# ADVANCE CARE PLANNING ON FACEBOOK: REACHING THE NON-ACTIVATED

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Why don't "non-activated" people fill out Advance Care Plans (ACPs)?

- We don't even think about it
- We don't want to think about it
- We are too busy
- We don't know where to go for it
- We don't understand it and think its more time consuming than it is
- We don't realize how important it is
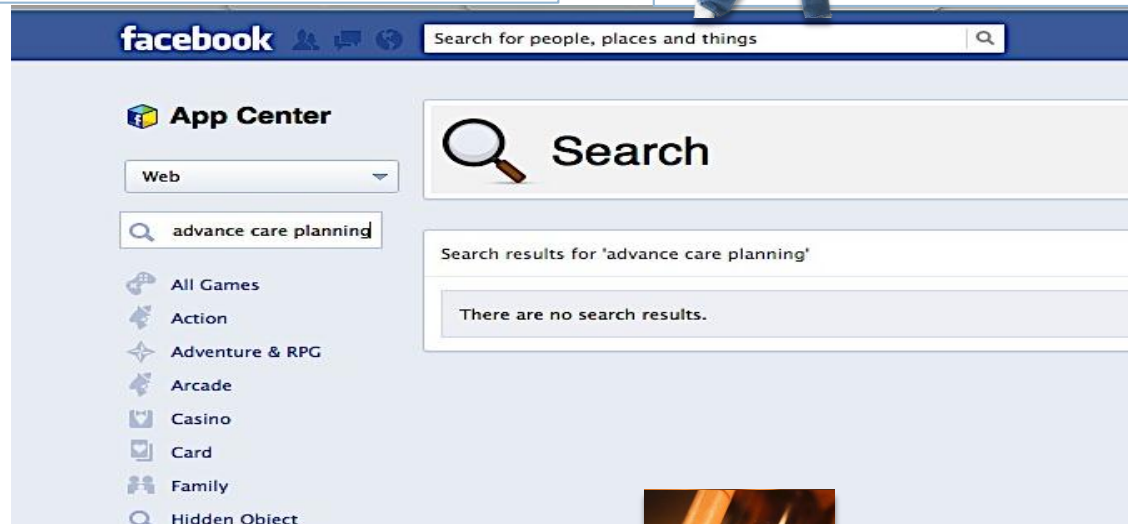- Our dog ate it
- We're on Facebook too much

Did somebody say Facebook?
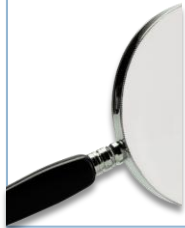
Search for advance care planning in apps section currently yields "There are no search results."

Broad and diverse reach (>167 million users in US alone)

facebook

App Center

Web

advance care planning

All Games
Action
Adventure & RPG
Arcade
Casino
Card
Family
Hidden Object

Search

Search results for 'advance care planning'

There are no search results.

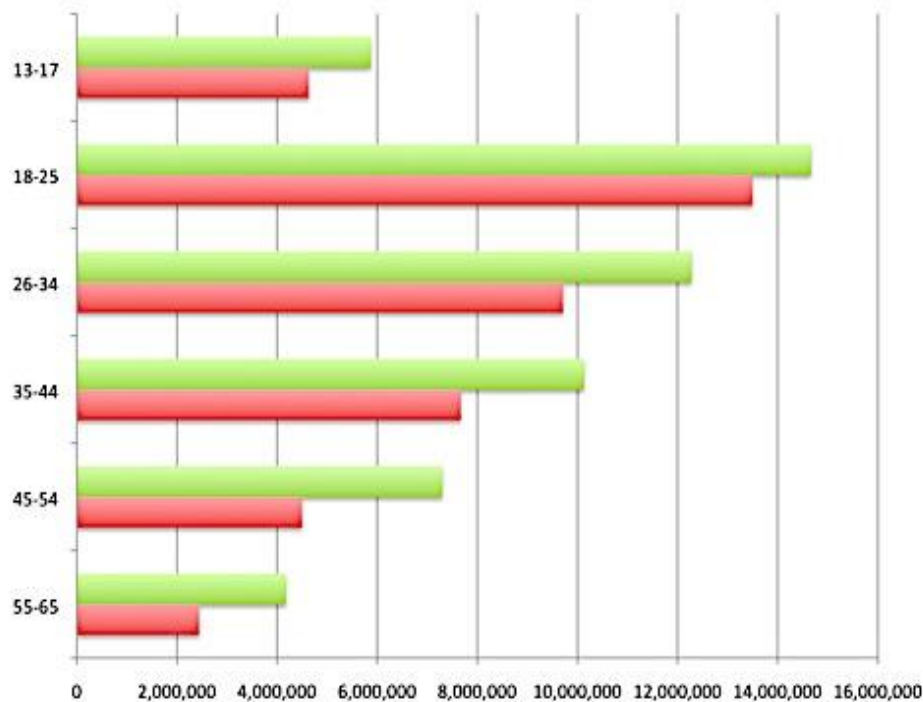Allows possibility to invite friends and family to "ACP Network"

