactions with...

Have You Heard?

Happy 10th Anniversary, Noisy Planet!

Noisy Planet campaign celebrates 10 years of teaching...

Stay Connected

Get the latest news and updates from the Noisy Planet campaign, developed by the National Institute on Deafness and Other Communication Disorders.

Email Address



No Thanks Remind Me Later

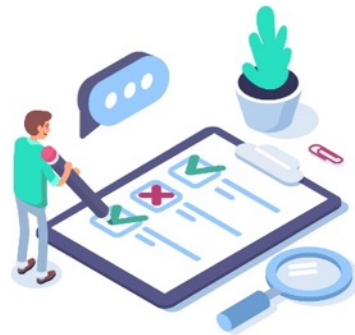
To subscribe, you will be directed to a non-government website. For additional information, please read our privacy policy.

Other Ways of Leveraging Welcome Messages

Opportunities through introduction



Encourage subscribers to sign up for other topics and categories



Direct subscribers toward other content streams and resources

Promote high priority content and pages



Ask subscribers to answer questions or provide information



Importance of Welcome Messages

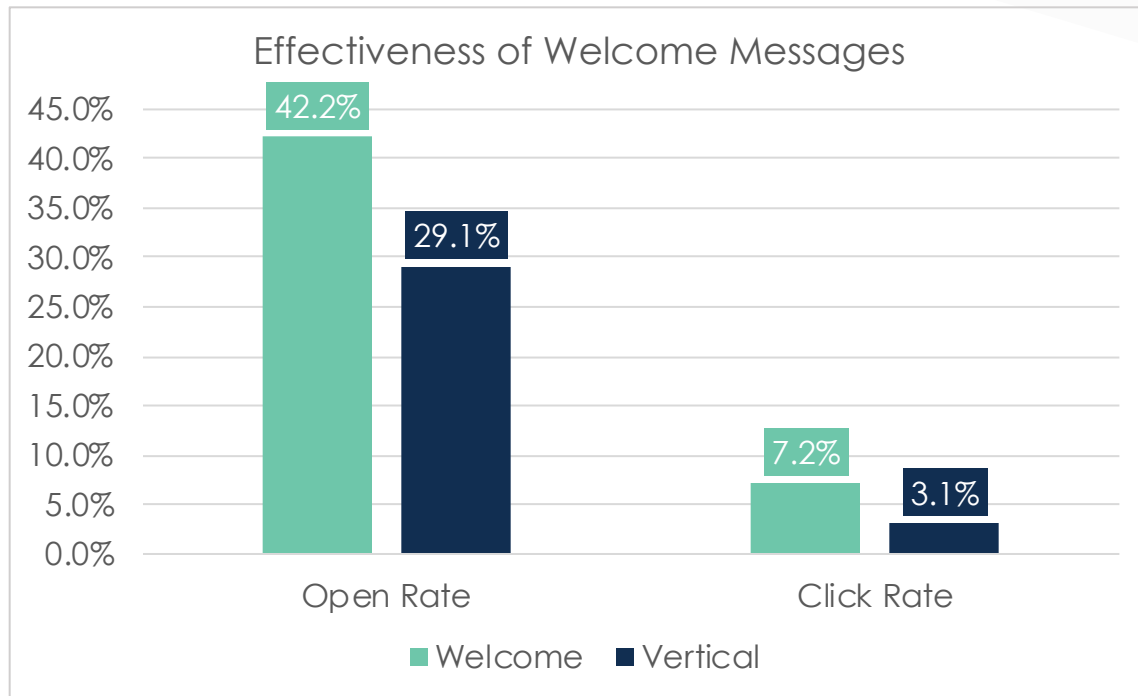
Making a good first impression is everything



- ✓ **The first message a subscriber receives is the most important** because it sets the tone for communications moving forward.
- ✓ **What happens when a subscriber doesn't receive a message** until a week after he or she first subscribes? Or when the first message a subscriber receives isn't what they expected?
- ✓ They may become disinterested, unsubscribe, or just avoid your emails entirely.

Importance of Welcome Messages

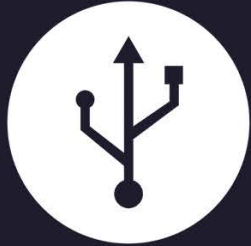
The first message is the most important message



Benchmark data comes from the Public Safety vertical of the 2018 Granicus Benchmark Report

- ✓ A welcome message sets the tone for subscribers so they can be prepped and ready for future communications.
- ✓ Organizations can expect that welcome messages will have around a **55% lift on open rate and 133% lift on click rate.**

Advanced Package



Campaigns

Pre-built campaigns increase engagement metrics and deliverability by creating automated touch-points for every subscriber.



