

# Indiana All Payer Claims Database (Indiana APCD)

## Marketing Strategies

Transforming Healthcare Through Data and Transparency  
Jonathan Handsborough, Executive Director



# Executive Summary

The Indiana All Payer Claims Database (IN APCD) Marketing Plan outlines a targeted approach to educate and empower key stakeholders; to leverage the IN APCD for measurable advancements in healthcare affordability, and access.

By educating and partnering with our key stakeholders, we can utilize the IN APCD's insights to create a healthier future for all Hoosiers.



# Understanding the IN APCD

- The IN APCD is a large-scale database that:
  - ✓ Collects and aggregates significant amounts of data, including eligibility data, medical claims, pharmacy prescription drug claims, non-fee-for-service information, and health care provider data.
  - ✓ Identifies healthcare needs and informs healthcare policy
  - ✓ Compares costs between various treatment settings and approaches.
  - ✓ Provides information to consumers and purchasers.
  - ✓ Improves the utilization and affordability of patient healthcare and healthcare coverage.



# Marketing and Educational Strategies



Educational Videos  
and Webinars



Dedicated Website



IDOI Social Media  
Platforms



Partnering with key  
organizations



Press briefings and  
releases



# Marketing and Educational Strategies...

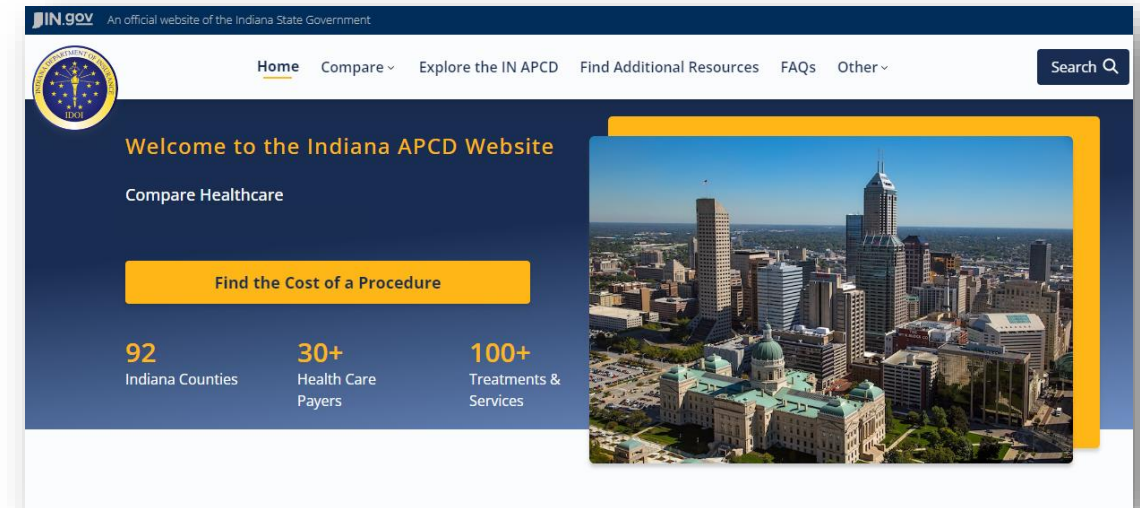
- **Videos and Webinars:** This will be our first plan of action, speaking directly to specific groups through targeted videos to increase engagement. Webinars to demonstrate using the APCD for research and decision-making that will offer practical value and attract a dedicated audience.
- **Indiana Department of Insurance (IDOI) Social Media Platforms:** Leveraging established platforms like Facebook, YouTube, and LinkedIn will keep our audience engaged. The team can share data insights, educational content and success stories to foster understanding and encourages active participation.
- **Press Briefings:** Strategic press releases and targeted pitches to relevant media outlets to highlight the APCD's benefits and successes to build public trust ultimately maximizing the APCD's potential to benefit Indiana residents.



