



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

# Tailored Plans Social Posts

Last updated 4/25/24



# Social Media Copy

Are you moving to a Tailored Plan?

NC Medicaid's New Tailored Plans provide services for people with serious mental illness, severe substance use disorders, intellectual and developmental disabilities, and traumatic brain injury.

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date (recommendation):  
Friday, April 12**



# Social Creative (FPO)

The image shows a Facebook post from the NC Department of Health and Human Services. The post text reads: "Are you moving to a Tailored Plan? NC Medicaid's New Tailored Plans provide services for people with serious mental illness, severe substance use disorders, intellectual and developmental disabilities, and traumatic brain injury. Learn more: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) #NCMedicaid #TailoredPlan". Below the text is a dark blue graphic with the text "Save the date! July 1st, 2024" in yellow and white. Underneath, it says "NC Medicaid launches Tailored Plans" and "A new way to get physical, behavioral, intellectual and developmental disability, and traumatic brain injury health services." To the right is a photo of a woman showing a tablet to a child. Below the photo is the caption: "Mom showing website on tablet to kid with developmental disabilities." At the bottom of the graphic, it says "Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more." and includes the NC Department of Health and Human Services logo. The Facebook interface shows "Like", "Comment", and "Share" buttons, and a comment input field with the text "Write a comment...".

# Social Media Copy

Did you get a letter telling you that you will be in Tailored Plan?

If so, you will need to choose a primary care provider (PCP) that is in your Tailored Plan, even if you are keeping your current one. This is the doctor you see when you feel sick, need a check-up, or need management of chronic illnesses like diabetes.

**CTA:** Choose Now

**URL:** [bit.ly/PCPChoicePeriod](https://bit.ly/PCPChoicePeriod)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date (recommendation):**  
**Tuesday, April 16**



# Social Creative (FPO)

The image shows a screenshot of a Facebook post from the NC Department of Health and Human Services. The post text asks if the user has received a letter about being in a Tailored Plan and explains that they need to choose a primary care provider (PCP) in their plan. It includes a link to [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) and the hashtags #NCMedicaid and #TailoredPlan. The creative graphic below the text has a dark blue background with an orange triangle on the right. It features the headline 'You've got mail' and a table with the following information:

<b>Mid-April</b>	A letter will be sent asking you to choose a Primary Care Provider (PCP).
<b>May 15</b>	Last day to pick a PCP before one is assigned. You can change this later.
<b>Late May</b>	You get a Welcome Packet and new member health plan ID card from your Tailored Plan.
<b>July 1</b>	Tailored Plans begin—start seeing providers in your Tailored Plan's network.

To the right of the table is a circular image of a man and a woman looking at a letter. Below the table, it says 'Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more.' and includes the NC Department of Health and Human Services logo. At the bottom, there are interaction buttons for Like, Comment, and Share, and a comment input field with the text 'Write a comment...'.

# Social Media Copy

Tailored Plans cover the same services people on NC Medicaid Direct currently get from their LME (Alliance Health, Partners Health Management, Trillium, and Vaya Health).

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date: Wednesday, April 24**



# Social Creative (FPO)

The image is a mockup of a Facebook post from the NC Department of Health and Human Services. The post text reads: "Tailored Plans cover the same services people on NC Medicaid Direct currently get from their LME (Alliance Health, Partners Health Management, Trillium, and Vaya Health). Learn more about NC Medicaid's new Tailored Plans: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) #NCMedicaid #TailoredPlan". Below the text is a dark blue banner with white text: "Your NC Medicaid plan may be moved to a Tailored Plan if". Underneath the banner, it says "you receive services for:" followed by four circular icons representing "Severe Mental Illness", "Severe Substance Use Disorders", "Intellectual/Developmental Disabilities", and "Traumatic Brain Injuries". At the bottom of the banner, it says "Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more." and includes the NC Department of Health and Human Services logo. The post interface shows "Like", "Comment", and "Share" buttons, and a comment input field with the placeholder "Write a comment...".

