

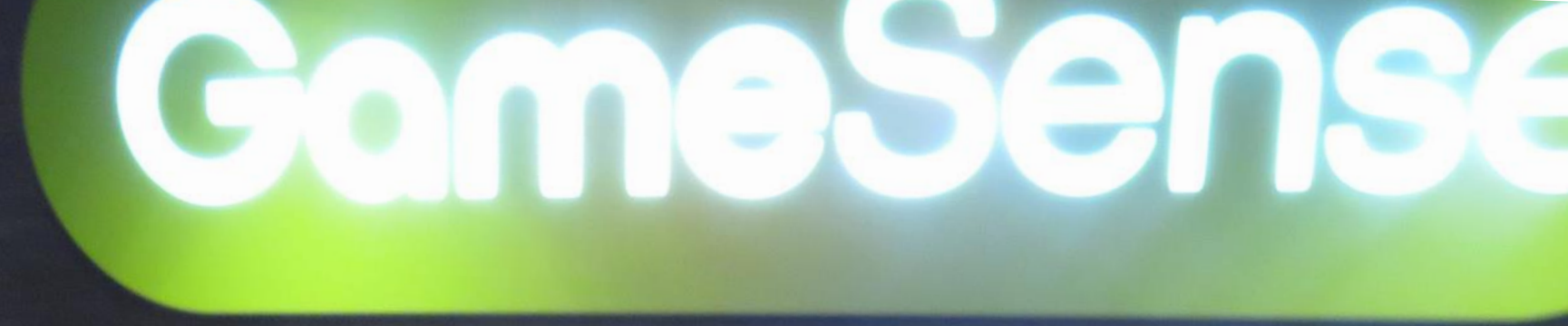
REMOTE VOLUNTARY SELF-EXCLUSION AND DIGITAL MARKETING OF ONLINE SUPPORT



The Massachusetts Council on
GAMING AND HEALTH



NEW HORIZONS
IN RESPONSIBLE GAMBLING





RAY FLUETTE

Ray is the GameSense Supervisor and has over 23 years of casino table games management experience. Ray oversees all remote Voluntary Self-Exclusion (VSE) activities.



PHIL SHERWOOD

Phil is the Director of Communications & Marketing and brings 22 years of experience director advocacy, public health, and problem gambling communications campaigns.

ABOUT US



The Massachusetts Council on
GAMING AND HEALTH

GameSenseTM

INTRODUCTION



The Massachusetts Council on
GAMING AND HEALTH

GameSense[™]

VSEs



What is it?

What does it cover?

How is it enforced?

How to enroll?

How does reinstatement work?

THE NUMBERS



78

%

1751+ enrolled with 412 unenrolled after their term
with 1339+ still actively enrolled.

"REMOTE" VSEs



In-Person



Over the Phone



LiveChat

©macgh.org

How it works

Ease of use

Confidentiality

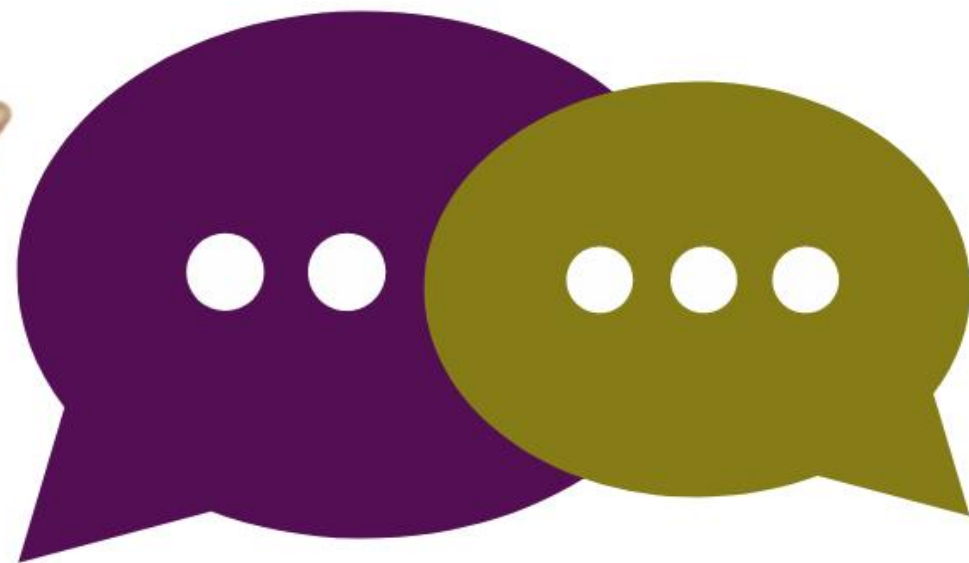
Benefits

How to connect

LiveCha

t

LiveChat with us!



