Message Mad Lib: A Tool to Focus Your Key Messages

Developed by [AcademyHealth](#), the below Message Mad Lib is a tool to help focus your key messages. Use this tool to help frame and structure your message to appeal to different audiences. This can also be a foundation for additional supporting materials such as fact sheets.

First, define the following:

- What is your vision/goal?
  - Example: Exchange and share IIS and Medicaid data to enhance public health reporting, improve data quality, and utilize data analytics and visualization to support response to current and future health threats.
- Who is your audience and why do they care?
  - Examples: Medicaid Director, agency leadership, legal teams, etc.
  - Why do they care: Public health vs. medical claims data contains different levels of patient-level data completeness, which can lead to under-reporting of immunization coverage rates, incomplete and fragmented patient-level data, and inaccurate depictions of health equity and accesses for Medicaid-eligible populations.
- What is your top line or most important message you want to tell them?
  - Example: **Improved patient-level data** – By connecting the data, there are opportunities to improve the patient-level data quality and completeness that immunization programs, other public health programs, and Medicaid agencies can benefit from, particularly by analyzing their data by demographics.
- Provide an example, story, or data point.
  - Example: Data such as race and ethnicity may be available in one system and not in the other. Marrying the data sets can lead to more robust and complete demographic information in both systems.
- What is your "ask?"
  - Example: Will you (Medicaid) work with us (IP) to implement and facilitate data exchange between Medicaid and the IIS?

Make the Pitch

I'm here today to talk to you about _____ (*the vision/goal*)

It's important because _____ (*why YOUR AUDIENCE cares*)

My research/project shows that _____ (*top line message*)

Let me give you an example _____ (*one sentence story or data point*)

That's why I'm asking you to _____(*make the ask*)

From the above example:

I'm here today to talk to you about the value of exchanging and sharing IIS and Medicaid data to enhance public health reporting, improve data quality, and utilize data analytics and visualization to support response to current and future health threats.

It's important because, as the [state] Medicaid Director, you are most likely aware that public health vs. medical claims data contains different levels of patient-level data completeness which can lead to under-reporting of immunization coverage rates, incomplete and fragmented patient-level data, and inaccurate depictions of health equity and accesses for Medicaid-eligible populations.

My research into other states and similar data-sharing partnerships shows that by connecting, sharing, and exchanging the data from the IIS and Medicaid, there are opportunities to improve the patient-level data quality and completeness that immunization programs, other public health programs, and Medicaid agencies can benefit from, particularly to analyze their data by demographics.

Let me give you an example. Data such as race and ethnicity may be available in one system and not in the other. Marrying the data sets can lead to more robust and complete demographic information in both systems.

That's why I'm asking you (Medicaid) to work with us (IP) to implement and facilitate data exchange between the Medicaid claims data system and the IIS.