# Social Media Copy

If your NC Medicaid is moving to a Tailored Plan, it will be managed by one of these four Local Management Entities (LMEs). Your LME will cover your physical, mental, severe substance use, intellectual and developmental disability or traumatic brain injury needs IN ONE PLAN.

Learn which LME runs your Tailored Plan:

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date (recommendation):**  
**Monday, April 29**



# Social Creative (FPO)

A screenshot of a Facebook post from the NC Department of Health and Human Services. The post includes a text-based announcement about Tailored Plans, a link to the website, and a map of North Carolina counties color-coded by LME. The map shows four regions: Alliance (red), Partners (orange), Trillium (blue), and Vaya (green).

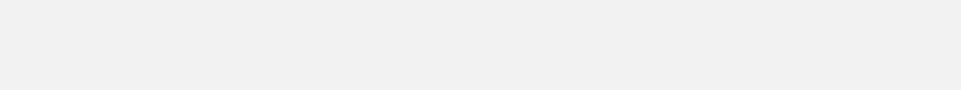
**Who runs your Tailored Plan?**

Alliance: 1-800-510-9132
Partners: 1-888-235-4673
Trillium: 1-877-685-2415
Vaya: 1-800-962-9003

Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more.

Like Comment Share

Write a comment...



# Social Media Copy

Moving to Tailored Plans?

Here are 5 actions you can take before Tailored Plans launch on July 1. →

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date (recommendation):**  
**Friday, May 3**



# Social Creative (FPO)

The image shows a Facebook post from the NC Department of Health and Human Services. The post text reads: "Moving to Tailored Plans? Here are 5 actions you can take before Tailored Plans launch on July 1. → Learn more: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) #NCMedicaid #TailoredPlan". Below the text is a graphic with a dark blue header that says "Five things you can do if your NC MEDICAID is moving to a TAILORED PLAN". The graphic contains five icons and their corresponding actions: 1. A house icon for "Update your address to receive key information". 2. A document icon for "Know which Entity (LME) manages your Tailored Plan". 3. A stethoscope icon for "Choose a Primary Care Provider by May 15". 4. A group of people icon for "Check if your providers are in your Tailored Plan". 5. A person with a plus sign icon for "Ask who your Tailored Care Manager (TCM) is". At the bottom of the graphic, it says "Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more." and includes the NC Department of Health and Human Services logo. The Facebook post interface shows 4 likes, 1 share, and a comment input field.

# Social Media Copy

Is your NC Medicaid plan moving to a Tailored Plan? Call your LME and ask who your Tailored Care Manager is:

Alliance: 1-800-510-9132  
Partners Health: 1-888-235-4673  
Trillium: 1-877-685-2415  
Vaya: 1-800-962-9003

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan #TailoredCareManager

**Publishing Date (recommendation):**  
**Wednesday, May 8**



# Social Creative (FPO)

The image is a mockup of a social media post from the NC Department of Health and Human Services. It features a white background with a blue header bar containing the department's logo and name. The main text asks if the user's NC Medicaid plan is moving to a Tailored Plan and provides a list of LME contact numbers. Below this is a link to learn more and three hashtags. A dark blue banner with the department's logo and name is positioned above a section titled "What is a Tailored Care Manager?". This section includes a definition of Tailored Care Managers and a call to action to contact the LME. To the right of the text is a photograph of a doctor and a woman looking at a tablet. Below the photo is a caption: "Tailored Care Manager helping a young woman navigate the site." At the bottom of the post is a comment box with a "Write a comment..." placeholder and icons for replies, emojis, GIFs, and stickers.

**NC Department of Health and Human Services**  
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Is your NC Medicaid plan moving to a Tailored Plan? Call your LME and ask who your Tailored Care Manager is:

- Alliance: 1-800-510-9132
- Partners Health: 1-888-235-4673
- Trillium: 1-877-685-2415
- Vaya: 1-800-962-9003

...  
Learn more: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)  
#NCMedicaid #TailoredPlan #TailoredCareManager

**What is a Tailored Care Manager?**

Tailored Care Managers are part of your Tailored Plan's covered services and help you navigate the medical or specialized support you may need.