Features:

- 24/7
- Customizable
- Location ID
- Sneak-Peak
- Canned Responses
- File Sharing
- Chat Archives
- Inactivity Messages
- Post Chat Surveys
- Knowledge Base
- Text Diversion

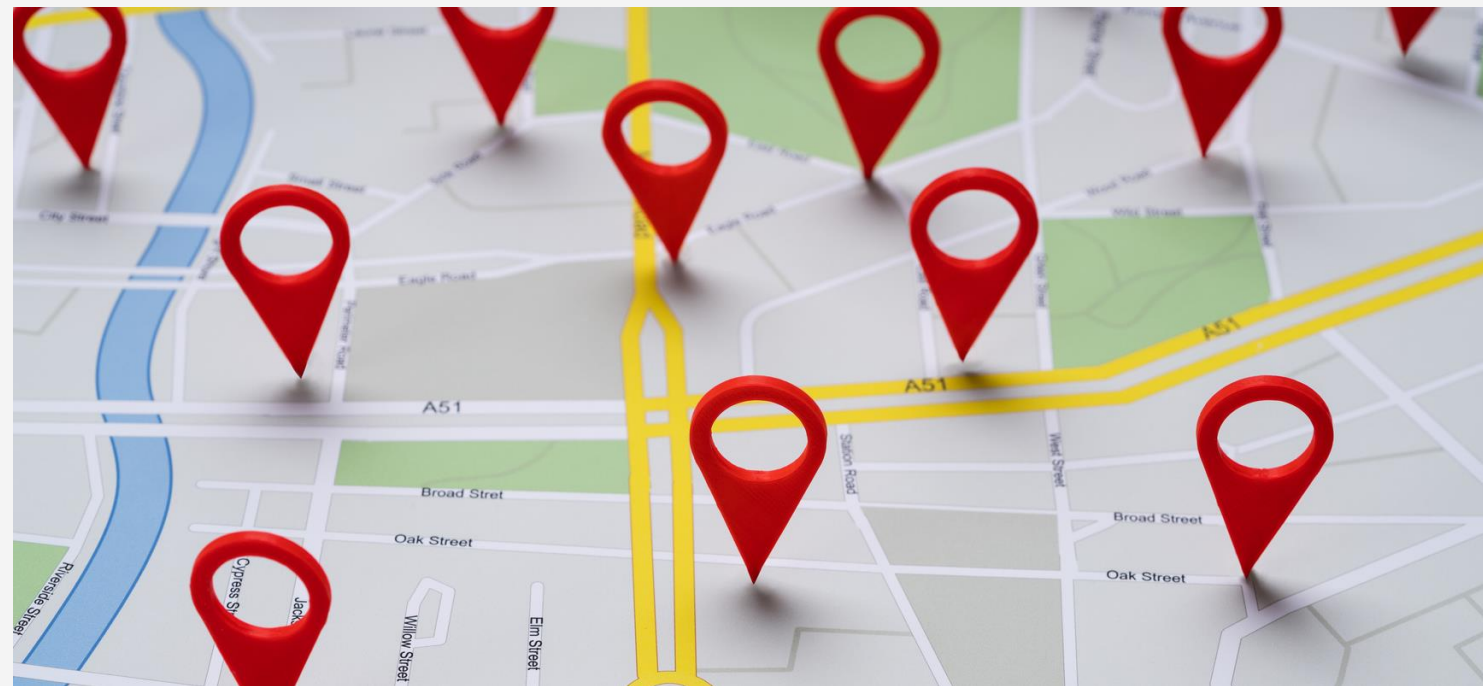
Click here and
start chatting
with us!

Chat now



WHAT IS GEO-FENCING?

Geo-fencing (geofencing) is a feature in a software program that uses the global positioning system (GPS) or radio frequency identification (RFID) to define geographical boundaries. For example, the geofence can be set around a state, city, region, zip code, neighborhood, and even an individual address.



We also can layer the ads to include Audience and Behavioral Targeting, allowing us to have ads shown to people based on specific criteria such as audience-based interests, vocations, age, brand affinities, or demographics.

Search Targeting and Retargeting allow us to select people and show ads based on online search terms and keywords they have recently.

**Data is anonymized (Stripped of personally identifiable information)*

GEO-FENCING & LIVECHAT

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We can help you see the whole picture.

Struggling to see the whole picture when gambling? Our Advisors are available 24/7 to chat and can provide tips to help keep your play fun & safe.