A/B Testing

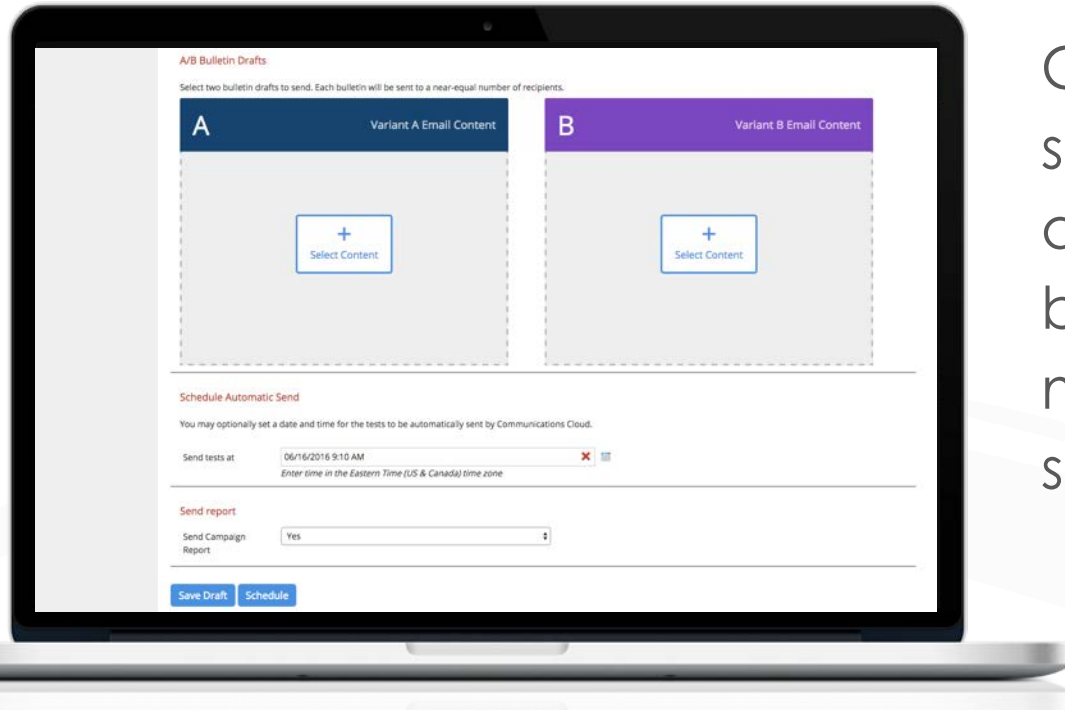
Compare two variables like subject lines, images, and call-to-actions to better optimize a marketing campaign's success.



Segmentation

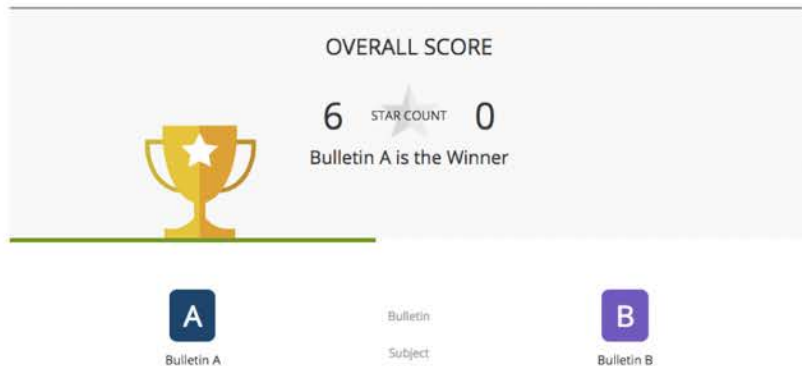
Dynamic audience segmentation creates and saves audiences based on interests, engagement, tenure, and other important insights.

A/B Testing



Compare variables like subject lines, images, and call-to-actions to better optimize a marketing campaign's success.

