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Better Health Care for all Floridians

ELIZABETH DUDEK
SECRETARY

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Agency Launches Social Media Initiative Ahead of Managed Care Roll-out

Tallahassee, Fla.—The Agency for Health Care Administration (Agency) went live with a new social media initiative designed to serve as both a means of distributing Agency-specific information to the public and responding to inquiries by various stakeholders. Beginning on April 15, the Agency will maintain official profiles on Facebook, Twitter and YouTube.

“As the ‘go-live’ date for the Statewide Medicaid Managed Care program got closer, we began looking for additional ways to spread the word and provide assistance to recipients throughout the transition. Adding social media to our existing outreach strategy seemed like the next logical step in that process,” said Secretary Liz Dudek. “At AHCA, we’ve always been social. Now, it’s just a matter of doing so online.”

Agency social media profiles will regularly share news releases, event notices, educational videos and other resources as an effort to inform and engage the public. Anyone interested in learning more about the programs and initiatives being undertaken by the Agency is encouraged to like, follow or subscribe to receive regular updates on these popular social networks.

The Agency for Health Care Administration is committed to better health care for all Floridians. The Agency administers Florida’s Medicaid program, licenses and regulates more than 45,000 health care facilities and 37 health maintenance organizations, and publishes health care data and statistics at www.FloridaHealthFinder.gov.

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