

Physicians Advocacy Institute—MACRA Quality Payment Program Social Media Toolkit

PAI has partnered with Healthsperien to develop a comprehensive array of educational resources for physicians to understand and successfully navigate the Medicare QPP. These resources are free of charge.

We urge medical associations and others to share information about this effort widely. The following sample social media feeds are available to facilitate communications to physicians and medical practice staff.

Twitter:

- Wondering what the new #Medicare #QPP means for you & your practice? New PAI materials are here to help <http://bit.ly/2rZ6Z1O>
- The Physicians Advocacy Institute released free resources to help practices navigate #MACRA <http://bit.ly/2qTm44e>
- Q: Where can I find resources to adapt to Medicare's Quality Payment Program? A: <http://bit.ly/2sj6O25>
- Webinars, explainers, step-by-step tutorials, FAQ. All you need on Medicare's Quality Payment Program is here: <http://bit.ly/2rZ6Z1O>
- Thanks to PAI, all you need to adapt to Medicare's Quality Payment Program in one place: <http://bit.ly/2rZ6Z1O>
- [STATE ABBREVIATION] physicians: free resource to help you & your practice adapt to the new federal Quality Payment Program <http://bit.ly/2rZ6Z1O>
- FREE resources—learn about, and adapt to the Medicare Quality Payment Program <http://bit.ly/2rZ6Z1O>
- Need help navigating Medicare's Quality Payment Program? You're not alone. Get the answers you need <http://bit.ly/2rZ6Z1O>
- With so many new regs – and acronyms – in #MACRA #QPP #MIPS, PAI's your one stop shop for solutions <http://bit.ly/2sj6O25>
- From #MIPS eligibility, to advanced APMs, to everything in between, new PAI #QPP resources have you covered <http://bit.ly/2sj6O25>
- Have #MACRA questions you were too afraid to ask? Don't worry; PAI can help <http://bit.ly/2sj6O25>
- Watch PAI president Bob Seligson discuss new #Medicare QPP resources <https://youtu.be/jZ5Lins0K1o>
- Hear from Bob Seligson, president of PAI, on helping docs navigate Medicare's quality payment program <https://youtu.be/jZ5Lins0K1o>

LinkedIn:

- MACRA assistance now available to [STATE] physicians: The Physicians Advocacy Institute partnered with Healthsperien, a leading Washington, DC health policy firm, to

develop resources to help you and your practice better understand MACRA and the new Quality Payment Program. These comprehensive resources are available to you at no cost: <http://bit.ly/2rZ6Z1O> Help us spread the word and share the link with colleagues at other practices.

Facebook:

- Bob Seligson, president of the Physicians Advocacy Institute, discusses new resources launched in partnership with Healthsperien, a Washington, DC health policy firm, designed to help physicians and their practices learn about and adapt to MACRA and its new Quality Payment Program. These materials are available to your practice at no cost here <http://bit.ly/2rZ6Z1O>. Help us spread the word: share the link and video with colleagues at other practices.
- Is transitioning to MACRA and the new Quality Payment Program (QPP) taking away precious time you could be spending with patients? Is your practice having difficulties adjusting to the new reality of QPP? The Physicians Advocacy Institute has partnered with Healthsperien, a leading Washington, DC health policy firm to develop a comprehensive, free suite of resources that can help ease the burden.
<http://bit.ly/2rZ6Z1O>