Test & Send



Maximize Message Performance

- 10/10/80 test strategies
- Automated or manual sends
- Actionable results for instant optimization or long-term improvements

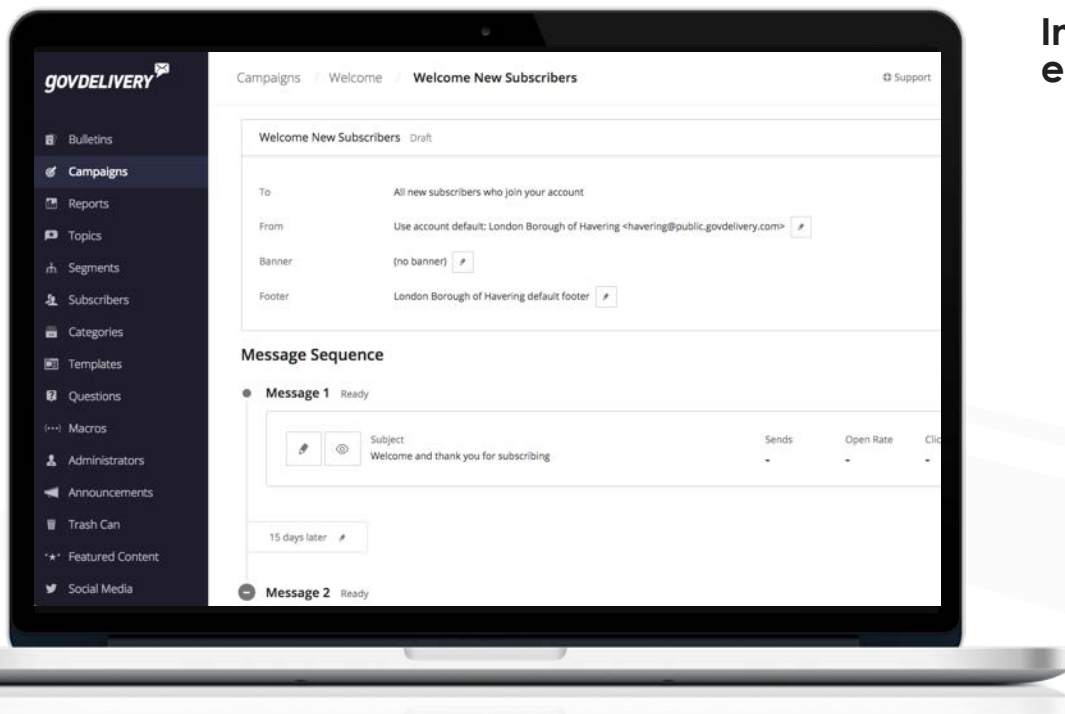
Re-Engagement Campaigns



Touch points to Re-Engage Audience

- Awaken sleepy subscribers
- Increase subscriptions
- Improve subscriber health

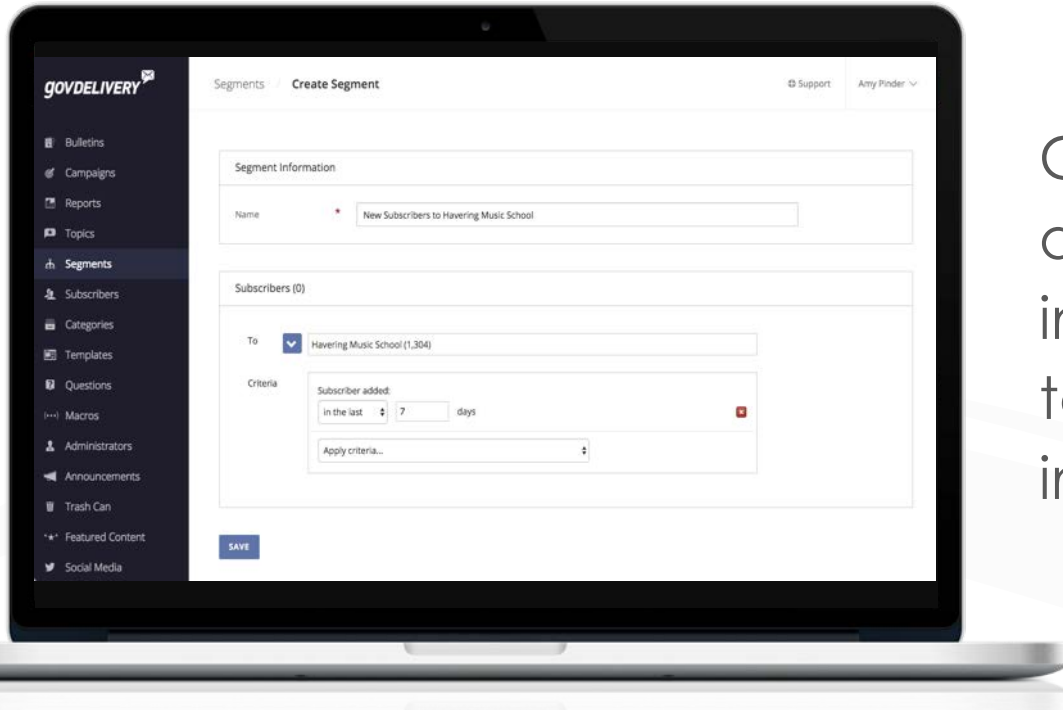
Welcome



Increase the likelihood of engagement

- Capitalize on the new subscribers
- Go beyond the normal flow of communication
- Send out bite-size chunks versus content-overload in the first email
- Best-practice tool in the private sector

Segmentation



Create and save audiences based on interests, engagement, tenure, and other important insights.

Text to Subscribe



- ✓ 97 percent of Americans text at least once a day
- ✓ Text-to-Subscribe is a mobile method for users to subscribe to messaging
- ✓ Text-to-Subscribe ensures reaching the mobile citizen base, including those with interrupted internet service or without computer access
- ✓ Promoting Text-to-Subscribe can be an easy way to increase subscribers
- ✓ Users can sign up with an email address or cell number

Text to Subscribe



Text to Subscribe Recommendations



**Stay in touch with the
Office of Minority Health.**

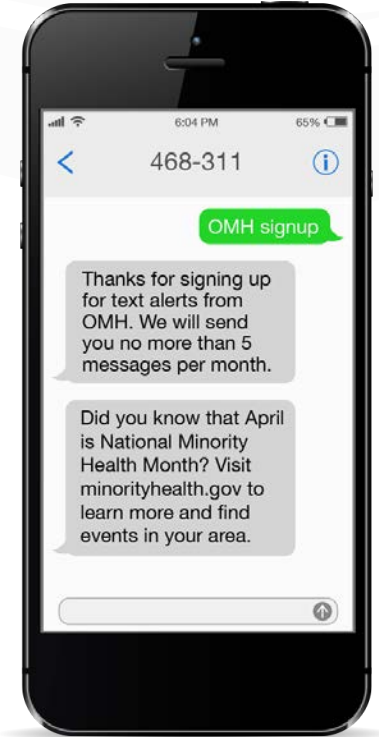
By Texting OMHSignup to GOV311,
you'll receive information on:

- Funding and Grants
- Webinars and Training
- Minority Health Statistics
- Minority Health resources

Text OMH Signup to GOV311

For more information on the Office of Minority Health,
