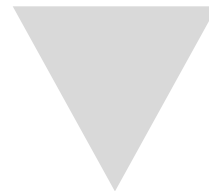
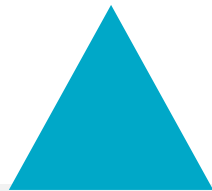


HEALTH WEALTH CAREER

# IDAHO SIM UPDATED COMMUNICATIONS STRATEGY

IDAHO HEALTHCARE  
COALITION

October 14, 2015



# STAKEHOLDERS AND COMMUNICATION GOALS

- Communication Plan goals:
  - ✓ Communicating a clear vision of the transformation process and realized system.
  - ✓ Delivering a consistent message to all stakeholders.
  - ✓ Using the right language to provide an effective, audience accessible message
  - ✓ Communicating with the appropriate levels of clarity and detail.
  - ✓ Answering stakeholder questions accurately and in a timely manner.
  - ✓ Tracking stakeholder feedback, concerns, and questions in order to use stakeholder input to further advance transformation.
  - ✓ Outlining the process for evolving the transformation message as new communication needs emerge.

# COMMUNICATION PARTNERS

## Internal Stakeholders

- IHC
- IHC Advisory & Workgroups
- IDHW Leadership & Staff
- Regional Health Collaboratives
- Public Health Districts
- TA contractors
- State Evaluator
- CMMI

## External Stakeholders

- Patients & Community Members
- Primary care providers
- Medical/Health Neighborhoods
- Regional Health Collaboratives
- Payers
- Policymakers

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Patient and Community Members

**Aim:** To increase understanding of how care will be improved and what benefits they will see.

### Key Messages

- a) You will receive better care because the services you receive will be coordinated.
- b) Your usual source of care is where your care will be coordinated.
- c) Coordination of your care will be delivered by a team that is led by your care coordinator.
- d) You are an important part of your healthcare team, and there will be many opportunities for you to take an active role in your care and learn how to improve your health with the support of your team.
- e) Information about when patients and community members can expect to see these benefits at their usual source of care.

### Resource/Materials

Presentations, talking points, brochures/handouts and FAQs.

### Communicators

RC stakeholder group members, RCE, PHD SHIP staff, healthcare provider members of the IHC.

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Primary Care Practitioners (engaged)

**Aim:** To continually move the model forward both for the benefit of their work and to support better health outcomes for their patients through coordinated care.

### Key Messages

- a. We can provide strategies and supports to help you in your efforts to deliver care within the PCMH model.
- b. Transformation is challenging, yet rewarding, and commitment to delivering coordinated care through a PCMH is needed to be successful in the long term and reap all the benefits for your practice and patients.
- c. The RCs are a local support system.
- d. Your experience as a provider is invaluable in helping us identify challenges and opportunities as we transform healthcare, and we hope you will participate in collaborative forums with other providers to share your experience and exchange best practices.

### Resource/Materials

Presentations, talking points, brochures/handouts, and newsletters.

### Communicators

RC co-chairs, experienced PCMH practitioners, SHIP staff, healthcare provider members of the IHC, Brilljent and healthcare association members of the IHC.

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Medical/Health Neighborhood

**Aim:** To increase understanding of the PCMH model we are implementing and engaging them as partners in improving Idaho's healthcare system and population health.

### Key Messages

- a. Idaho is implementing the PCMH model based on our positive pilot experience.
- b. Through the PCMH model, care for your patients will be carefully coordinated between their primary care services in the PCMH and specialty care services and other services they receive by providers in the Medical/Health Neighborhood.
- c. As part of the Medical/Health Neighborhood, you will benefit from this model by having the right patients come to you, for the right reason, at the right time.
- d. Your patients will benefit from care delivered by a PCMH team of healthcare practitioners who address the person's total health needs, coordinate their care, and engage the individual as an active participant in improving their own health.
- e. You can help improve Idaho's healthcare system for your patients and practice by working with us to develop better mechanisms.

### Resource/Materials

Presentation, talking points, handouts/brochures, and FAQs.

### Communicators

RC members and co-chairs, ancillary service provider members of the IHC, primary care provider members of the IHC, Healthcare association members of the IHC, and PHD SHIP Team.

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Regional Health Collaborative

**Aim:** To improve understanding of the model and Idaho's healthcare transformation goals, and the RCs' role in the implementation and sustainment of healthcare transformation and improving the health of our communities.

### Key Messages

- a. Idaho is implementing the PCMH model based on our positive pilot experience.
- b. The PCMH model has many benefits, including offering team-based care that is coordinated with the Medical/Health Neighborhood. Participation of both primary care practices and those in the Medical/Health Neighborhood is vitally important to improving the region's population health.
- c. Idaho's model transformation will benefit both providers and patients, the process of change will be challenging at times.
- d. RCs are being created statewide to help support transformation at the local level and create a regional structure to monitor and improve population health across the region.
- e. As a member of the RC, you will help practices transform, support the development of the Medical/Health Neighborhood, and help improve the health of the region by assessing community health needs and identifying strategies and best practices to improve care.

