

# Experts in Health. **Advocates for You.**

The Leading Voice for Medicare Advantage

## **TWITTER REPORT** #VoiceOfMA

---

Second Annual Medicare Advantage Summit

**BETTER MEDICARE**  
ALLIANCE

Tweets  
**2,529**

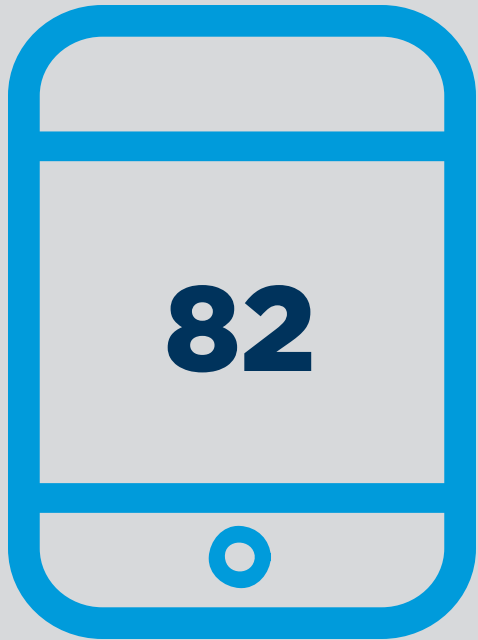
Following  
**813**

Followers  
**9,035**

Likes  
**735**

Lists  
**0**

Moments  
**0**



TWEETS



MENTIONS



NEW FOLLOWERS



PROFILE VISITS

# OVERVIEW ON GROWTH

---

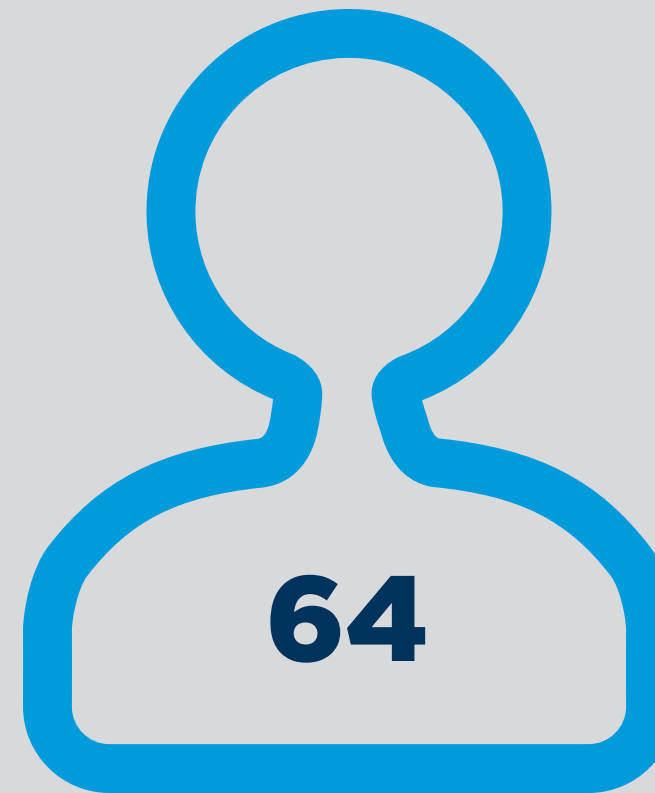
May 2018



TWEETS



MENTIONS



NEW FOLLOWERS



PROFILE VISITS



**Gender:**  
**57% Male**  
**43% Female**

**Top Incomes:**  
**13% - \$75,000-\$99,999**  
**11% - \$60,000- \$74,999**  
**11% - \$100,000- \$124,999**

**Top occupation:**  
**31% homemakers**  
**27% Professional/technical**  
**20% Self-employed**

**Other occupations:**  
**16% Health Related**  
**16% Retired**



**United States**

**Demographics:**

- 12% California**
- 7% Florida**
- 7% New York**
- 6% Texas**
- 4% Pennsylvania**
- 4% Virginia**
- 4% District of Columbia**
- 4% Illinios**

**Organic Followers:**

- 28% Maryland**
- 23% Virginia**
- 13% District of Columbia**



Last week

20



**NEW FOLLOWERS**

## **Top New Followers**

**Epstein Beeker Green**

**Thomas P. Riley - CEO, Senior Link**

**Senior Housing News**

**U-M IHPI**

**Aneesh Chopra - President, CareJourney**

**Lindsay Resnick**



NEW FOLLOWERS

## Top New Followers - fields

Healthcare Leaders

Law firm practicing in healthcare

Healthcare nonprofits

Healthcare news

Health Research

Elderly Care

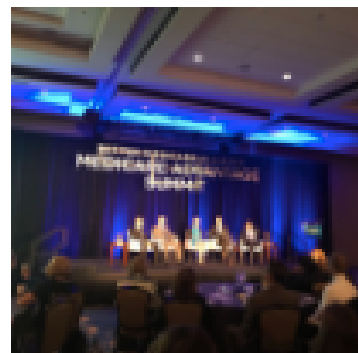
## MA SUMMIT - LIVE TWEETING

---



**Tweet count: 253**

# MA SUMMIT - TOP ORGANIC TWEET



**BMA** @BMAAlliance  
Thank you to our Star Ratings panelist: Paul Cotton from @NCQA, @JohnGorman18 from @gormanhealth, @Mark20004DC from @Humana, Paul Wilmer from @TivityHealth and moderator @SusanDentzer from @NEHI\_News #MASummit  
[pic.twitter.com/IQpKLDYiku](https://pic.twitter.com/IQpKLDYiku)



