

Capability Demonstration: Healthcare Advocacy



“I will introduce legislation to stop California from using American citizens’ money to provide free health care through Medicaid to adults in our country illegally” Sen. Bill Cassidy, Twitter

Overview

Healthcare advocacy groups invest [billions](#) each year to build and maintain relationships with key influencers in an attempt to shape healthcare policy. These investments, however, are ill-advised due to frequent leadership turnover and the election cycle, where citizens elect new political leaders, forcing advocacy groups to restart the process. Indirect advocacy campaigns, on the other hand, have proven to be more durable. They shape public sentiment and encourage citizens to influence politicians for favorable policy outcomes themselves, as politicians are far more beholden to their constituents than to any one advocacy group or cause. ENODO Global’s Social Listening tools enhance advocacy efforts, by providing key insights that enable advocacy groups to develop communication and engagement activities that resonate with constituents, shape public perceptions, and generate action, which forces politicians to pursue policies that align with citizens’ demands and lobbyists’ interests, regardless of the electoral cycle.



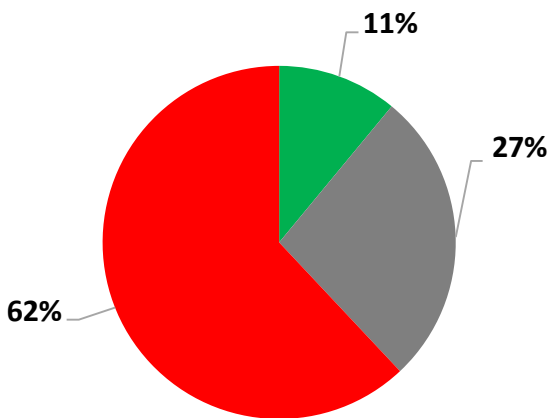
Dissatisfaction with healthcare across the political spectrum

Findings: Sentiment Analysis

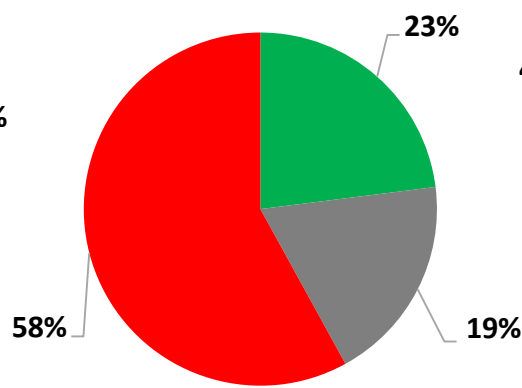
Measured public sentiment of the healthcare system at the national, state, and congressional district level:

- National public sentiment is 62% negative, 27% neutral, and 11% positive
 - Negative sentiment is due to perceptions of inaccessibility to affordable healthcare and a rejection of tax implications associated with potential solutions
 - Positive sentiment is attributed to successful local healthcare programs rather than national policy
 - Neutral sentiment indicates undecided or ambivalent attitudes about healthcare
- California public sentiment is 58% negative, 23% positive, and 19% neutral
 - Negative sentiment is associated with Gov. Newsom's [initiative](#) to fund healthcare for undocumented residents
 - Positive sentiment is attributed to individuals who are excited at the prospect of Gov. Newsom's [single-payer](#) healthcare initiative
 - Neutral sentiment indicates undecided or ambivalent attitudes about healthcare
- CA-10 public sentiment is 42% negative, 37% neutral, and 21% positive
 - Negative sentiment is due to inaccessibility in small urban areas (e.g. Patterson, Salida, and Ceres) and limited access for homeless communities in [Turlock](#)
 - Positive sentiment is attributed to Gov. Newsom's healthcare [initiative](#) which expands healthcare access to undocumented residents
 - ☐ Positive sentiment has increased from 14% to 21% in the past 15 days
 - Neutral sentiment indicates undecided and ambivalent social media users