# Consumer-Facing Website Education



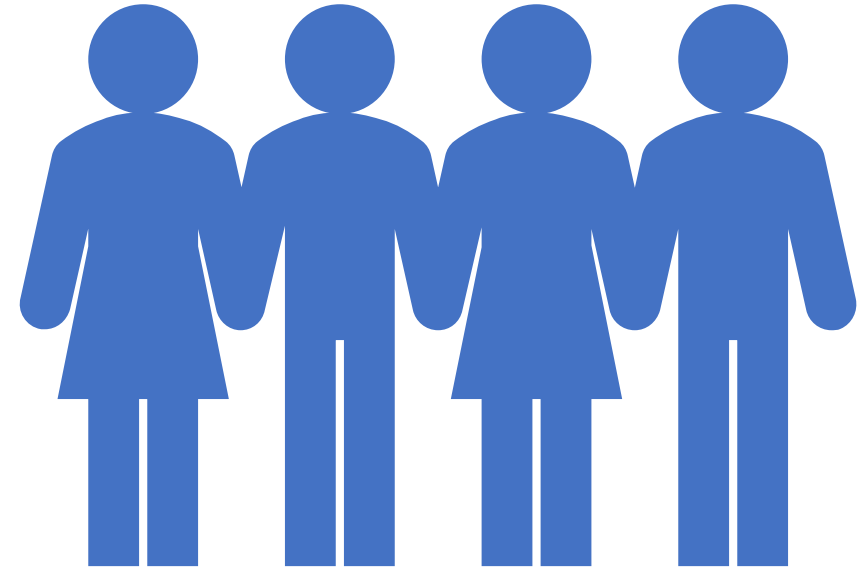
- The IN APCD has created a public-facing transparency web portal that delivers timely data to consumers and other stakeholders regarding the cost of common services being delivered by providers across the state.
- This website will also include a list of resources, including webinars, guides, and contact information for IN APCO staff members who can provide further assistance.
- The portal includes interactive dashboards that allow users to flexibly choose the reporting dimensions of their choice, search the data, filter the data, and drill down into specific areas of interest.



# Educating Our Target Audience

- Hoosier Consumers
- Indiana Medical Association
- Indiana Hospital Association
- APCD Advisory Board
- Health Payers
- Policymakers and Researchers
- APCD Council
- Indiana Colleges and Universities

The IN APCD empowers its targeted stakeholders by providing data-driven decisions. This collaborative approach maximizes impact, driving continued change across Indiana's healthcare landscape.



# Educational Benefits for Target Audience



- **Hoosier Consumers:** The Indiana APCD empowers consumers to actively participate in their healthcare journey by offering tools to compare provider costs and utilization, make informed decisions aligned with their needs, and advocate for services they value, all fueled by reliable data.
- **Indiana Medical Association (IMA):** The IMA will learn how to access data on healthcare utilization, costs, and outcomes that can help pinpoint areas where physician practice can be optimized, patient care can be enhanced, and healthcare policy can be better tailored to address current needs. IMA will gain data insight on patient needs and concerns.
- **Indiana Hospital Association (IHA):** The APCD's database allows hospitals to compare their performance to others in the state, enabling them to identify areas for improvement and learn from successful practices. Data on healthcare utilization, costs, and outcomes can help the IHA identify areas where hospitals can boost efficiency, reduce costs, and enhance patient care.
- **APCD Advisory Board:** The APCD advisory board will be able to make recommendations regarding the data that include specific strategies and collect data related to health care safety and quality, utilization, health outcomes and cost;