please go to minorityhealth.hhs.gov

- Drive subscribers to sign up at live events
- Use at least two letters for the unique prefix identifier and at least three letters for the keyword
 - OMH – unique prefix identifier
 - Signup – keyword
- Recommend one wireless topic to choose when sending to a topic
 - In GovDelivery, if a wireless Topic is assigned to a particular Topic, a text must be sent at the time of sending an email
 - Having a separate wireless Topic bypasses that necessity



Best Practices Panel Discussion

Showcasing the many ways GovDelivery can be most effective for your organization



Kelli Carrigan

National Institute on Minority Health and Health Disparities

Diana Finegold

National Institute of Nursing Research

Toni Dove

National Institute of Diabetes and Digestive and Kidney Disorders



Angy Peterson

*Vice President, Digital Engagement Services,
Granicus*



Digital Engagement

Using a Strategy-First Approach to Drive Outcomes



Granicus Digital Engagement Services

A full-service team of consultants to deliver human-centered and data-driven digital strategy and communications



STRATEGY

Harness the full potential of digital & reach your desired outcomes with custom strategies to drive people to take action.



ENGAGEMENT

Develop and deliver campaigns and content to meet your programmatic, multichannel needs.



REPORTING

Custom dashboards and regular, robust reporting to track effectiveness over time, creating opportunities to pivot.



CAPABILITIES

Spark new ideas and learn new skills through innovation sessions, hands-on training and governance playbooks.

