



## HealthPolCom Case Study

### Explaining Implications of the MMA for Company Leadership

**Situation:** Johnson & Johnson, (a large, diversified healthcare company with pharmaceutical, biotechnology, medical device, diagnostics and consumer products), needed an effective way to communicate the how the Medicare Modernization Act (MMA) would affect their different divisions and employees. (The MMA is best known for creating the new Medicare Part D outpatient prescription drug benefit, but it also contained many other changes to Medicare law.)

**Actions:** Researched and wrote a 16-page newsletter that contained more than 10 articles and sidebars, as well as many figures and graphics. The newsletter described the different parts of the MMA law and how it would affect the company. It also included personal quotes and perspectives from company staff on specific provisions of the law so that it would have greater traction with company employees.

Created a set of PowerPoint slides for company management to use as a framework for discussing the implications of the various provisions of the MMA with their employees.

**Outcome:** More than 10,000 senior company staff around the world received the newsletter informing them about the effects the MMA would have on their company. Senior company staff had easy and clear ways to communicate the effects of this landmark law to the company's divisions, employees, and retirees. Senior managers did not each have to commission or produce analyses or documents to educate their groups and employees about the MMA's provisions.