# Educational Benefits for Target Audience

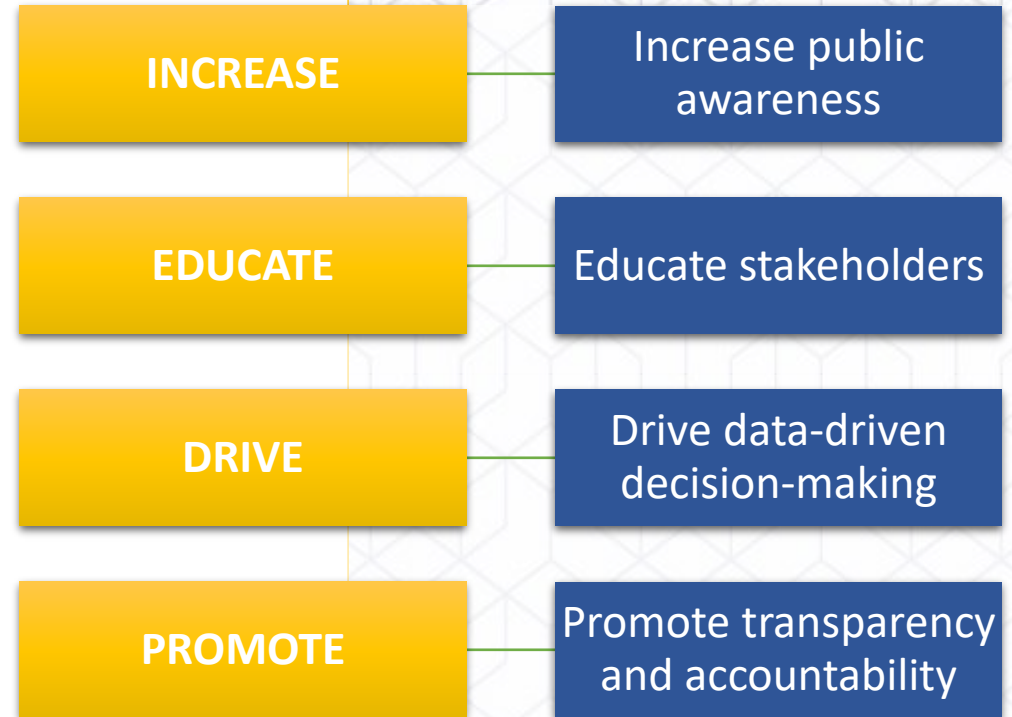


- **Health Payers:** The database will allow for an analysis of trends, assess treatment effectiveness, develop targeted products, and enhance coverage affordability.
- **Policymakers and Researchers:** The IN APCD database will serve as a tool to identify healthcare needs, compare treatment costs, evaluate interventions, monitor utilization and outcomes, and conduct research on healthcare trends.
- **APCD Council:** The APCD Council, focused on sharing best practices and harmonizing data collection, can partner with the Indiana All Payer Claims Database by offering technical assistance and facilitating cross-state data analysis, ultimately advancing healthcare insights and policy improvements nationwide.
- **Colleges and Universities:** Colleges and universities in Indiana can partner with the Indiana All Payer Claims Database (APCD) to contribute to healthcare research, policy, and cost analysis. This collaboration offers opportunities for faculty and students to conduct research, participate in projects, learn from experts, and gain valuable insights through access to real-time data, ultimately contributing to improved healthcare outcomes.



# Measurable Goals

The goal is to further the state's Next Level Agenda in transforming healthcare through data and transparency. By harnessing the power of the IN APCD and collaborating with a solid healthcare system we aim to:



# Measuring Success



GOOGLE ANALYTICS  
FOR WEBSITE TRAFFIC



SOCIAL MEDIA  
ENGAGEMENT  
TRACKING



MEDIA COVERAGE  
ANALYSIS



FEEDBACK ANALYSIS



COOPERATIVE  
ENGAGEMENT



# Questions?

**Indiana All Payer Claims Database  
Indiana Department of Insurance**

**[www.in.gov/idoi/apcd/](http://www.in.gov/idoi/apcd/)**

**[apcd@idoi.in.gov](mailto:apcd@idoi.in.gov)**

**317-232-3619**



## *Indiana APCD Team*

*Jonathan Handsborough MBA, MBB-6σ*  
Executive Director

*Diana Ou*  
Project Manager

*Michele Miller*  
Outreach Liaison

*Stacy French*  
Administrative Assistant

*Suraksha Adhikari*  
Data Scientist

*D. Alex Hoyte*  
Sr Data Analyst – Health

*Laura Yahya*  
Sr Data Analyst - Intake