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LinkedIn Post Templates for Stakeholder Use

Instructions for Use: Acentra Health is a Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for Medicare. We help people with Medicare when they believe their care is ending too soon or have a concern about their care. Our services include Immediate Advocacy, a free process that helps resolve care issues quickly, often while the person is still receiving care.

Use the LinkedIn post templates below to share a new 2-minute video that helps Medicare beneficiaries understand their rights and how to get help when they need it most.

These sample LinkedIn posts are designed for stakeholder organizations that work with Medicare beneficiaries.

How to Use:

1. Choose the post version that best fits your organization's style (short or expanded).
2. Copy and paste the text into a new LinkedIn post from your organization's LinkedIn account.
3. Optionally, tag Acentra Health and use the provided hashtags to improve visibility.
4. To make your post more engaging, we recommend including a photo or graphic that helps the message stand out in the LinkedIn feed. Here are a few ideas:
 - a. A simple image showing a Medicare beneficiary (older adult) or caregiver in a care setting.
 - b. A graphic with the title: "Know Your Medicare Rights – Watch the 2-Minute Video."
 - c. An image that reflects support, advocacy, or care transitions.
 - d. Use your organization's branding or colors if you're designing your own image.
1. If you need a customized post, please send an email to qiocommunications@acentra.com with your request.

These posts are ideal for sharing with other professionals, community partners, or networks focused on Medicare, care transitions, or patient advocacy.

Post Option 1: Short LinkedIn Post

Acentra Health's New 2-Minute Video Helps Medicare Beneficiaries Understand Their Rights.

If your organization works with people who have Medicare, especially those in hospitals, skilled nursing facilities, or community-based settings, this short video is a great tool to share.

Acentra Health, Medicare's Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for 29 states, created a plain-language video that helps beneficiaries understand what to do when they believe their Medicare-covered care is ending too soon or have concerns about their care.

To support outreach, Acentra Health also created a toolkit with talking points, handouts, newsletter content, and more to help you share the video with staff, volunteers, and the people you serve.

Watch and share the video and access the toolkit:

<https://acentraqio.com/medicarerightsvideo>

Let's help the people we serve feel empowered, informed, and supported!

#Medicare #PatientRights #BFCCQIO #CareTransitions #AcentraHealth

Post Option 2: Expanded LinkedIn Post

Acentra Health's New 2-Minute Video Helps Medicare Beneficiaries Understand Their Rights.

Every day, people with Medicare are discharged from hospitals or other care settings without realizing they have the right to speak up if they're not ready to go. Many don't know where to turn when they believe their care is ending too soon.

That's why Acentra Health, Medicare's Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for 29 states, created a short video that makes Medicare rights clear and approachable.

This 2-minute video is perfect for:

- Care transitions
- State Health Insurance Assistance Programs (SHIPs) or ombudsman counseling sessions
- Medicare open enrollment outreach
- Community events or presentations

It also introduces Medicare beneficiaries to Immediate Advocacy, a free service in which Acentra Health can help quickly resolve care concerns, sometimes while the person is still receiving care.

To support outreach, we've also created a toolkit with talking points, handouts, a flyer, newsletter content, and more to help you share the video with staff, volunteers, and the people you serve.

Watch and share the video and access the toolkit:

<https://acentraqio.com/medicarerightsvideo>

Let's help the people we serve feel empowered and informed! Share this tool with your network of community organizations, healthcare professionals, and Medicare partners.

#MedicareRights #BFCCQIO #PatientAdvocacy #CareTransitions #AcentraHealth