GameSense

[Learn More](#)

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If Your Gambling No Longer Feels Like A Game...

If you find yourself gambling too much, the Voluntary Self-Exclusion program can be a first step in regaining control. LiveChat 24/7 to learn more!



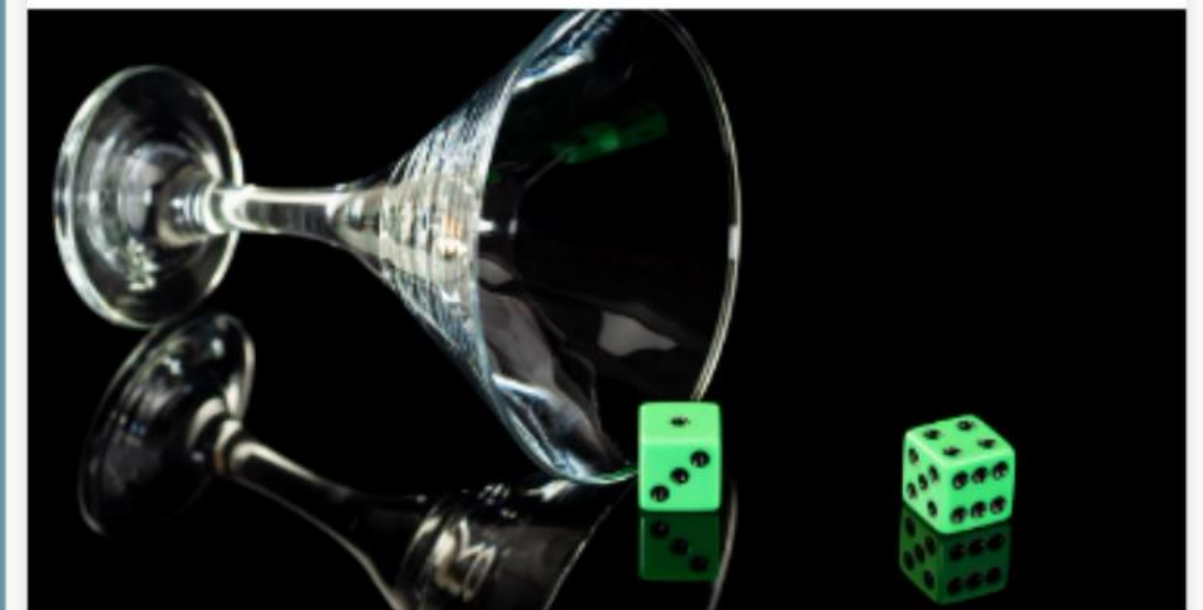
GameSenseMA

[Learn More](#)

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When Gambling Stops Being Fun

For most, gambling is a fun form of entertainment. But for some, it can become a problem and a source of stress. Have questions? LiveChat now, 24/7!



MACGH

[Learn More](#)

2 Week Ad Campaign: 2.3 million impressions

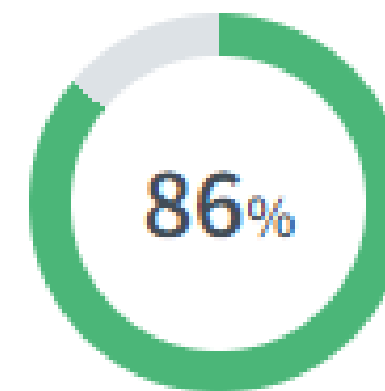
RESULTS



During Problem Gambling Awareness Month (PGAM) we ran a two-week digital ad campaign on behalf of the Mass. Gaming Commission and the responsible gambling program, GameSense.

Results:

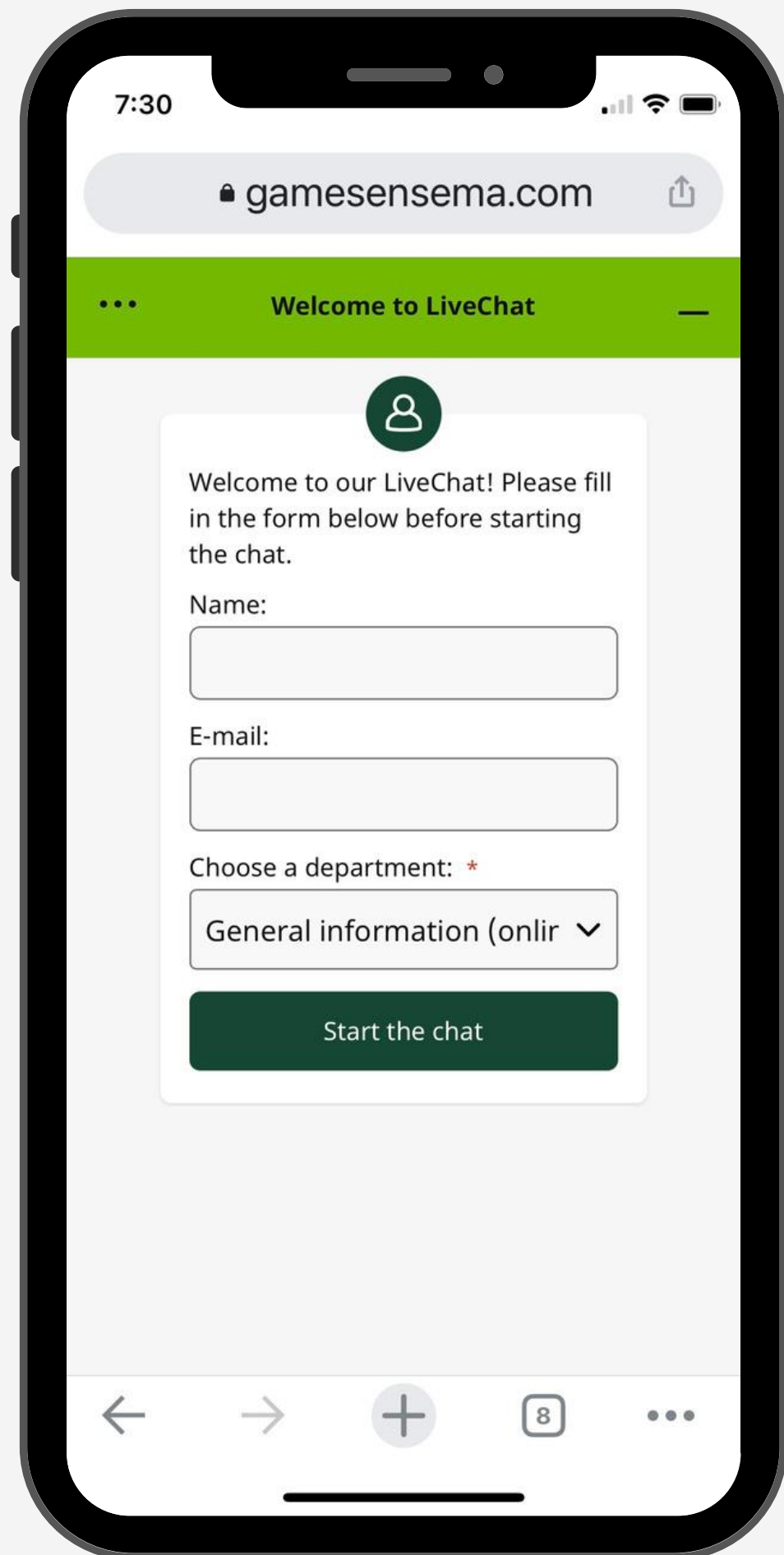
- 2.3 million impressions
- Record number of monthly VSE enrollees
- 90% LiveChat to VSE enrollee conversion rate



Average satisfaction rate

Rated good

Rated bad



LiveChat transcript:

GameSense.

Hello. How may I help you?

Doug
Sampson

I would like to self-exclude from the casino.

GameSense.

My name is Chris, I am a GameSense Advisor and I can help you with that. Are you looking to enroll in a Self-Exclusion today?

Doug
Sampson

Yes

GameSense.

Would you like to come in for it, or do it online remotely?

Doug
Sampson

Online remote, please

GameSense.

Sure thing. You will need a smart device with a working camera and zoom for a face-to-face. I will also need your email and phone number.

Doug
Sampson


Okay, my email is ----- and my phone number is -----.


Helping patrons take a break!

Learn more about **The Massachusetts Council on Gaming and Health's premier remote Voluntary Self-Exclusion (VSE) enrollment program.**

The Mass. Council on Gaming and Health (MACGH) proudly offers our premier, remote enrollment Voluntary Self-Exclusion (VSE) program tools to casinos nationwide.

Contact Us

 120 Washington Street, 2nd Fl, Salem, MA 01970

 1-800-GAM-1234

 www.macgh.org and www.GameSenseMA.com

 psherwood@macgh.org and ray@macgh.org

"MACGH provides world-class services like Voluntary Self-Exclusion that provide support to those who need it most. Secure remote enrollment options are the best way to reach folks. I hope to see this model replicated throughout the world."

*Mark Vanderlinden, Dir.
of Research, MA
Gaming Commission*

THANK YOU!



The Massachusetts Council
ON GAMING AND HEALTH
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GameSenseMA.com

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