Our Methodology

Align on goals and understand audience to deliver personalized, omnichannel engagement.

1

Goal

What does success look like? How will we measure it?

2

Audience

Who are we trying to reach? What are the best channels to reach them?

3

Journey

What steps do they need to take?

4

Content

What content do they need and how / where are they going to get it?



High-Level Phases of a Customer Journey

Deliver targeted, relevant messaging at every step of your audience's journey, driving them to take actions to help them AND meet your goals

01

Awareness

Goal: People gain broad knowledge.
What is this service about?

02

Consideration

Goal: People engage.
Why does it matter to me?

03

Decision

Goal: People take desired actions.
What can I do with this information?

04

Nurture

Goal: People stay engaged.
What other services are relevant to me?

Build awareness, drive action

Align on goals and understand audience to deliver personalized and seamless experiences

Our Phased Approach

Create measurable impact and realize the full potential of digital communications through human-centered strategies and iterative execution



1. Discover

Align on goals, gather insights and assess current approach to digital strategy and engagement.

- Discovery sessions
- Content audits
- Audience surveys
- Goals and benchmarks

2. Design

Draw on data and insights to develop an experience blueprint to meet goals.

- Audience personas
- Journey maps
- Messaging frameworks
- Key performance indicators

3. Deliver

Execute strategy through programmatic campaign management, content development, service design and governance.

- Content creation
- Campaign execution
- Launch audience capture tools

4. Refine

Use data to analyze effectiveness and iterate approach over time.

- Reporting
- Data-driven iterations
- Segment optimization

The Strate



Virginia passes
Medicaid Expansion

Understand the challenge

The New York Times

After Years of Trying, Virginia Finally Will Expand Medicaid



Gov. Ralph Northam, Democrat of Virginia, speaking at a rally in support of expanding Medicaid in March. The Republican-controlled Senate approved an expansion on Wednesday.
Bob Brown/Richmond Times-Dispatch, via Associated Press

By Abby Goodnough

May 30, 2018



WASHINGTON — Virginia's Republican-controlled Senate voted on Wednesday to open Medicaid to an additional 400,000 low-income

VIRGINIA'S MEDICAID PROGRAM
DMAS
INNOVATION • QUALITY • VALUE

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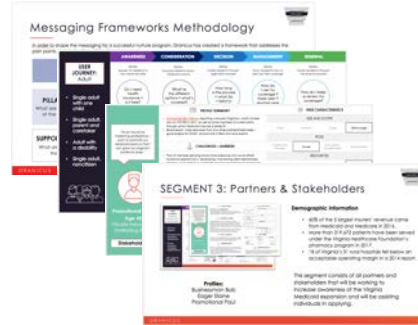
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DMAS
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The Strategic Approach



Virginia passes
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Strategy &
Implementation
Discover and Plan

Strategy and Implementation

Assessment and Audit

This block contains three slides related to assessment and audit. The first slide, 'Road to Content', shows a funnel diagram for 'Audience Profiles' with 'Who I' at the top and 'Who I want to reach' at the bottom. The second slide, 'Framework for Impact', features a circular diagram with 'FRAMEWORK FOR IMPACT' in the center and 'Audience Profile' around it. The third slide, 'Defining the Framework', outlines three levels: 'DEFINE IMPACT' (Define goals aligned with DMAS programs), 'EXPAND AUDIENCE' (Analyze audience segments and implement tactics to accelerate audience growth), and 'DELIVER ENGAGEMENT' (Provide the right information to the right audience using the right channels at the right time).

Identify and Define Prioritize Segments

This block contains three slides for segment identification and definition. 'SEGMENT 3: Partners & Stakeholders' lists a profile of 'Business-to-Business, Edge State, Relationship-Focused'. 'SEGMENT 2: FAMIS & FAMIS Mothers' lists a profile of 'Active, Active, Expanding, High Priority, High'. 'SEGMENT 1: Adults (Expansion)' lists a profile of 'Active, Active, Expanding, High Priority, High' and a demographic of '18 to 64 years old, 48% Female, 52% Male, 37% Never Married, 27% Married, 28% Never Married/Divorced/Separated'.

Personas

This slide displays several user personas, each represented by a circular icon and a detailed profile card. The profiles include information such as 'Name', 'Age', 'Gender', 'Marital Status', 'Education', 'Income', and 'Interests'. The personas are designed to represent different user groups within the DMAS system.

