

COMMUNICATING COST SAVINGS TO GENERATE PROGRAM SUPPORT

Delta States Rural
Development Network Program

April 2025



If a tree falls in the forest



Our Time Together

- Consider why and how communications can be critical to program success and sustainability.
- Learn a step-by-step approach for creating persuasive value-based messages that can:
 - Meet audiences where they are.
 - Effectively integrate data and cost savings estimates.
 - Be customized for any audience.
 - Drive action.
 - Be shared in many ways to promote your good work.

If you build it, will they come?
If you build it, will they fund?





We're here!

New programs and services need communications to build trust with end-users, partners, providers, wider community.



We're here to stay!

Successes need to be shared with stakeholders, policymakers, funders to sustain and expand good work.

- Current/potential partners
- Legislators/policymakers
- Private funders
- Healthcare providers
- Non-profits
- Business leaders
- Community leaders
- Faith-based leaders
- Caregivers/families
- Patients
- More



Your
Different
Audiences

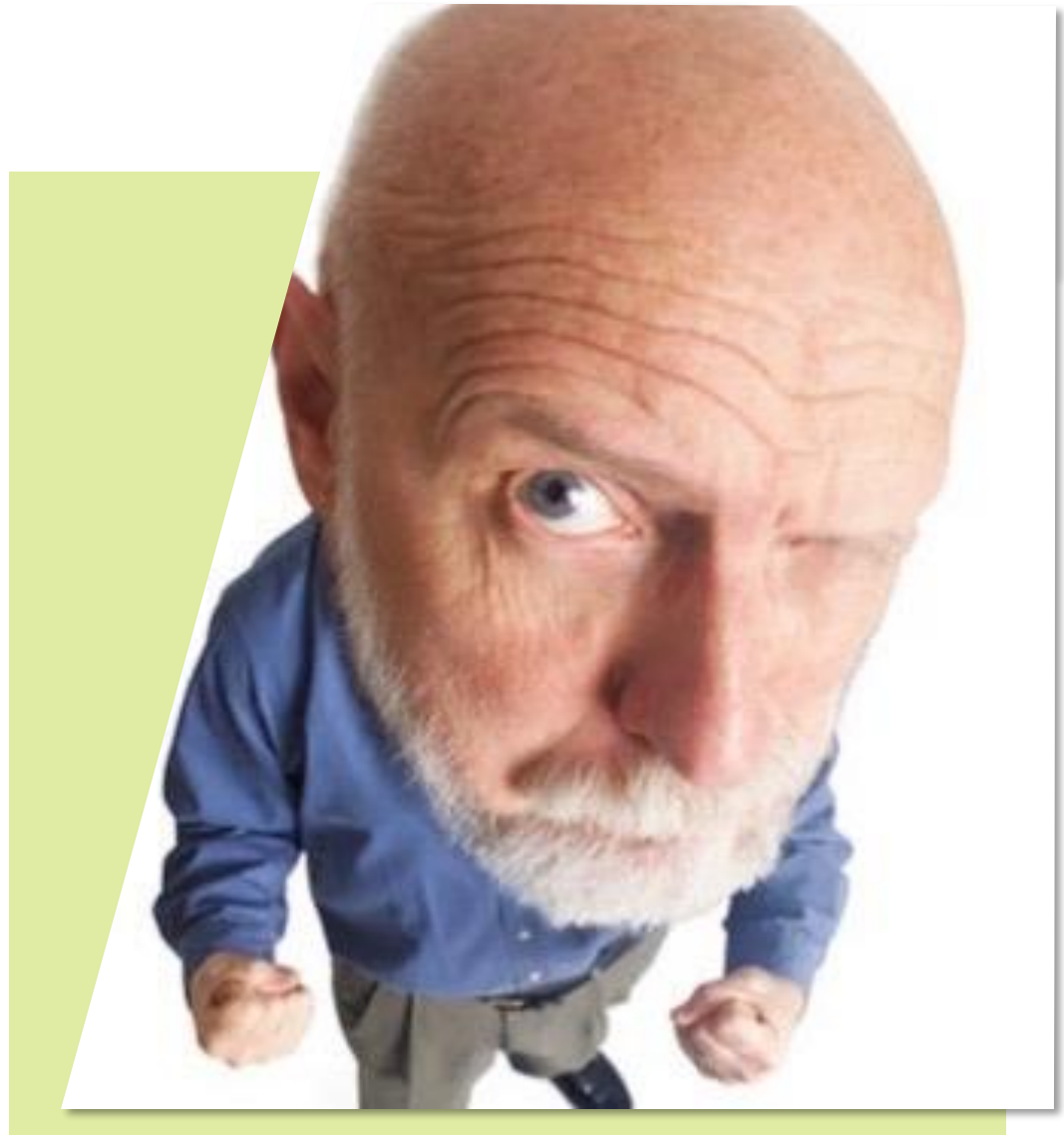
Every audience has its own needs, values, beliefs, and priorities.

