MTM Demonstration Pilot Act of 2020
Sample Social Media for FIMC Members

Goal/Call To Action

Drive followers to our websites while simultaneously creating awareness about the Medically Tailored Home-Delivered Meal Demonstration Pilot Act of 2020 (H.R.6774) among constituents.

Timeframe - August 12, 2020

Process
- Add excerpt from FIMC press statement to the “news” section of your agency website
  - Include hyperlink to FIMC statement re: H.R. 6774
- Draft CEO quote about the bill (if not already included in the FIMC press release)
- Turn CEO quote into branded graphic for Instagram/Facebook/Twitter
- Draft post copy or individualize template copy below
- If using template copy below, customize any content that is highlighted in yellow
- Tag @FIMCoalition, members and bill sponsors in copy or in the custom image
- Include suggested hashtags (listed below)
- Amplify other FIMC members’ posts and news about the MTMBill through retweets and comments.

Website

Link to: http://www.fimcoalition.org/legislation3, or link to excerpt on your organization’s website (see “process,” below).

Hashtags


- #MTMBill
- #FoodIsMedicine
- #MedicallyTailoredMeals

Tags - @FIMCoalition

Template Graphic - FIMC branding template
Sample Twitter

1. We are proud to support the Medically Tailored Home-Delivered Meal Demonstration Pilot Act of 2020 (#MTMBill) w/ @FIMCoalition! TY members of the Bipartisan #FoodisMedicine Working Group: @RepMcGovern @chelliepingree @drrgermarsh @RepWalorski. http://www.fimcoalition.org/legislation3

2. The #MTMBill (H.R. 6774) would establish a Medicare pilot program to ensure seniors with chronic conditions receive #MedicallyTailoredMeals in their home, addressing the critical link between diet, chronic illness, and health. Learn more: http://www.fimcoalition.org/legislation3

Sample Facebook

XX and other members of the Food is Medicine Coalition are proud to support the Medically Tailored Home-Delivered Meal Demonstration Pilot Act of 2020 (H.R. 6774) introduced by the members of the Bipartisan Food Is Medicine Working Group: Reps. Jim McGovern – MA (D), Chellie Pingree – ME (D), Roger Marshall – KS (R), and Jackie Walorski – IN (R).

This bill would establish a Medicare pilot program to address the critical link between diet, chronic illness, and the health of older adults. This proposal will ensure that medically vulnerable seniors get access to lifesaving medically tailored meals in their home, while providing the outcomes data we need to build a more resilient and cost-effective health care system. Both goals are even more critical during the pandemic, as we endeavor to keep the elderly –especially those living with severe and chronic illnesses – healthy and at home.

To learn more about this work and the bill, click here.

Sample Instagram

XX and other members of the Food is Medicine Coalition are proud to support the Medically Tailored Home-Delivered Meal Demonstration Pilot Act of 2020 (H.R. 6774) introduced by the members of the Bipartisan Food Is Medicine Working Group: Reps. Jim McGovern – MA (D), Chellie Pingree – ME (D), Roger Marshall – KS (R), and Jackie Walorski – IN (R).

This bill would establish a Medicare pilot program to address the critical link between diet, chronic illness, and the health of older adults. This proposal will ensure that medically vulnerable seniors get access to lifesaving medically tailored meals in their home, while providing the outcomes data we need to build
a more resilient and cost-effective health care system. Both goals are even more critical during the pandemic, as we endeavor to keep the elderly –especially those living with severe and chronic illnesses – healthy and at home.

Swipe to read a statement from our CEO [INSERT NAME] regarding the bill, or click the link in our bio to learn more.

**Sample LinkedIn Post**

XX and other members of the Food is Medicine Coalition (tag) are proud to support the Medically Tailored Home-Delivered Meal Demonstration Pilot Act of 2020 (H.R. 6774) introduced by the members of the Bipartisan Food Is Medicine Working Group: Reps. Jim McGovern –MA (D), Chellie Pingree –ME (D), Roger Marshall –KS (R), and Jackie Walorski –IN (R).

This bill would establish a Medicare pilot program to address the critical link between diet, chronic illness, and the health of older adults. This proposal will ensure that medically vulnerable seniors get access to lifesaving medically tailored meals in their home, while providing the outcomes data we need to build a more resilient and cost-effective health care system. Both goals are even more critical during the pandemic, as we endeavor to keep the elderly –especially those living with severe and chronic illnesses –healthy and at home.

To learn more about the bill or join [FIMC AGENCY] as a partner in our work, [click here](#).

[Use graphic with CEO quote. Consider formatting for horizontal display and include a headshot of CEO next to text]
THE MEDICALLY TAILORED HOME-DELIVERED MEALS DEMONSTRATION PILOT ACT OF 2020

This proposal will enable medically vulnerable seniors with serious health conditions to receive nutritious meals in their homes while evaluating the impact of a meal intervention on the Medicare program.