Potential for those you designate to find ACP and retrieve it easily if needed, even from a smartphone

A broad and diverse reach

US Facebook Users By Age and Gender
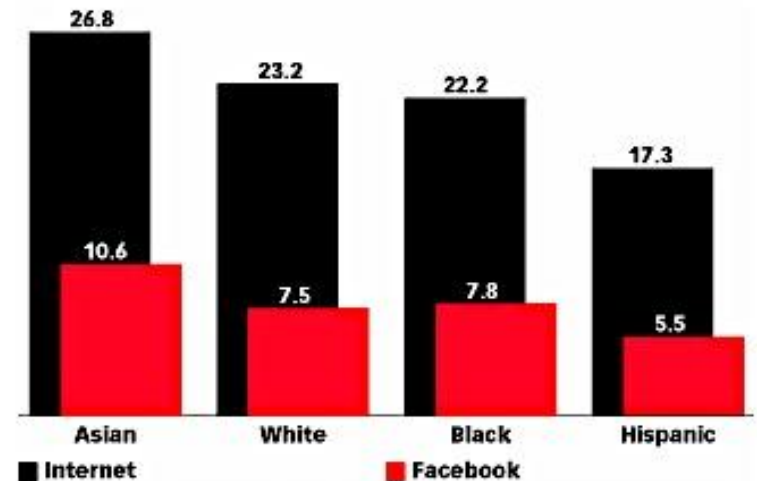InsideFacebook.com, 1/1/2010

FEMALE ■ MALE

	55-65	45-54	35-44	26-34	18-25	13-17
FEMALE	4,177,260	7,304,500	10,133,780	12,280,700	14,668,420	5,875,460
MALE	2,446,600	4,498,480	7,672,220	9,714,020	13,496,460	4,636,220

"We discovered that Facebook has always been diverse and that the diversity has increased significantly over the past year to the point where U.S. Facebook users nearly mirror the diversity of the overall population of the country."
   – Cameron Marlowe for Facebook Data Science

Time Spent on the Internet vs. Time Spent on Facebook, by Race/Ethnicity, May 2010
hours per week by US internet users

	Asian	White	Black	Hispanic
Internet	26.8	23.2	22.2	17.3
Facebook	10.6	7.5	7.8	5.5

■ Internet   ■ Facebook

Source: Morpace, "Omnibus Report," provided to eMarketer, Jun 25, 2010
117050   www.eMarketer.com

Advanced Care Plans

- Interactive documents would be an ideal form for a Facebook ACP application. Key attributes of appropriate Advanced Care Plan forms:
  - Well-known and respected
  - Friendly, interactive design and simple language
  - Online format easily convertible to app
  - Translated into multiple languages
 - Used in all 50 US states

