



Guidelines and Best Practices: Using and Posting a Link to the Community Care Hub Video(s)

The Center of Excellence to Align Health and Social Care, part of the Aging and Disability Business Institute at USAging, is excited about your interest in our animated video(s) about community care hubs (CCHs)! We have created the following guidelines and best practices to help you use the video(s) and create a link to them on your website.

OVERVIEW

These three videos were developed to make the complex concept of a CCH easier to grasp for a general audience, as well as to explain the value CCHs can bring to more specific audiences like health care providers, health systems and health plans.

Each video is designed to stand alone and can be viewed independently of the others; or, you may choose to share video 1 along with video 2 or 3 depending on your audience.

- **[An Introduction to Community Care Hubs \(Video 1\)](#)**

Description: This two-minute animated video is designed to increase awareness and understanding of CCHs and the important role they play in supporting person-centered health by aligning health and community care.

Audience: Wide range of stakeholders, such as healthcare providers (including Accountable Care Organizations or ACOs), health systems, and health plans. Other potential audiences may consist of state No Wrong Door programs, State Units on Aging; local, state and national public health entities like health departments and Medicaid and Disability-focused agencies as well as policymakers and employers.

Length: 00:02:19

- **Video 2**

Description: Coming soon!

Audience: Health care providers and systems, including hospitals, ACOs, physicians' groups, etc.

Length: Approximately one minute.

- **Video 3**

Description: Coming soon!

Audience: Health care payers, like Medicare, Medicaid, and commercial managed care plans, employers and more.

Length: Approximately one minute.



USAGE

- The video(s) may be shown in presentations and meetings, linked on websites or embedded in educational and pitch materials to simplify and clarify the CCH concept.
- Always show the video(s) in full – they may not be cropped or shown only in part.
- The video(s) should not be modified or altered in any way.

If you would like to learn more about customizing the video(s) for your organization or using them for other purposes, please contact us at COE@usaging.org.

POSTING A LINK

- **Ensure the URL in the link is correct.**
 - **[An Introduction to Community Care Hubs \(Video 1\)](https://coe.aginganddisabilitybusinessinstitute.org/video-an-introduction-to-community-care-hubs/)**
This is the URL for the first video:
<https://coe.aginganddisabilitybusinessinstitute.org/video-an-introduction-to-community-care-hubs/>
 - **Video 2**
Coming soon!
 - **Video 3**
Coming soon!
- **Describe what/where you're linking to.**
Here's some sample wording you could consider using for the link(s):
 - *Now Playing! A New Video About Community Care Hubs*
 - *Learn More About Community Care Hubs in This Video*
 - *Introducing a New Video About Community Care Hubs*
 - *New! A Video About Community Care Hubs*
- **Make the link easy to find.**
Ideally, the link(s) should be underlined and in a color that's different from your normal text. You can also format the link(s) as a button(s) to help it visually stand out on the webpage.
- **Share your plans with the COE.**
We'd love to know that you're planning to link to the CCH video(s) from your website and would appreciate you giving us a heads up as a courtesy. You can do that by sending an email to coe@usaging.org. Please include a screenshot or link to your webpage.