

# Community Engagement & Medicaid Work Requirements Communications

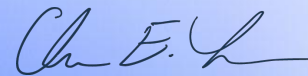
# Executive Summary

Dear AHCCCS Team,

Arizona is home for our team, and we care deeply about the people and communities you serve. We've supported Arizona public-sector and healthcare communications, including Blue Cross Blue Shield of Arizona and Valleywise Health, both serving AHCCCS members. We also work with organizations facing the same operational reality: complex, high-impact changes that, if explained inconsistently, create confusion, drive avoidable coverage loss, and result in preventable gaps in care and "missed" actions.

We see this assignment as a high-stakes operational communications challenge, not a traditional campaign. Our goal is simple: help AHCCCS be successful in building trust and drive the kind of action that's critical to the health of our community in a way that clearly explains what's changing and uses respectful language so members and stakeholders know exactly what to do, when to do it and where to get help.

We'll meet people where they are with easy-to-use, multilingual communications across the channels AHCCCS relies on most. We'll also provide ready-to-share toolkits for providers, health plans, and community organizations, so everyone is saying the same thing at the moments that matter. We'll track what's working, stay aligned as guidance evolves, and adjust quickly to reduce confusion, prevent avoidable coverage loss, and limit preventable coverage and communications "drop-off."



**Chase Lane, CEO**



# We're LT | Partners in AZ Healthcare

LT is Arizona-rooted and healthcare-tested, with a steady, operational approach to high-stakes communication. We've been here a long time, and we care deeply about the communities where we live and work. We understand the responsibility that comes with communicating changes that can affect people's health coverage and peace of mind, especially in a complex stakeholder environment in which providers, plans and community partners need aligned answers as guidance evolves. For this AHCCCS H.R. 1 communications task order, we'll help AHCCCS coordinate and operationalize communications end-to-end: listening first, translating policy into plain-language member messaging and producing channel-ready materials in English and Spanish. We'll support rollout, monitor what's driving understanding versus confusion and update content quickly as direction shifts so messages stay consistent and members know what actions to take.

Headquarters

**PHX**

Founded

**1962**

Team

**70+**

# Our Approach

# Meeting High-Stakes Moments With Clarity in Action

Our approach is built to address the two questions every member is really asking: "**Does this apply to me?**" and "**What do I need to do, and when?**" Rather than leading with policy language, **we translate complex updates into clear, directional guidance** that answers those questions directly, **so members understand** what's changing, what it means for their specific situation and how to take action with confidence.

Underlying that message is **a campaign architecture designed around the member journey**: from initial awareness, through understanding and action, to compliance and ultimately renewal. The goal is to **meet members at that high-stakes moment of change with the right message**, helping them take the **right step** at the **right time**. To make that happen, we'll use a **dual communications approach**: consistent, broad **guidance from AHCCCS establishing the "what,"** reinforced by a more **personal, local layer from payers** that answers the "what does this mean for me?" That alignment **keeps the campaign coordinated and trustworthy**, and moves everyone toward the same outcome, making sure members understand what is changing, what actions are required, and how to maintain access to care.

# Member-Centric Messaging & Delivery



## What's Changing and Who?

We listen first to gain trust. Through quick, structured stakeholder input with internal teams to pinpoint the exact questions providers, patients, organizations are asking, where confusion is showing up, and where they seek information and what drives action. Then we'll translate those insights into a plain-language messaging framework that clearly explains what's changing under H.R. 1, who is affected (and who is not), and what to expect as timelines and guidance evolve.



## Compliance Guidance

Using what we learn, we'll build a practical message library and "how-to" content that turns policy into doable actions. That includes clear explanations of qualifying community engagement activities and exemptions, how and where to report, what six-month renewals mean for certain members, and how to keep contact information current. We'll package this with high-risk populations in mind across web and digital content, FAQs, quick-reference guides, and accessible creative in English and Spanish, designed for mobile and ADA compliance.



## Support & Coordination

We'll manage a coordinated rollout across AHCCCS channels and MCO and partner touchpoints, using reminder and escalation messaging tied to key deadlines. To keep everything consistent, we'll provide toolkits, talking points, and ready-to-use content for providers, health plans, community partners, and frontline staff. From launch onward, we'll track what goes live and when, monitor engagement and sentiment, and optimize quickly using performance reporting, a live dashboard/scorecard, and structured testing so AHCCCS can reduce misinformation, prevent avoidable disenrollment, and increase timely member action.