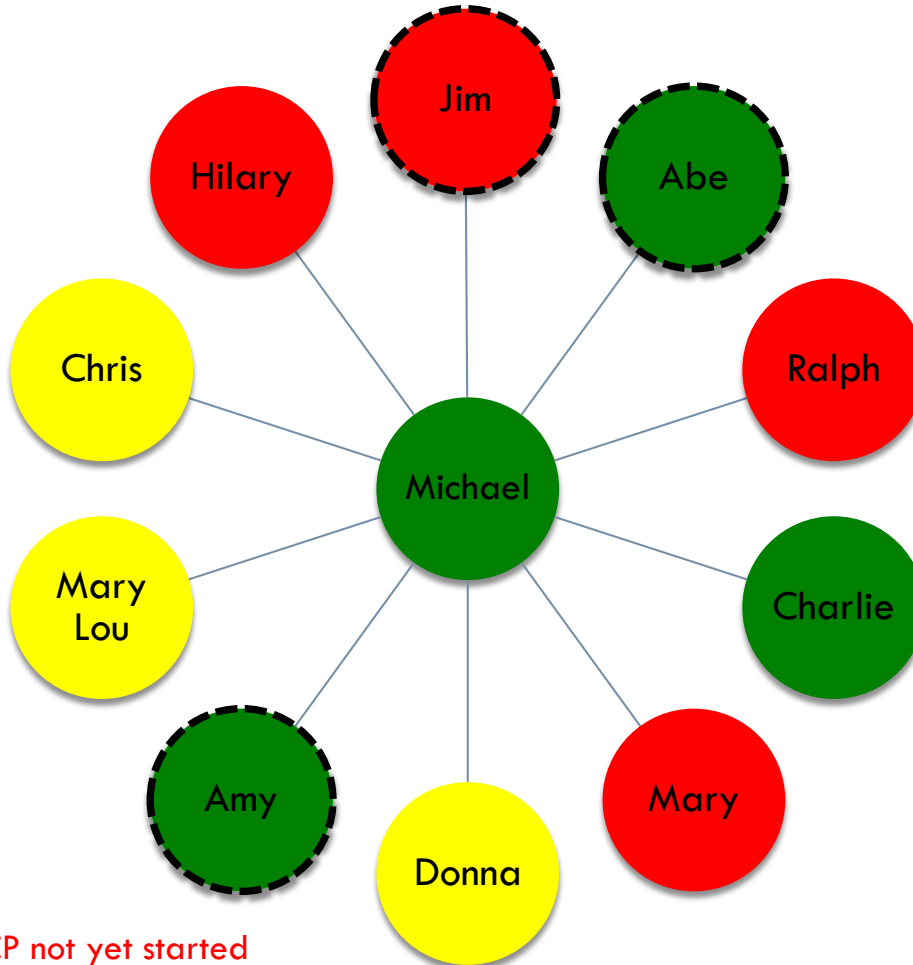# What might the ACP Facebook Application Page look like?

Note: Five Wishes is an example Advanced Directive form that could be used

Getting started with "My ACP Network"

- After completing your own, the application allows you to scroll through your Facebook friends (and family) and choose who you want to invite into your "My ACP Network"

- Create up to 10 different "My ACP Networks" to separate certain friend and family groups
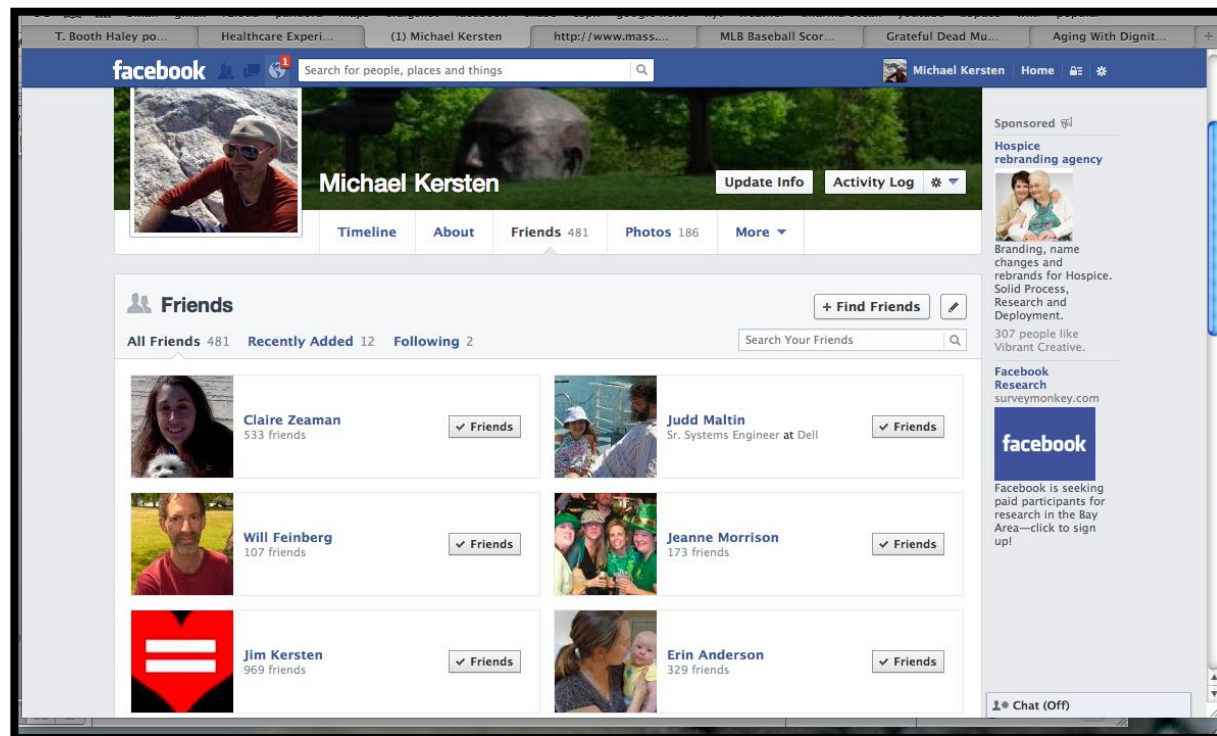
The app creates a "My ACP Network" for you based on who accepts your ACP invitation