Buyer Journeys

This slide illustrates the buyer journey for various user groups. It features a central flowchart with 'BUYER JOURNEY' at the top and 'User Group' at the bottom. The journey is divided into stages: 'Awareness', 'Consideration', 'Decision', and 'Retention'. Each stage includes specific actions and touchpoints. The user groups listed are 'New Users', 'Current Users', and 'Former Users'.

Messaging Frameworks

This slide details the 'Messaging Frameworks Methodology'. It includes a 'PILAR MESSAGE 1' section with a supporting message, a 'Supporting Messages' section, and a 'Creative Calls' section. The creative calls are categorized into 'Renewal Ready' and 'Misleading Signal'. The methodology aims to create a cohesive messaging strategy that addresses the needs and motivations of the target audience.

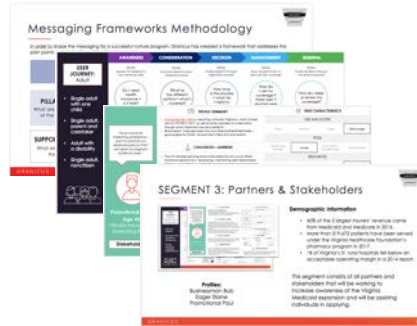
Campaign Identification

This slide identifies five VADMAS Priority Campaigns, each with a unique icon and a brief description: 'WELCOME' (Capture new subscriber attention), 'EXPANSION' (Guide eligible adults through new Medicaid coverage), 'INTERNAL NEWSLETTER' (Communicate important news to employees), 'FAMIS BACK TO SCHOOL' (Provide parents with timely and valuable information on children's health insurance), and 'CCC+' (Provide eligible adults with timely and valuable information on their chosen CCC Plus program).

The Strategic Approach



Virginia passes
 Medicaid Expansion
 Understand the challenge



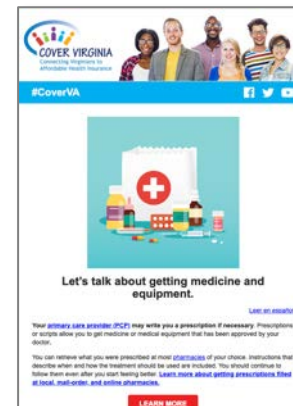
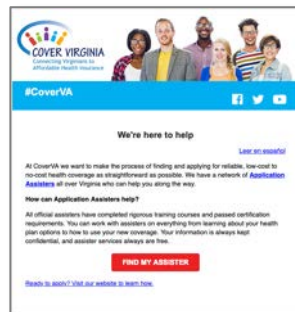
Develop & Launch
 Create and Optimize



Strategy &
 Implementation
 Discover and Plan

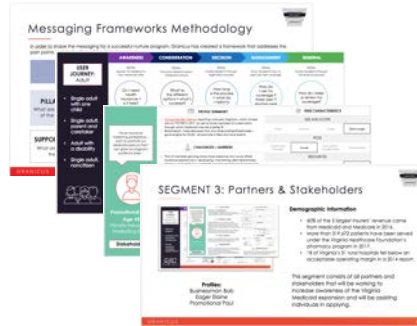
Develop and Launch

AWARENESS		CONSIDERATION		DECISION		MANAGEMENT	
CAMPAIGN							
WELCOME		EDUCATION (PART 1)		EDUCATION (PART 2)		COVERAGE	
GOAL							
Expose VA residents to Medicaid offerings		Educate residents about Medicaid options		Guide residents through the application process		Show members how best to use their coverage	



The Strategic Approach

Virginia passes
 Medicaid Expansion
 Understand the challenge



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 Create and Optimize



Strategy & Implementation
 Discover and Plan

AWARENESS	CONSIDERATION	DECISION	MANAGEMENT
CAMPAIGN			
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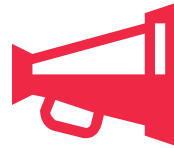


Optimize & Refine
 Measure and Adjust

Key Learnings



The right tools



A coordinated and strategic approach



Higher enrollment

The Strate



VA IT Modernization Project

Understand the challenge



Veterans find support via Pathways to Recovery

Program helps Veterans from Vietnam to Iraq and Afghanistan



When Oliver LaRay (above, left) first arrived in Saigon in 1967, he was only 17 years old. A firefighter in the Navy, he joined the reserves in high school and graduated early so he could serve on active duty. But it wasn't until he arrived in Vietnam that he realized what war was really like. "I cried every day for the first month I was there," he said.