In other words, when it comes to communications, there is no “one size fits all.”

The Expert Mindset

We know what's best, so why don't "they" just do what we tell them to do?

What's the matter with those people??!!



The Marketing Mindset

It's not what we want them to hear.

It's what they're ready, willing, and able to hear.



Is Your Audience Ready, Willing, or Able?



Currently entrenched and unmovable.



Unaware of the issue or problem. Needs to be educated.



Understands the issue. Could be persuaded to take positive action.

Your Audience *Wants* to Know...



What are you going to give me?

What will I have to give up?

Does this solve a problem for me?

Is it worth the effort to me?

Your Audience *Needs* to Know...



This is why measuring cost savings matters. It is an important demonstration of the value of your work and makes the case for sustainability and program expansion.

Crafting Value-based Messages*

*that integrate your cost
savings estimations

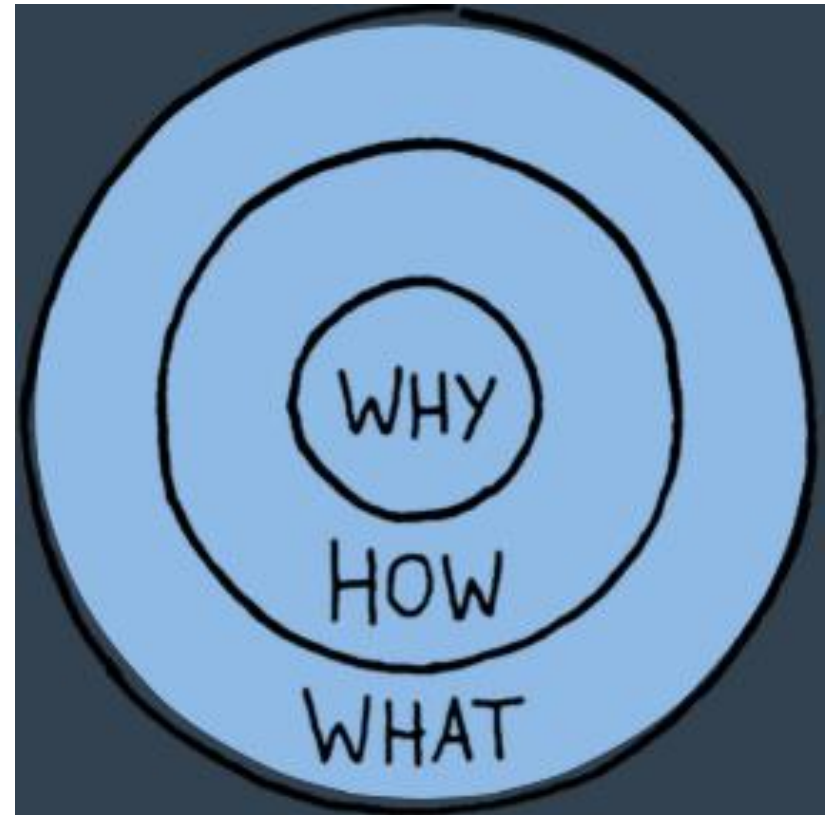


Characteristics of Effective Messages

- 
- Reflect and respect audience values
 - Share a clear vision
 - Highlight benefits
 - Proactively address barriers
 - Integrate data (including your CSEs)
 - Include a realistic call to action (CTA)

“People don’t buy *what* you do. They buy *why* you do it.”

-- Simon Sinek



Value-based Messages Can...

- Meet audiences where they are.
- Clarify your “why” and align your initiatives with audience values and priorities.
- Describe any program or service in detail *or* paint a comprehensive picture of your entire initiative.
- Be used in print materials, presentations, one-on-one meetings, and more.