CONTINUES ON NEXT SLIDE

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Regional Health Collaborative (Continued)

<b>Key Messages</b>	<ul style="list-style-type: none"><li>f. While the RC will perform many functions to help improve local health, a key focus will be on providing peer support and linking community resources to practices as they move to the PCMH model, which will result in better health outcomes and reduced healthcare costs.</li><li>g. Your RC will be led by co-chairs that will represent your region on the statewide IHC, charged with implementing Idaho's healthcare transformation. Your regional healthcare needs and your recommendations on ways to improve the healthcare system and the population's health will help the IHC guide the implementation in way that is responsive to the unique needs of the regions.</li><li>h. The PHD SHIP Team, IHDW and its contractors, and the IHC will provide resources and supports to the RC to help you carry out the important functions of the RC.</li></ul>
<b>Resource/Materials</b>	Presentation, talking points, brochures/handouts, newsletters, and FAQs.
<b>Communicators</b>	RCE, IHC co-chairs, regionally-specific IHC members, and IHDW SHIP Team.



# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Payer

**Aim:** To improve understanding of the benefits of the PCMH in public, private, and self-funded payer models, and the role of payers in achieving Idaho's healthcare transformation goals.

### Key Messages

- a. Alternative value based payment models, such as PCMH, are expected to reduce healthcare costs through reduction in high-cost services, such as emergency department utilization and avoidable hospital admissions, and through better care and overall improvement of the population's health long-term.
- b. The PCMH model will benefit private, public, and self-funded payer models by improving the health of your members through coordinated care that addresses the member's total health needs and engages the member as active participants in improving their health.
- c. Providers have access to and use real time analytics data on patient outcomes to improve patient care and improve efficiency.
- d. For self-funded payers, additional education regarding the PCMH model and Idaho's healthcare transformation goals will be included in the messages.

### Resource/Materials

Presentations, talking points, handouts/brochures, and newsletters.

### Communicators

Payer representative members of the IHC, IHC co-chairs, IHDW leadership, and provider association members of the IHC.

# MESSAGES TO EXTERNAL STAKEHOLDERS

## Audience: Policymakers

**Aim:** To increase understanding of Idaho's healthcare transformation goals and the PCMH model, noting that the model is not Medicaid expansion.

### Key Messages

- a. The model is not Medicaid expansion, but is the PCMH model that Idaho has piloted through the Idaho Medical Home Collaborative (IMHC), which was found to improve healthcare and reduce costs.
- b. The model supports the transition from volume based service to value based compensation for healthcare.
- c. Through the PCMH model, care for your constituents will improve through better coordination of their services and engagement of the patient in activities to improve their health.
- d. By providing better care, we expect to see improvements to population and community health throughout the State.
- e. Alternative value based payment models, such as PCMH, are expected to reduce healthcare costs through reduction in high-cost services, such as emergency department utilization and avoidable hospital admissions, and through better care and overall improvement of the population's health long-term.

### Resource/Materials

Presentation, talking points, and brochures/handouts.

### Communicators

Legislative and Governor's Office representatives of the IHC, IHC co-chairs, and IDHW leadership.

# PROPOSED RESOURCE TOOLKIT & TARGET AUDIENCES

Message Platform	Patients	Primary Care Providers	Medical Neighborhood	Regional Collaboratives	Payers	Policy Makers
Website	✓	✓	✓	✓	✓	✓
White Paper		✓	✓	✓	✓	✓
Presentation Slide Deck	✓	✓	✓	✓		✓
Fact Sheet	✓	✓	✓	✓		✓
Social Media	✓					
Testimonials	✓	✓		✓	✓	✓
Talking Points	✓	✓		✓	✓	✓
Recruitment Toolkit		✓	✓	✓		

# COMMUNICATIONS MEASUREMENT & VETTING

- Communications will be tracked to measure our communication success. Specifically, we will track:
  - ✓ What communication is presented.
  - ✓ Who received the communication and when.
  - ✓ Impact of the communication based on stakeholder feedback.
- Mechanism for collection:
  - Web form
  - IDHW SHIP Staff

# NEW COMMUNICATIONS TOOLS, MATERIALS & MESSAGES

- New communications tools, materials, and messages will be vetted and approved in a two level system:
  - Level 1: IDHW SHIP Staff
    - Rapid review and approval of materials whose messages align with the approved key messages of the communication.
    - Technical support for community providers developing materials.
    - New key messages are escalated to level 2.
  - Level 2: IHC
    - Review new key messages for alignment with the project goals – approve and adopt as necessary.
    - Refer accepted messages to Mercer for addition to communications plan using change management process.

## NEXT STEPS

- The Communication Plan will be presented at the November IHC meeting.
- Today we need your input on the level of enhancement added to the plan thus far – alignment with vision and previous meeting discussion.

**MAKE**



**TOMORROW,  
TODAY**