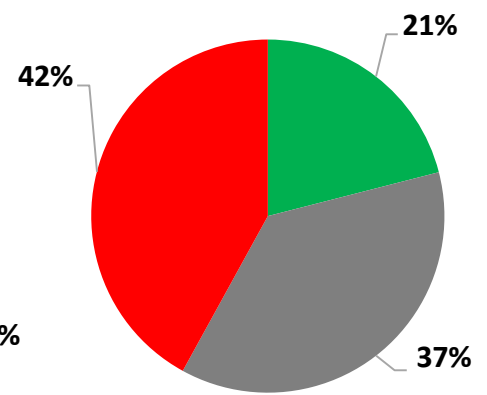
National Sentiment of Healthcare



California Sentiment of Healthcare



CA-10 Sentiment of Healthcare



■ Positive ■ Neutral ■ Negative

■ Positive ■ Neutral ■ Negative

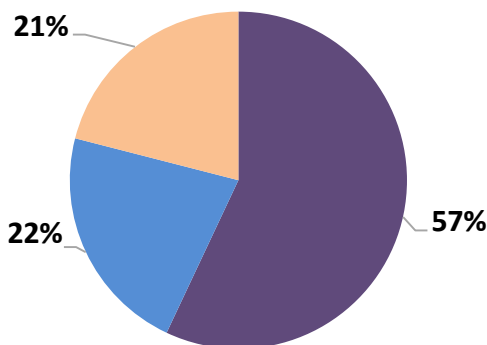
■ Positive ■ Neutral ■ Negative

Findings: Topic Modeling

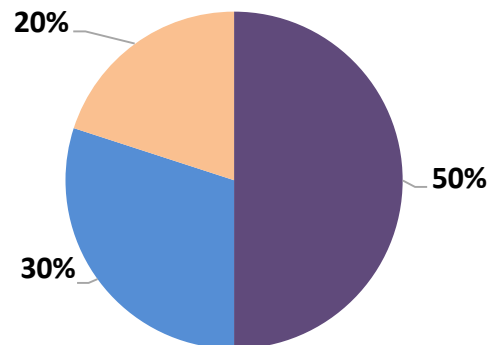
Revealed key topics found in online discussions related to healthcare, which manifest in national, state, and district level conversations

- **National Healthcare** conversations revealed trending topics associated with government budgets (57%), taxation (22%), and access to healthcare (21%)
 - Budget related discussions expressed beliefs that the government should allocate funds for public health
 - Conversations about taxation featured themes about equality and justice with social media users fearing some beneficiaries were not paying their fair share
- **CA Healthcare** conversations focused on government budgets (50%), taxation (30%), and quality (20%)
 - Budget discussions focused on California's \$144.2bn [budget](#) to improve healthcare access and education, the national budget, and government shutdown
 - These two topics merge in conversations about Gov. Newsom's plan to provide undocumented immigrants access to healthcare
 - Taxation conversations focused on the tax burden of financing Newsom's goal of "single-payer" healthcare
 - Healthcare quality conversations debated the idea that healthcare quality would diminish with more government oversight
- **CA-10 Healthcare** conversations were focused on access (82%), the state budget (10%), and taxation (8%)
 - Conversations by constituents about healthcare access voiced disliked for Gov. Newsom's plan to provide healthcare to undocumented immigrants
 - The topic of "access" underpinned budget and taxation conversations as social media users estimated the cost and tax burden of funding healthcare

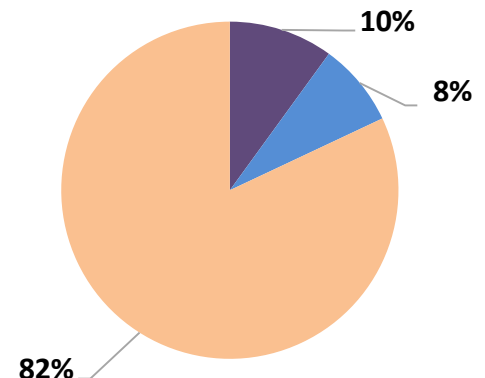
US Healthcare Topics



CA Healthcare Topics



CA-10 Healthcare Topics



■ Budget ■ Taxation ■ Access

■ Budget ■ Taxation ■ Quality

■ Budget ■ Taxation ■ Access

“Vastly increasing taxes is not a way to, “reduce costs”. Less incentive for medical business to innovate is not “improving health care” *Commenter, Facebook*

Key Findings

- Key topics at the national level align with those at the state and district levels; however, trending topics that fuel discussions and public sentiment differ significantly
- Aspects of key topics that affect daily lives are more clearly defined in local conversations
- State and district level conversations became more pointed and polarized
- Local grievances contextualize the population’s concerns with healthcare at the national, state, and district level

Recommendations

Conduct in-depth Social Risk Analysis and create a Social Risk Action Plan to design and implement effective communications strategies and engagement activities that:

- Map target audiences’ preferred communication methods to discuss healthcare topics
 - Monitor discussions to identify changes of topics, sentiment, and grievances
- Address public concerns and shape public perceptions while aligning engagement activities with political interests and advocacy group objectives
 - Promote positive (and reduce negative) sentiment of favorable regulation
 - Provide evidence of public support to influence beneficial policy outcomes



Data Analytics

ENODO analyzed 231,153 online news sites and comments, 193,088 Tweets, 158,613 Facebook posts, 78,890 YouTube videos and comments, 23,840 forums, 13,342 Instagram posts, 5,938 Google+ posts, 2,040 reviews, and 787 blogs to measure public sentiment and identify key and trending topics about the US healthcare system throughout the US, CA, and CA-10.



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ENODOGLOBAL.COM | INFO@ENODOGLOBAL.COM

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