Four Components to a Value-Based Message

Value

- Frame your message in your audience's values.

Vision

- State how things would be with your initiative/program in place.

Benefits/ Barriers

- Outline the pros and anticipated cons for your audience.

Call to Action

- Close with a simple, realistic call to action.

This third component is the ideal place to share data and cost savings.

Benefits/ Barriers

- Outline the pros and anticipated cons for your audience.



Value

Framing Your Message

A frame provides a context for your message that helps your audience understand why the issue matters.



Same tree...



different frame.



Your Frame Is Their Value

Ask: What kind of world does your audience want to live in?

- ▶ Authentic
- ▶ Caring
- ▶ Committed
- ▶ Compassionate
- ▶ Cost-effective
- ▶ Data-driven
- ▶ Entrepreneurial
- ▶ Fair
- ▶ Family-centered
- ▶ Fiscally responsible
- ▶ Free
- ▶ Fun
- ▶ Growth-oriented
- ▶ Honest
- ▶ Hopeful
- ▶ Individualistic
- ▶ Innovative
- ▶ Optimistic
- ▶ Nurturing
- ▶ Pragmatic
- ▶ Promising
- ▶ Prosperous
- ▶ Respectful of privacy
- ▶ Responsible
- ▶ Safe/secure
- ▶ Self-sufficient
- ▶ Service-oriented
- ▶ Successful
- ▶ Trusting

Aligning Your Goal with Your Audience

Example A	Example B
Your Goal	
Persuade a regional hospital administrator to join your digital Diabetes Prevention Program.	Generate support for Community Health Workers through policymaker education.
Your Audience's Values: What kind of world do they want to live in?	
Hospital Administrator Growth-oriented Innovative Caring	State Legislator Fiscally responsible Self-sufficient Family-centered

Crafting Your Value Frame

Example A: Diabetes Prevention Program	Example B: Community Health Workers
Your Audience's Values	
Hospital Administrator Growth-oriented Innovative Caring	State Legislator Fiscally responsible Self-sufficient Family-centered
Your Value Frame: What kind of world do they want to help build?	
Our rural region deserves innovative, cost-effective healthcare solutions that help us keep people well.	Every resident of our rural district deserves to care for themselves and their family as they see fit.

How Do You Know What They Value?

- It takes a little homework. For instance, if communicating with...
 - **An organization:** look at their mission, vision, and value statements.
 - **Elected officials/policymakers:** look at websites/read newsletters for issue positions
 - **Individuals:** Surveys, focus groups, interviews, observation



Vision

Help Audiences “See” Your Solution

- What would this perfect world look like to you and your audience?
- What would it mean for different populations (e.g., youth, parents, seniors, veterans, faith-based populations)?
- What would it mean for societal functions (e.g., public safety, health, education)?
- How would your initiative, program, or service help turn that shared vision into a reality?



Your Vision Statement

Example A: Diabetes Prevention Program	Example B: Community Health Workers
Building on your audience's values, how might the world look if your initiative/program/service/solution was in place?	
<p>Hospital Administrator</p> <p>Between labor shortages and rising costs, the strain on rural hospitals has never been greater. But available technology and fresh thinking may help address chronic diseases like diabetes—enabling us to do more with less while improving patient outcomes.</p>	<p>State Legislator</p> <p>Through our Community Health Worker program, patients with significant medical challenges are empowered to make decisions about their own health care—while substantially reducing costs along the way.</p>



Benefits & Barriers

OUR PROGRAM WILL REDUCE...

“...long-term costs of care by improving access to secondary prevention (early detection) services.”

“...readmissions by improving the coordination of care between settings.”

“...duplication of services or enhance early detection or adherence to protocols because the services provided are high quality.”

Highlight Benefits

- In what ways would your program, service, or resource help your audience in ways that are meaningful *to them*?
- Do you solve a problem *for them*? Make their life easier? Make them feel good or look good to others?

Address Barriers

- Can you anticipate—and proactively address—any potential barriers that will keep your audience from taking the desired action?
- How might you offset or minimize those “costs” up front? (E.g.: time, money, or intangibles like peer pressure.)

Incorporating Data

The Mind Reasons

Data (including your cost saving estimate) is quantitative evidence.

Logically links our solution to their problem and points the way towards action.

The Heart is Moved

Data are humanized through qualitative findings, stories, images.