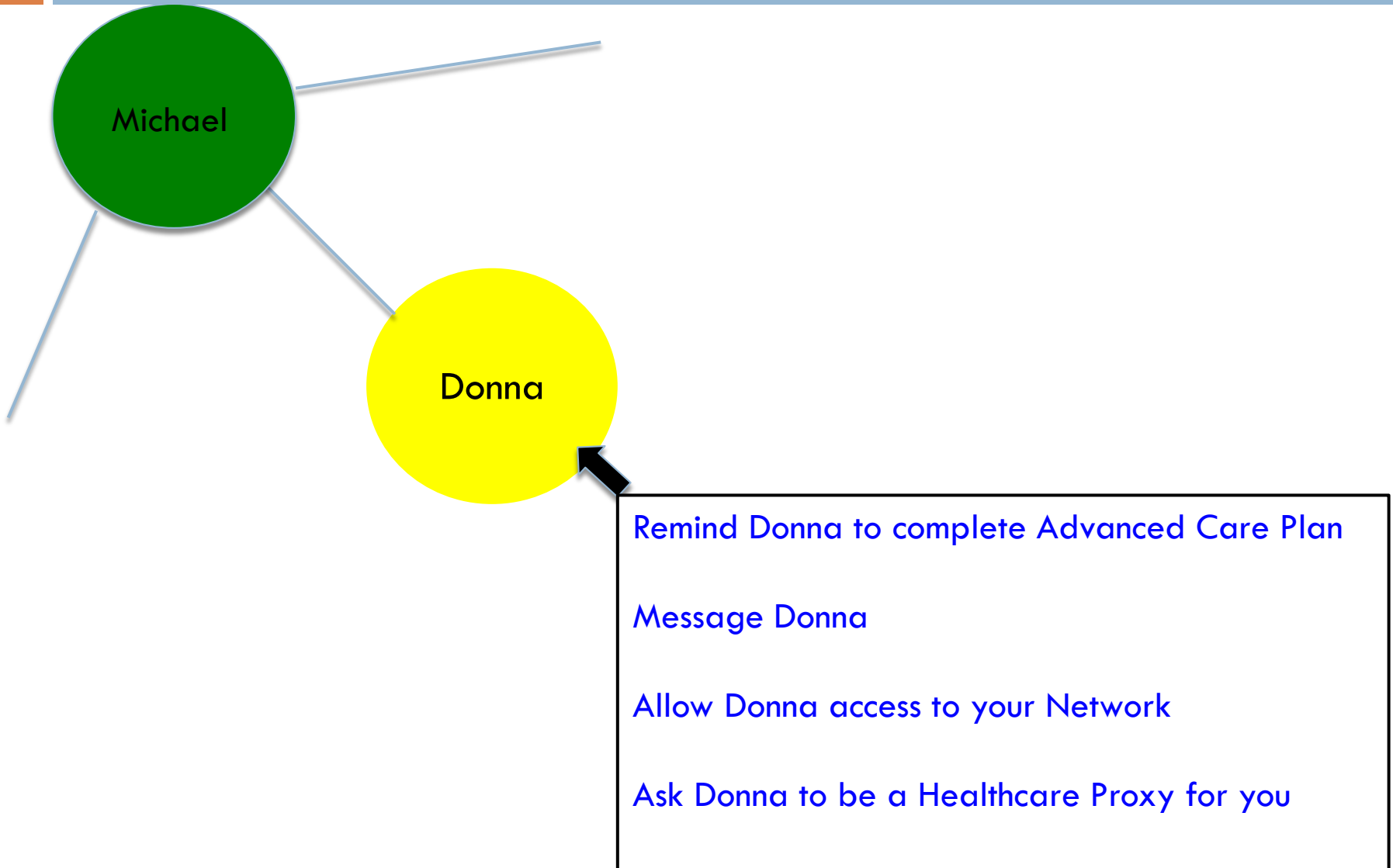- As the center of your network, you complete the form first