The tears wouldn't last long as LaRay quickly found himself in combat daily while manning a twin .50 caliber machine gun aboard a patrol boat on search and destroy missions in the inland waterways of Vietnam and Cambodia. "We had more interactions with the enemy than anyone I knew," he said.

Mike Nole (above, right) remembers the red alert in Quy Nhon that announced the Tet attack on his base. "It was scary like the whole world was coming to an end," Nole said. The 20-year-old soldier was nearing the end of his first year in Vietnam, but he, along with the other soldiers in his company, were not prepared for the attack.

Search Vantage Point

Enter keywords

Search

Veterans Crisis Line



Be there for someone in your life.

Veterans Crisis Line
1-800-873-8235

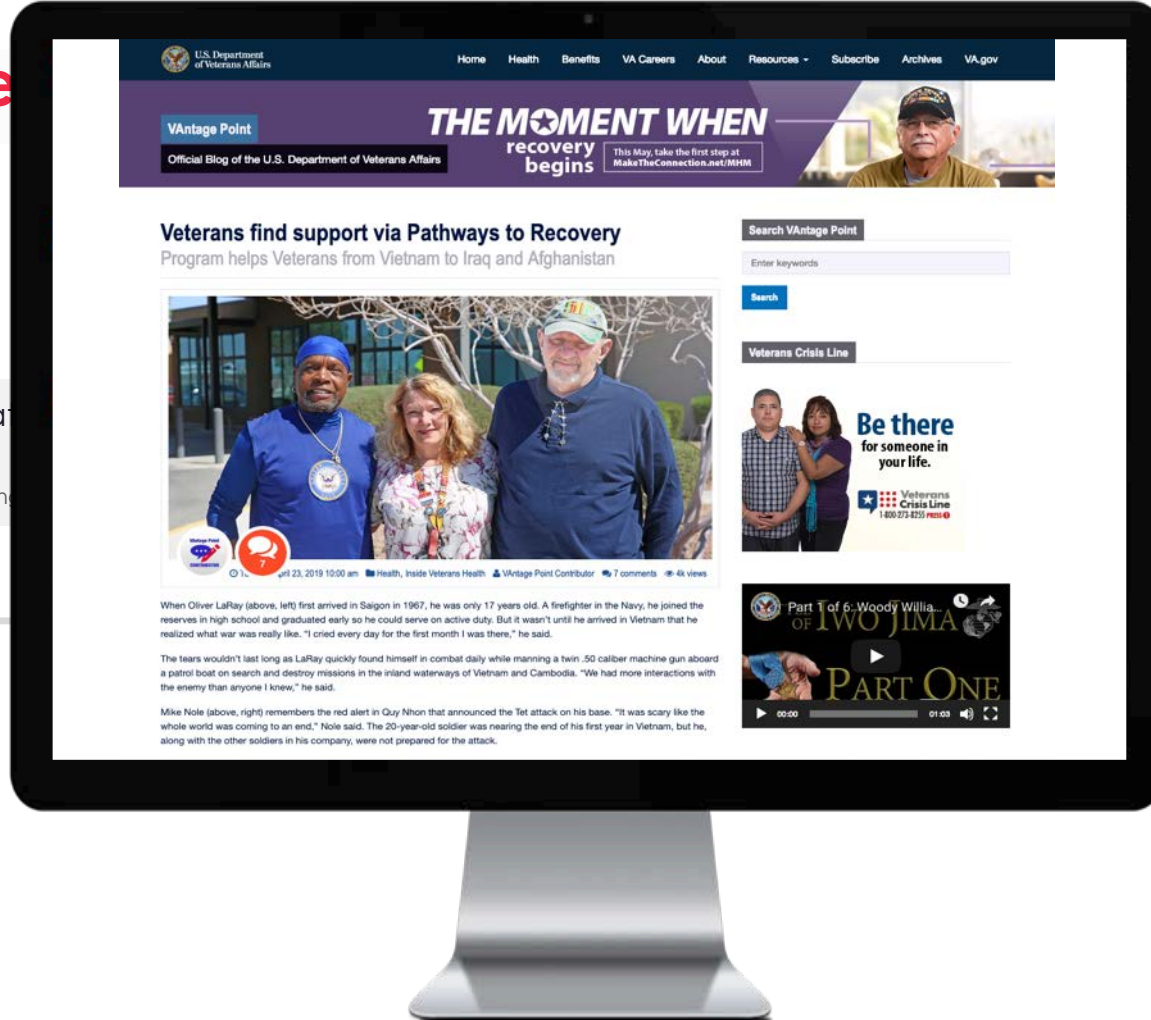


The Strate



VA IT Modernization Project

Understand the challenge



U.S. Department of Veterans Affairs

The Strategic Approach



VA IT Modernization Project

Understand the challenge



Audit & Develop

Analyze and Identify

Audit and Develop



Single story

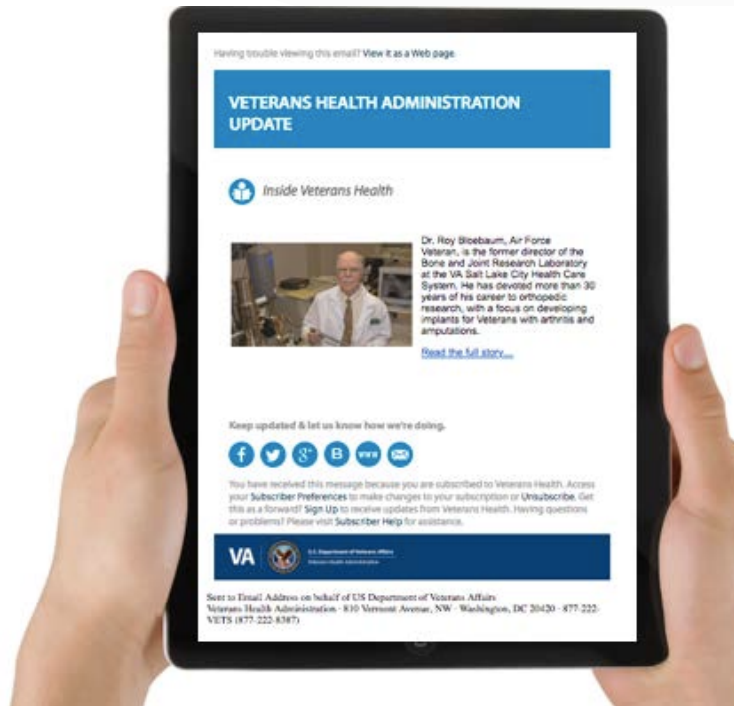


Weekly cadence



Ad Hoc Content

- Behind the scenes
- Health Tips



The Strategic Approach



VA IT Modernization Project

Understand the challenge



Develop & Launch