Audiences are inspired and moved to action.

Highlight Benefits/Address Barriers

Example A: Diabetes Prevention Program

Hospital Administrator

Our coalition is excited to launch a new digital Diabetes Prevention Program (DPP) in the region. Patients are trained how to use digital diagnostic tracking tools to monitor their health, and they also participate in periodic virtual visits with a health care provider. This model has demonstrated success in other rural regions with an average reduction in health-care spending of over \$1,100 per participant in the first year. In addition to fewer doctor and hospital visits, patients report improved overall health and fewer sick days.

This is exactly the kind of program that can help alleviate the strain on rural health care systems. We are currently funded to provide training and materials for a two-year pilot, thus removing those out-of-pocket costs for partnering healthcare providers.

Highlight Benefits/Address Barriers

Example B: Community Health Workers

State Legislator

Far from adding an inefficient and unnecessary layer of complexity to patient care, CHWs make it possible for patients to become less reliant on expensive treatments and unnecessary hospital stays. Here in [COUNTY], our data suggest that since launching this initiative, hospital readmission rates are 17% lower for the 350 patients with chronic health issues receiving CHW support. That translates to a net savings of more than \$1,800 per patient for a total of \$630,000—in only 18 months.

We're excited by this success and believe our region—your legislative district—could become a model for other rural regions in the country.



Call to Action

What Do We Want Them to Do *Next?*

- Take a follow-up call
- Attend a meeting
- Make an introduction
- Provide services
- Visit a website
- Schedule an appointment with a provider
- Tell a friend
- More...



Call to Action

Example A: Diabetes Prevention Program	Example B: Community Health Workers
What is the next step you want your audience to take?	
<p>Hospital Administrator</p> <p>Would you be open to a meeting? We'd love to share a deeper dive into the numbers and look at how this digital DPP could help your hospital's patients—and your bottom line.</p>	<p>State Legislator</p> <p>Our team will be at the State Capitol on [DATE]. May we schedule a few minutes to meet with you and your staff to share more details about our program's successes?</p>

Putting It All Together



Hospital Administrator Message

Our rural region deserves innovative, cost-effective healthcare solutions that help us keep people well. Between labor shortages and rising costs, the strain on rural hospitals has never been greater. But available technology and fresh thinking may help address chronic diseases like diabetes—enabling us to do more with less while improving patient outcomes.



Value & Vision

Our coalition is excited to launch a new digital Diabetes Prevention Program (DPP) in the region. Patients are trained how to use digital diagnostic tracking tools to monitor their health, and they also participate in periodic virtual visits with a health care provider.



Barriers & Benefits

Continued...

Hospital Administrator (cont'd.)

This model has demonstrated success in other rural regions with **an average reduction in health-care spending of over \$1,100 per participant in the first year. In addition to fewer doctor and hospital visits, patients report improved overall health and fewer sick days.** This is exactly the kind of program that can help alleviate the strain on rural health care systems. We are currently funded to provide training and materials for a two-year pilot, thus removing those out-of-pocket costs for partnering healthcare providers.



Barriers &
Benefits

Would you be open to a meeting? We'd love to share a deeper dive into the numbers and look at how this digital DPP could help your hospital's patients while freeing up critical resources.



Call to Action

Legislator Message

Every resident of our rural district deserves to care for themselves and their family as they see fit. Through our Community Health Worker program, patients with significant medical challenges are empowered to make decisions about their own health care—while substantially reducing costs along the way.



Value & Vision

Far from adding an inefficient and unnecessary layer of complexity to patient care, CHWs make it possible for patients to become less reliant on expensive treatments and unnecessary hospital stays.



Barriers & Benefits

Continued...

Legislator Message (cont'd.)

Here in [COUNTY], our data suggest that since launching this initiative, hospital readmission rates are 17% lower for the 350 patients with chronic health issues receiving CHW support. **That translates to a net savings of more than \$1,800 per patient for a total of \$630,000—in only 18 months.**



Barriers &
Benefits

We're excited by this success and believe our region—your legislative district—could become a model for other rural regions in the country. Our team will be at the State Capitol on [DATE]. May we schedule a few minutes to meet with you and your staff to share more details about our program's successes?



Call to Action

Once Again: Four Components to a Value-Based Message

Value

- Frame your message in your audience's values.

Vision

- State how things would be with your initiative/program in place.