- Invite Facebook friends and family into network (create up to 10)

- An automatic reminder is sent monthly to those still colored yellow and red

- Once ACP completed and name turns green, an invite is automatically sent encouraging them to start their own network

- Facebook App syncs your color status through all of your networks should you be in more than one

- Visibility of status naturally encourages completion

Red=ACP not yet started
Yellow=ACP form begun
Green=ACP completed
----- border=has access to your ACP

Click on individual bubbles for options

Michael

Donna

Remind Donna to complete Advanced Care Plan

Message Donna

Allow Donna access to your Network

Ask Donna to be a Healthcare Proxy for you

Monitor Progress

- Facebook Insights provides the ability to see geographic and demographic data for people that have Liked a page or installed an app. Location data is based on the geographic location of each person as determined by their browser IP address and is limited to the top 20 countries and cities

- Marketing efforts can be re-focused on low completion rate areas by identifying more ACP champions in that area to start "My ACP Networks"
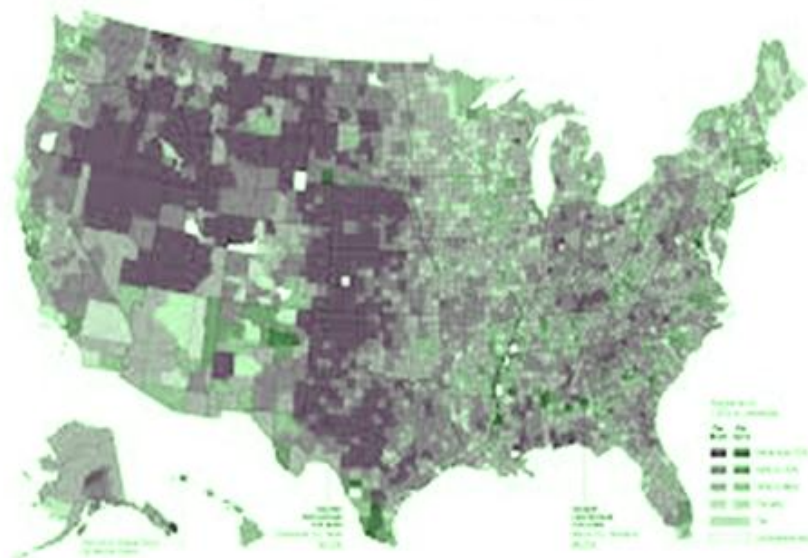
Privacy

- All ACP forms are completely confidential and HIPAA compliant
- They can only be seen and retrieved only by those whom you designate

We join when "everybody's doing it"

- Research shows that response rates for all kinds of activities are higher when everyone else appears to be doing it

- Therefore there should be a total tally, updated daily, in every "My ACP Network" of all people who have completed the Facebook app Advanced Care Plan to date

  134,392 Advanced Care Plans Submitted!

- Research also shows that when we see how we are fairing against others, we tend to respond positively, hence the color coded visibility of the network

http://www.apa.org/monitor/2008/06/vote.aspx

Paying for It

- As an example, Aging with Dignity (organization that runs Five Wishes) currently charges $1 per online form for orders over 1000
- Paying for ACP, even when as slight as $1, may pose a psychological, if not financial, barrier for many
- Rate may be negotiated lower considering vast usage potential
- Explore funding sources from insurance companies, healthcare systems, and foundations that are currently providing grant money for ACP-related activities. Furthermore, online advertising may be considered so full cost can be subsidized for users
- PayPal link on app site for voluntary donations

The Implementation Plan

Partner with Advanced Care Plan Provider

↓

Develop App with IT, design, and HIPAA compliance support

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Phase I Marketing: Identify ACP champions at insurance companies, healthcare system, and ACP advocacy groups to begin at least three "My Networks" each

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Phase II Marketing: Stay connected to network participants through event/webinar invitations, an interactive online forum, success stories of patient-centered care, and news briefs regarding ACP

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Phase III Marketing: Monitor progress with download mapping and re-focus campaign on low submission rate areas

May all beings everywhere have their healthcare wishes known and honored!

Thank you