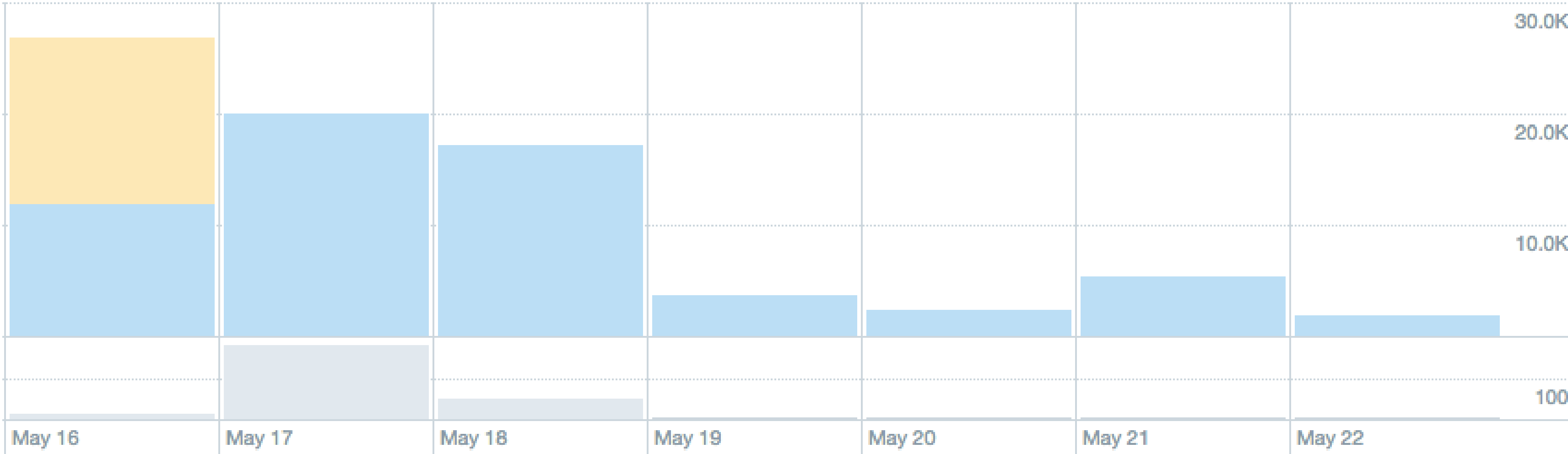
Promote your Tweet  
Your Tweet has 1,126 total impressions so far.  
Get more impressions on this Tweet!

Promote your Tweet

Impressions	1,127
Total engagements	27
Detail expands	12
Likes	5
Retweets	4
Media engagements	2
Profile clicks	2
Link clicks	1
Hashtag clicks	1

# MA SUMMIT - IMPRESSIONS

Your Tweets earned **114.1K** impressions over this **7 day** period



# MA SUMMIT - IMPRESSIONS

---

## Wednesday 16

Organic Impressions- 11,853

Tweets- 15

## Thursday 17

Organic Impressions- 20,078

Tweets- 186

## Friday 17

Organic Impressions- 17,180

Tweets- 52

# MA SUMMIT - ENGAGEMENT WITH #MASUMMIT

Over 30 tweets with #MASummit in relevance to the conference



Jim Yocum @jimyocum · May 17

Simultaneously dismayed and flattered: After a conference panel at [#MASummit](#), an audience member came up and said when I started talking, "it was so recognizable as the voice of the [#PartD](#) rollout, like Vin Scully with the Dodgers..."



1

12



Saisystems Health @SaisysHealth · May 21

One of our favorite panels from the [#MASummit](#) last week in D.C.! Let's keep working to standardize the screening of social factors in [#healthcare](#).

BMA @BMAAlliance

Value-based medicine is the future of health care and with that, there is a whole spectrum in terms of physicians being ready to take on social determinants. - Andrew Renda from @Humana [#MASummit](#)



Amber Willink @awillin2 · May 21

MA plans enthusiastic about extended flexibility from CHRONIC Care Act but actuaries advise them to proceed with caution. [#MASummit](#) Will we see promise of the Act realized for high need high cost [#HNHC](#) older adults?



Tivity Health @TivityHealth · May 17

Tivity Health Chief Experience Officer [@powimer](#) joined a panel on star ratings today [@MedicareAdvSumm](#), discussing the benefits of [@SilverSneakers](#) to improve health and reduce social isolation. [#MASummit](#)



1

4

8



No Senior Hungry @NoSeniorHungry · May 18

This is a time for us to join forces to clarify and lower the barriers to entry so that interventions with community based organizations like [#MealsOnWheels](#) are covered benefits. We know the value and the difference we can make together. - [@\\_MealsOnWheels](#) President & CEO [#MASummit](#)



2



Seniorlink @SeniorlinkInc · May 17

"At long last we've begun to shine a spotlight on the critical role [#family](#) [#caregivers](#) play as the backbone for our [#healthcare](#) system, their care valued at a half trillion dollars, as much as we spend on [#Medicaid](#)." -Lois Simon [#MASummit](#) [@BMAAlliance](#)



4