Benefits/ Barriers

- Outline the pros and anticipated cons for your audience.

Call to Action

- Close with a simple, realistic call to action.

Ready to Give It a Try?

Value-based message worksheet includes guidance for integrating your Cost Savings Estimation.

Value-based Messages: Meet Your Audiences Where They Are

While there are several different ways to develop a message, a value-based message meets audiences where they are by acknowledging their core values in the first sentence. This demonstrates that you understand—and respect—where your audience is coming from. And, because your audience feels immediately acknowledged, they are generally more willing to hear the rest of your message—and take action on your behalf.

Value-based messages can be used in print materials, presentations, one-on-one meetings, websites, social media, and any other communication channels that will reach your intended audience.

The Four Components of a Value-Based Message

<p>1. VALUE: Frame the message with your audience's values.</p>	<p>2. VISION: State how the world would look with your initiative/program/service in place.</p>
<p>This statement sets the tone for your message by asking the question "What kind of world does your audience want to live in?" Would it be described as hopeful? Responsible? Compassionate? Safe? Efficient?</p>	<p>Building upon your value statement, add a simple sentence that paints a picture of how your audience's core value(s) might look in the world with your initiative/program/service (i.e., your solution) in place.</p>
<p>Whatever the answer, it should reflect an important core value held by your audience.</p>	<p>The vision statement begins to honor your message, focusing your audience's attention on the information you want to convey.</p>
<p>3. BENEFITS/BARRIERS: Outline benefits and address barriers that your audience cares about.</p>	<p>4. CALL TO ACTION: Close with a simple, realistic next step.</p>
<p>While you may need to reach multiple audiences about your work, each audience will have different concerns. The priorities of a cash-strapped nonprofit, for instance, might be very different from those of a policymaker. Or a hospital administrator. Or a patient. Therefore, every audience will want to know how your solution benefits <u>them</u>.</p>	<p>Bear in mind that a great call to action does not have to move mountains all at once. Choose a call to action that will make it easy for your audience to say "yes."</p>
<p>This is also your chance to pre-emptively address likely concerns. For example, if an audience would worry about the cost of your solution, explain how you are saving money and resources or achieving more meaningful outcomes in other ways.</p>	<p>Examples might include: scheduling a follow-up meeting; writing an email on your behalf; making an introduction; visiting a website for more information; making a donation. And the ultimate call to action? Behavior change!</p>
<p>Integrate meaningful data and/or your Cost Savings Estimate (CSE) in this message component.</p>	

Value-Based Message Worksheet

Follow the guidance in the left-hand column to generate your own value-based message. In the example provided, the goal is to schedule a meeting with a legislator and their staff.

Message Component	Your Message
<p>Value-Based Message Frame</p> <p>Consider: What statement can link your efforts to your audience's core values?</p>	<p>Example: Every resident of our rural district deserves to proudly care for themselves and their family.</p>
<p>Create a Vision for Your Audience</p> <p>Consider: What might that value look like if your solutions are implemented?</p>	<p>Example: Through our Community Health Worker program, patients with significant medical challenges are empowered to make decisions about their own health care—while substantially reducing costs along the way.</p>
<p>Outline Benefits/Overcome Barriers</p> <p>Consider: How will you convince your audience that your program or solution is a good one? Think about how it will benefit your audience. Then try to pre-emptively address any concerns your audience might have. This message component is often a good place to integrate data to help you make your case.</p>	<p>Example: For those adding an inefficient and unnecessary layer of complexity to patient care, CHWs make it possible for patients to receive less urgent or expensive treatments and unnecessary hospital stays. Here in [STATE], data suggest that in the 18 months since launching this initiative, hospital readmission rates are 17% lower for the 100 patients with chronic health issues receiving CHW support. That translates to a net savings of \$1,800 per patient.</p>
<p>Call to Action</p> <p>Consider: What specific next steps do you want your audience to take? Keep the ask realistic. Make it easy for your audience to say "yes."</p>	<p>Example: We're excited by this scenario and believe our region—our legislative district—would become a model for other rural regions in the country. Our team will do all that's expected on [DATE]. May we schedule a few minutes to meet with you and your staff to share more details about our program's success?</p>

Ready... Set...

When it comes to sharing our CSE, our first priority is to:

- Reach [name an audience]
- About [name a program]



Questions?



Thank You



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