RATIONALE

16% REDUCTION IN OVERALL HEALTH CARE COST

Among individuals with complex health conditions, medically tailored meals (MTM) interventions have shown a 16% reduction in overall health care costs, plus significant reductions in hospitalizations, emergency department use, and emergency transports.*

CURRENT STATUS OF MEAL COVERAGE IN MEDICARE

In traditional Medicare - covering 2/3 of Medicare beneficiaries - there is NO COVERAGE FOR MEALS at all.

In the Medicare Advantage Program - covering 1/3 of Medicare beneficiaries - insurers can OPT to include meals as a supplemental benefit for CERTAIN BENEFICIARIES under narrow circumstances.

Where a demonstration model achieves savings and maintains or improves quality, CMS has the AUTHORITY TO EXPAND the model to the full Medicare program.

DEMONSTRATION AIM

Evaluate the impact of a medically tailored meal intervention on health care utilization, clinical outcomes, and overall health care expenditures for Medicare beneficiaries living with certain diet-sensitive chronic health conditions following in-patient hospitalization.

To participate in the demo, a hospital must apply in partnership with a medically tailored meal organization (an organization with at least one year experience preparing and delivering medically tailored meals) to provide the full intervention of meals and nutritional counseling/Medical Nutrition Therapy.

CMS will select at least 20 hospitals in at least 10 different states to participate in the demonstration.

Medicare beneficiaries with certain chronic health conditions will receive a 12-week minimum MTM intervention. These health conditions include:

- Congestive heart failure,
- Diabetes,
- COPD,
- Chronic kidney disease,
- End Stage Renal Disease, and/or
- Other diseases that frequently cause patients to need care in hospitals

The MTM intervention includes at least 2 MTMs per day, or more; and access to one-on-one nutritional counseling or Medical Nutrition Therapy.

Medically tailored meals are tailored to the medical needs of the recipient by a Registered Dietitian Nutritionist (RDN) and delivered to an individual living with severe illness upon referral from a health provider or health care plan.

Medically tailored meals defined

Entitles eligible to participate in the demonstration

- To participate in the demo, a hospital must apply in partnership with a medically tailored meal organization (an organization with at least one year experience preparing and delivering medically tailored meals) to provide the full intervention of meals and nutritional counseling/Medical Nutrition Therapy.
- CMS will select at least 20 hospitals in at least 10 different states to participate in the demonstration.

Participating hospitals will report key outcomes, including:

- Health care utilization:
  - Inpatient admission and readmission
  - Emergency transports
  - Emergency department use
- Overall cost to the Medicare program;
- Relevant clinical outcomes for an individual’s chronic health conditions
## Social Media Handles for FIMC MTM Agencies

*As of 6.2.2020*

<table>
<thead>
<tr>
<th>Agency</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ceres Community Project</strong></td>
<td>@CeresCommunityProject</td>
<td>@cerescommunityproject</td>
<td>@CeresCommunity</td>
</tr>
<tr>
<td><strong>Community Servings</strong></td>
<td>@communityservings</td>
<td>@communityservings</td>
<td>@communityserv</td>
</tr>
<tr>
<td><strong>Food &amp; Friends</strong></td>
<td>@foodandfriends</td>
<td>@foodandfriendsdcl</td>
<td>@foodandfriends</td>
</tr>
<tr>
<td><strong>God's Love We Deliver</strong></td>
<td>@godslovewedeliver</td>
<td>@godslovenyc</td>
<td>@godslovenyc</td>
</tr>
<tr>
<td><strong>Lifelong AIDS Alliance</strong></td>
<td>@LifelongWA</td>
<td>@Lifelong_WA</td>
<td>@LifelongWA</td>
</tr>
<tr>
<td><strong>Mama's Kitchen</strong></td>
<td>@mamaskitchen</td>
<td>@mamaskitchensd</td>
<td>@MamasKitchenSD</td>
</tr>
<tr>
<td><strong>MANNA</strong></td>
<td>@mannapa</td>
<td>@mannahoursn</td>
<td>@MANNAnourishes</td>
</tr>
<tr>
<td><strong>Moveable Feast</strong></td>
<td>@MFeastBaltimore</td>
<td>@mfeastbmore</td>
<td>@Moveable_Feast</td>
</tr>
<tr>
<td><strong>Open Arms of MN</strong></td>
<td>@openarmsmn</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Open Hand Atlanta</strong></td>
<td>@OpenHandAtlanta</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Project Angel Food</strong></td>
<td>@projectangelfood</td>
<td>@projectangelfood</td>
<td>@ProjAngelFood</td>
</tr>
<tr>
<td><strong>Project Angel Heart</strong></td>
<td>@Projectangelheart</td>
<td>@projectangelheart</td>
<td>@proj_angelheart</td>
</tr>
<tr>
<td><strong>Project Open Hand</strong></td>
<td>@ProjectOpenHand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>