# Campaigns Come to Life Through Informed Insights



## Creative Brief Development

We'll start by translating learnings from Phase 1 listening into a clear, insightful and actionable creative brief: who we're talking to, what's blocking action and which channels they trust. Output is a tight set of audience segments, tone guidance, and "top questions to answer" that becomes our strategic guidance for campaign development.



## Campaign Development

Next we'll develop campaign concepts that tie everything together, present them to you for a final decision and then build a modular creative system around the chosen concept. That system includes a message library and visual templates that are scalable by stage and adaptive by audience, while staying aligned to AHCCCS standards.



## Campaign Asset Production

We'll develop creative assets with an adaptive messaging infrastructure and roll them out in stages for awareness, reminders, deadlines and renewal touchpoints, so messages hit at the right time and don't overwhelm people. Then we'll track what's working and update creative efficiently as guidance, member questions, and real-world feedback evolve.

# Content Draws in and Compels Real Action



## Content Marketing Plan & Production

We'll start by listening to stakeholders and reviewing what AHCCCS is seeing in real life, like member questions, call-center trends, and partner feedback. Because people cannot comply with requirements they do not understand, we'll set a clear content strategy that simplifies H.R. 1 into a small set of repeatable messages and actions. We'll then build the core content people need most, including plain-language explanations, step-by-step "what to do next" guidance, and channel-ready updates for the AHCCCS website and member touchpoints, with English and Spanish versions and accessibility built in.



## Content Optimization

We'll treat content as an ongoing optimization program. We'll plan and publish content in waves that match the member journey, starting with awareness and moving into reminders, deadlines, and renewal moments. We'll keep everything consistent through simple version control and approvals, and we'll update quickly as CMS guidance and member needs evolve. To keep it transparent, we'll report performance through a live dashboard and regular check-ins, then use the data to refine messaging, timing, and channel mix over time.

# Paid Media Reaches Members Through Trusted Channels

We'll support AHCCCS with a coordinated communications approach designed to reinforce understanding, reduce confusion, and help members take timely action through trusted, accessible paid media touchpoints across Arizona.



## Trusted Community Reach

Local radio, community-based placements, multilingual outreach, provider environments, and selectively targeted local media will help reinforce clear, action-oriented guidance at key moments.



## Timely Digital Guidance

Search, social, video, and digital placements will help members find and revisit important information as questions arise throughout the member journey.

Messaging will be sequenced to support awareness, understanding, reminders, deadlines, and renewal actions without overwhelming members.



## Consistency & Optimization

We'll monitor engagement trends, member behavior signals, and channel performance to identify where clarification or reinforcement may be needed.

Insights will help inform message timing, content updates, and communication prioritization as guidance evolves.

# Leveraging Arizona News Media to Amplify Messages



## What We'll Do

We'll build an earned media plan that anticipates key moments like the education period, rollout, compliance windows, renewal touchpoints and deadline escalation. We'll develop press-ready materials that stay tightly aligned to AHCCCS-approved messaging, including a media kit with simple fact sheets, FAQs, approved quotes, and "what to do next" language that points back to help resources. We'll coordinate outreach to statewide and local outlets across print, digital, radio, and television, including Spanish-language media, and we'll be ready to mitigate misinformation by updating materials as guidance evolves.



## How We'll Manage It

We'll monitor media coverage and social media conversations for emerging confusion or misinformation and provide rapid-response recommendations when needed. We'll also keep a clear publication and version log for audit readiness, and we'll report results through the same performance framework and dashboard approach used across the campaign, including pickups/mentions, message pull-through, reach where available and sentiment trends.