Create and Optimize



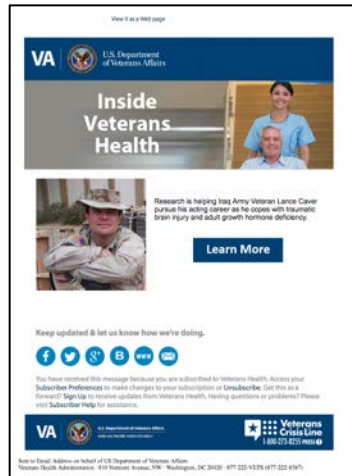
Audit & Develop

Analyze and Identify



Test	Key Metric
Subject line "Inside Veterans Health Update" vs "Article Title"	Open Rate
Email Send Day Tuesday vs Friday	Open & click rate
Time of send Morning versus afternoon	Open & click rate
Button vs link Placing the hyperlink in a button rather than text	Click rate
Multiple articles 1 article versus 3 articles in a message	Click rate

Design Optimization



Attention-grabbing header banner

Highly visual call to action button

Mobile-friendly two column body

VCL logo

Testing Plan

Test	Key Metric
Subject line "Inside Veterans Health Update" vs "Article Title"	Open Rate
Email Send Day Tuesday vs Friday	Open & click rate
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The Strategic Approach

VA IT Modernization Project

Understand the challenge



Develop & Launch

Create and Optimize



Audit & Develop

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Optimize & Refine

Measure and Adjust



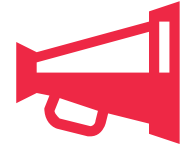
Key Learnings



The right tactics



Reduction in staff time



Higher engagement



Digital Engagement

Using a Strategy-First Approach to Drive Outcomes





Alyson Olander

Web Developer & Social Media Strategist, NIH