Call your Tailored Plan (LME) and ask who your Care Manager is. **You can do this now!**

Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more.

Tailored Care Manager helping a young woman navigate the site.

Write a comment...

# Social Media Copy

Tailored Plans are a new kind of NC Medicaid health plan.

They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN.

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan

**Publishing Date (recommendation):  
Monday, May 13**



# Social Creative (FPO)

The image shows a mockup of a Facebook post from the NC Department of Health and Human Services. The post text reads: 'Tailored Plans are a new kind of NC Medicaid health plan. They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN. Find out more about Tailored Plans: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) #NCMedicaid #TailoredPlan'. Below the text is a dark blue banner with the text 'All your health needs in one plan!'. Underneath is another section with the heading 'With NC Medicaid's new Tailored Plan' and the text 'your physical, mental, severe substance use, intellectual, and developmental disability or traumatic brain injury needs are not separate.' To the right of this text is a photo of a care manager supporting a teen with intellectual and developmental disabilities. At the bottom of the post is a call to action: 'Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more.' and the NC Department of Health and Human Services logo. The bottom of the mockup shows the Facebook interaction bar with 'Like', 'Comment', and 'Share' buttons, and a comment input field.

NC Department of Health and Human Services

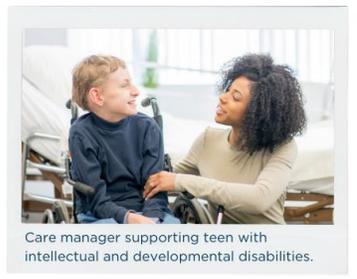
Tailored Plans are a new kind of NC Medicaid health plan. They cover your physical health, mental health, severe substance use, I/DD, TBI, and prescriptions IN ONE PLAN. Find out more about Tailored Plans: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

#NCMedicaid #TailoredPlan

**All your health needs in one plan!**

**With NC Medicaid's new Tailored Plan**

your physical, mental, severe substance use, intellectual, and developmental disability or traumatic brain injury needs are not separate.



Care manager supporting teen with intellectual and developmental disabilities.

Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more.



Like Comment Share

Write a comment...

# Social Media Copy

Tailored Care Managers support your health goals and can help you get the services you need.

**CTA:** Learn More

**URL:** [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)

**Hashtags:** #NCMedicaid #TailoredPlan #TailoredCareManager

**Publishing Date (recommendation):**  
**Saturday, May 18**



# Social Creative (FPO)

The image shows a Facebook post from the NC Department of Health and Human Services. The post text reads: "Tailored Care Managers support your health goals and can help you get the services you need. #NCMedicaid #TailoredPlan #TailoredCareManager Learn more: [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans)". Below the text is a graphic with a dark blue header that says "Tailored Care Managers can offer support to get you the medical or specialized care you may need. They can help with:". The graphic contains nine icons in a 3x3 grid, each with a corresponding text description: 1. Find medicine and supplies (pill icon), 2. Locate childcare (baby icon), 3. Find resources for home repairs (wrench icon), 4. Schedule medical appointments (calendar icon), 5. Find housing options and financial help (house icon), 6. Support transitions out of hospital or nursing facilities (wheelchair icon), 7. Support with chronic health issues (lungs icon), 8. Assist with prevention programs (hands icon), 9. Find transportation (ambulance icon). At the bottom of the graphic, it says "Visit [medicaid.nc.gov/tailored-plans](https://medicaid.nc.gov/tailored-plans) to learn more." and includes the NC Department of Health and Human Services logo. Below the graphic is a Facebook interaction bar with "Like", "Comment", and "Share" buttons, and a comment input field with the placeholder "Write a comment...".