Medicare Part D plans can vary by thousands of dollars in out-of-pocket costs for patients prescribed anticancer medications.

Patients can easily compare plans online to select the most affordable plan each year, but less than 1 in 3 patients report comparing costs.

We produced and disseminated an information video to increase awareness about the online Part D Plan Finder.

**Methods**

**Policy Sprints**

- **July**
  - Idea Building
    - IRP Funding
- **August**
  - Video Development
    - Communication Experts
      - CarlGIF
      - UpiWork.com
- **September**
  - Video Feedback
    - Patients with Cancer
    - Pharmacists
    - Financial Counselors
- **October 15**
  - Video Launch
    - YouTube Advertisements
    - Engagement Date Collection

**Results**

- **Figure 3:** Total YouTube Viewership of Part D Plan Navigator
  - 77% > age 65+
  - 31 States
  - 53 Second Watch time

**Conclusions**

1. Understanding Optimal Dissemination Strategies is Key for Advocacy.
2. Search Engine Optimization Can Improve Viewership.
3. Teamwork and Collaboration are Prerequisites for Effective Advocacy!