

From: MORE Advertising on behalf of EOHHS
Sent: Tuesday, October 20, 2015 1:15 PM
Subject: Introducing - MassOptions



Connections to services for elders and individuals with disabilities - simplified.

MassOptions links to a broad range of services including:



DAY SERVICES

As an agency or organization that serves elders and/or Individuals with disabilities in Massachusetts, we wanted you to be one of the first to know about the availability of a new service.

Starting November 2, 2015, the Executive Office of Health and Human Services (EOHHS) will launch **MassOptions** - a website and call-center aimed at improving access to Community Long-Term Services and Supports (LTSS) for individuals throughout the Commonwealth.

What is MassOptions?



PERSONAL CARE SERVICES

We're a free resource that links elders, family members, caregivers, and individuals with disabilities to services throughout the state that better allow them to live independently in the setting of their choice. We partner with a strong statewide network, including the Aging and Disability Resource Consortia (ADRC), as well as state agency partners. Together, we work with individuals to find and choose the services and supports that best fit their needs.



HEALTH & THERAPEUTIC SERVICES

Trained specialists at **MassOptions** are based right here in Massachusetts and can provide referrals that best fit an individual's needs, by phone or online chat **7 days a week - 8am to 8pm**.

Raising Visibility for the State's Community LTSS System



EQUIPMENT & SUPPLIES

A public awareness campaign including advertisements on television, radio, social media, online, and public transit will begin on November 2nd. The advertisements will include the toll-free phone number for the **MassOptions** call-center and publicize the **MassOptions website**.

4 Simple Things YOU Can Do to Help:

1. "Like" our **Facebook** Page and Launch Event TODAY!
2. Visit www.MassOptions.org to watch our promotional video.
3. Share information about **MassOptions** with your constituents and stakeholders. During the week of November 2nd, we will send a follow-up email that includes a sample Facebook post, Tweet, and Email you can use to promote this exciting new service.
4. Post and distribute any printed or promotional materials sent to you by EOHHS.



MENTAL HEALTH SERVICES

If you have questions about **MassOptions** or



**IN-HOME
SUPPORTS**

want to learn more about how you can help
promote this new service, contact
BIP@MassMail.State.MA.US.

Thank you for all you do to support the needs of
elders and individuals with disabilities. Together
we can further simplify and streamline access to
community services and supports for residents of
the Commonwealth.

*Alice Bonner, PhD, RN
Secretary
Executive Office of Elder Affairs*

VISIT MassOptions.org
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Massachusetts Executive Office of Health and Human Services

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