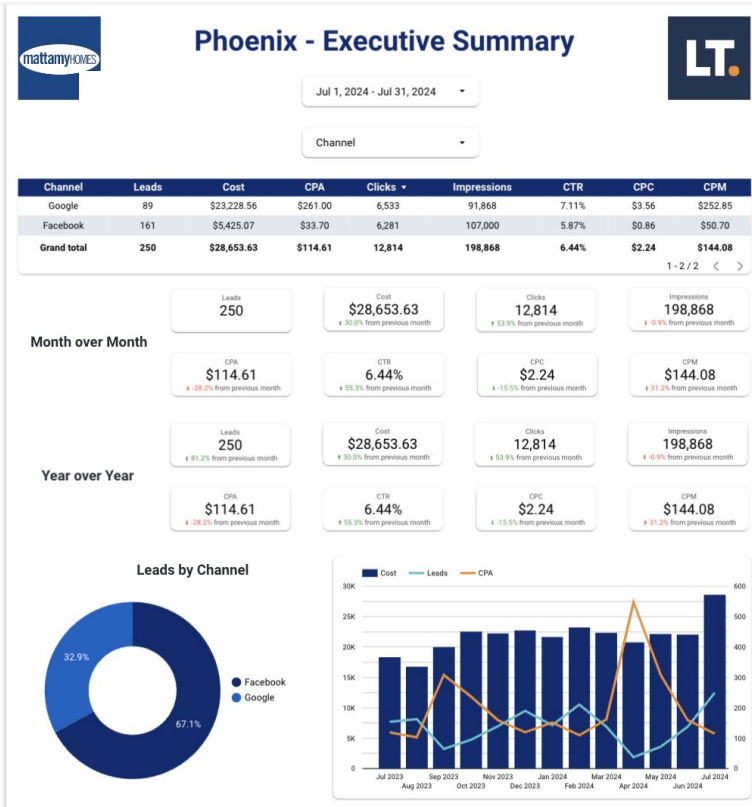
# Measurement from the Start Delivers Efficiency & Impact

At the start of the partnership, LT will build out a customized reporting dashboard that aggregates data from online and offline channels to present a clear picture of performance.

This dashboard is available to you **24/7** and provides transparency into account activity, campaign adjustments, and performance across channels over time.

We'll track metrics that demonstrate reach and impact.

- Renewal/action completion
- FAQ engagement
- Provider toolkit downloads
- Call-center trends
- Page traffic



# Investment & Timeline

## Phase One: July

- Stakeholder Input Plan
- Focus groups & listening sessions
- Stakeholder Engagement Summary
- Insights Summary Report
- Phase 2 Recommendations

**One-Time Total: \$14,430**

## Phase Two: August

- Creative brief & core concept direction
- Plain-language messaging framework, message library
- Member & provider/partner toolkits
- Landing page content and compliance guides, editorial calendar
- Creative production: social, banners, print, infographic, templates, PSA assets

**One-Time Total: \$83,800**

## Phase Three: September

- Publication plan, calendar & approvals workflow
- Content packaging for release (HTML/PDF/graphics)
- Launch coordination + deployment tracking
- Compliance reporting & documentation
- Distribution/compliance confirmation reporting

**One-Time Total: \$21,020**

## Phase Four: October +

- Live dashboard/scorecard + monthly reporting
- KPI tracking across channels
- Ongoing message refinement and updates
- Structured testing (A/B) & optimization
- Ongoing media monitoring & support

**Ongoing Total: \$28,000/mo**

*Investment details remain flexible and can be tailored through continued collaboration.*

# LT Overview

# Meet Your Team

[Click to view LT bios](#)



**Chase Lane**  
Chief Executive Officer



**Alison Schmitt**  
Chief Client Officer



**Hannah Tooker**  
SVP, Content



**Lauren Hillery**  
VP, Strategy



**Ian Barry**  
Chief Creative Officer



**Ryan Jacobsen**  
SVP, Growth Marketing



**Kacie Abbruscato**  
Senior Director,  
Content Marketing



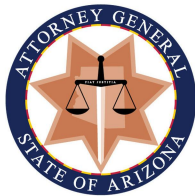
**Cassandra Snelling**  
SVP, Media



**Crystal Jennings**  
VP, Public Relations

# Notable Client Partnerships

Being the longest-standing agency in Arizona, LT takes pride in partnering with organizations that support the economic growth, community development and overall vitality of this great state. We believe we do our best work when we've built trust that deepens our impact on the community. Over the years, we've had the privilege to do just that with numerous government entities.



# Partnering to Authentically Reach Your Hispanic Audience

Arizona is a richly diverse community, with Hispanic residents representing nearly one in five households. Meaningful engagement starts with recognizing and honoring the people who live, work and gather here.

To ensure our messaging and creative feels authentic, inclusive and culturally resonant, we plan to collaborate closely with our partners at Palabra Media & ICS. Our teams bring proven insight into how culturally grounded storytelling drives awareness, visitation and loyalty at scale, activating Arizona's Latino community. This partnership helps ensure H.R. 1 communications are not only translated, but culturally understood, trusted and delivered in ways that genuinely connect with Arizona's Latino communities.



# Denova Collaborative Health

Denova Collaborative Health, an Arizona-based behavioral health and primary care healthcare system catering to the AHCCCS patient population, came to us on the precipice of a rebrand from Bayless Healthcare. This rebrand carried some unique challenges with it in that the category of behavioral health was quickly becoming more visible and much more competitive and that our creative and marketing approach had to make a limited budget work hard to make traction on brand awareness, brand clarity and drive appointments.

We have learned through a test, measure and adjust approach to let patient and potential patient behavior direct how we could not only move the needle for this critical Arizona healthcare brand but also for the health of our community.

denova  
collaborative  
health

# Blue Cross Blue Shield of Arizona

We partnered with Blue Cross Blue Shield of Arizona (AZ Blue) to help them show up more clearly and consistently for the communities they serve, including Medicaid audiences connected to AHCCCS. The work started with an outside-in look at their communications and content across channels, identifying where messages were fragmented across teams and where content felt too high-level to build trust locally. From there, we helped create a more unified communications approach that balanced clarity, empathy, and relevance so people could better understand AZ Blue's value and feel supported when making healthcare decisions.

From strategy through execution, we helped streamline and strengthen how AZ Blue communicated across key member touchpoints, including website consolidation and copywriting, localized SEO, and support as an extension of their internal team. We also built and activated media plans across TV, radio, out-of-home, paid social, paid search, and display to reach Arizonans in the moments that matter. The work drove measurable impact, including a 23.6% lift in organic website sessions during the campaign



**BlueCross  
BlueShield**  
Arizona

# Arizona Department of Child Safety

Arizona Department of Child Safety (AZDCS) is the state agency responsible for protecting the safety and well-being of Arizona's children by engaging families, strengthening support systems, and helping children achieve permanency. With public trust and perception always front and center, AZDCS brought in LaneTerralover as a strategic partner during a period of leadership change and increased visibility from state officials. Together, we focused on building clear, human-centered communications that help Arizonans understand the need, feel connected to the mission, and know how to take action.

Our work spans strategy through execution across integrated communications, including marketing and content strategy, email, digital advertising, creative and video production, PR, and experience design and development. At the core of the approach is one consistent, targeted message carried across multiple campaigns that puts children's stories first and creates an emotional connection that drives awareness and participation statewide. This framework supported key initiatives like recruiting and supporting foster parents, expanding engagement with the Heart Gallery, activating employee advocacy through Compassioneers, and increasing awareness around safe sleep.

**ARIZONA**  
DEPARTMENT OF  
**CHILD SAFETY**

# Foster A Future | Campaign Video



<https://vimeo.com/362113572>

# Valleywise Health

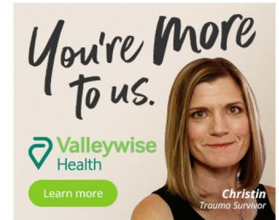
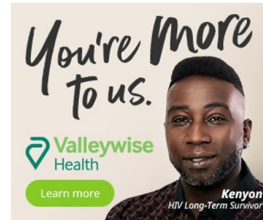
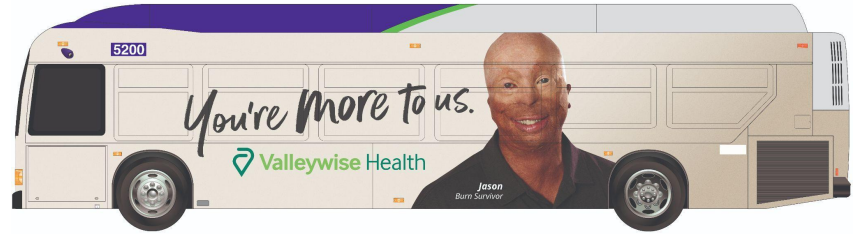
Our engagement with Valleywise Health began at a pivotal moment. After rebranding from Maricopa Integrated Health System in early 2020, the organization had to launch a new identity while navigating the COVID-19 pandemic. As the region's safety-net system, Valleywise needed to reshape perception, build trust across diverse communities, and attract a broader mix of patients, including private insurance and AHCCCS.

We immersed ourselves in the system by touring facilities and engaging with staff to understand its impact and quality of care. We then addressed a key barrier: the perception that Valleywise was only for uninsured patients, and reinforced that its care quality is over and above what many people expect from a typical county system.

Grounded in authentic multicultural marketing, we partnered with Independent Communication Strategy to ensure messages reflected real cultural insight. The result was "You're More to Us," a human-centered platform featuring real patient stories, alongside reporting that shows significant growth in FQHC admissions among insured patients, especially in primary care and pediatrics.



# Valleywise Health | Brand Campaign



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LT.

# Thank you.

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