

HSCRC CONSUMER ENGAGEMENT COMMUNICATION STRATEGY (PRELIMINARY)

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Prepared by:

Hillery Tumba

Communications Manager at Primary Care Coalition

CETF Member

CETF Charge #1

- Provide a rationale for health literacy and consumer engagement
- Define audiences, identify messages, and propose education and communication strategies as appropriate
- Reflect the outcomes from the Communications and Community Outreach Task Force and the Care Coordination Workgroup

Goals

- Engage, educate, and activate people in their own health care.
- Engage, educate, and activate consumers in health policy, planning, service delivery and evaluation at service and agency levels.
- Transformation of the health care delivery system to support consumer engagement.

What Does Success Look Like?

- Target audiences understand how the health system should be used to achieve and maintain good health with
 - A positive experience
 - Good outcomes
 - Lower cost to them and to the system
- Improved health and cost reduction to the Maryland health care system.

Objectives

1. Provide people with the information and resources needed to become health care aware consumers who are actively engaged in their own health care.
2. Empower people to contribute to decisions affecting their lives by providing with clear, culturally and linguistically appropriate, and actionable information and opportunities for effective interactions with health care professionals.
3. Educate people about the most appropriate settings for them to receive different types of health care.

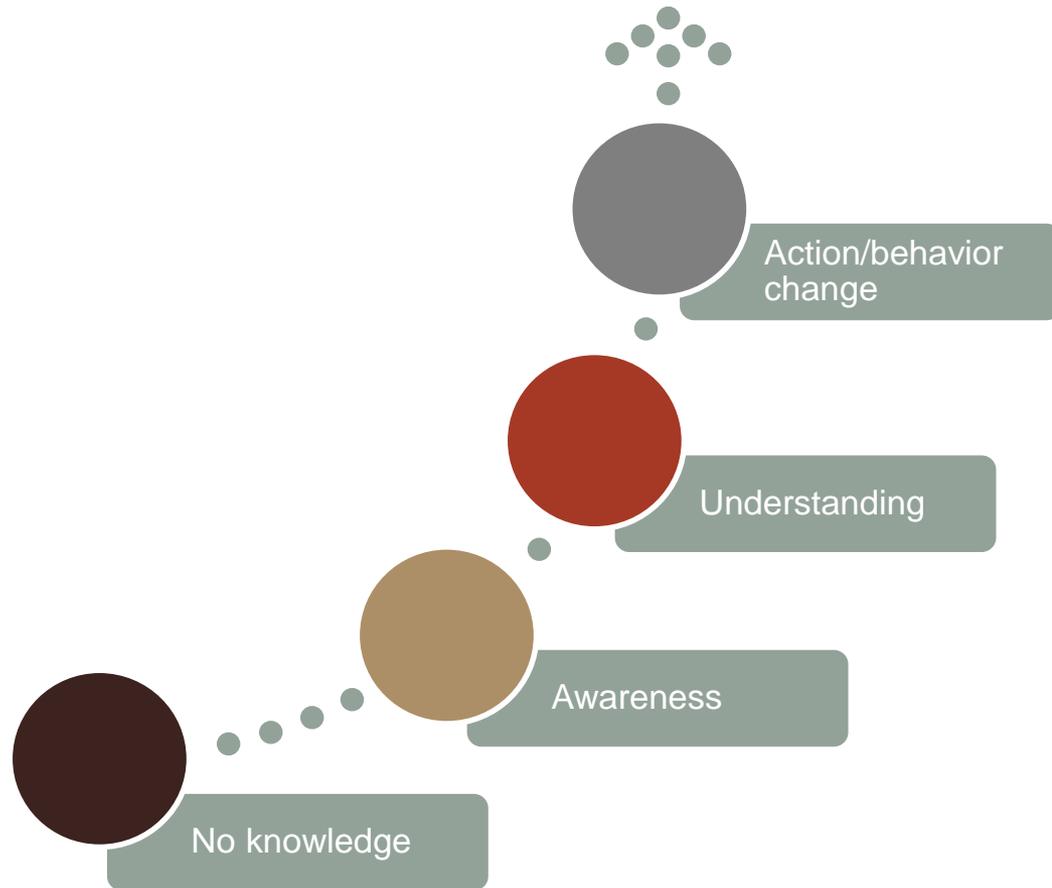
Objectives (Continued)

4. Facilitate consumers' meaningful engagement in their own health care by educating and empowering people to employ care planning , self-management tools, and care coordination services if needed.
5. Create connections between government, hospitals, health care providers and individuals in the development of policies, procedures, and programs that will improve health outcomes, and patient satisfaction while lowering system costs.

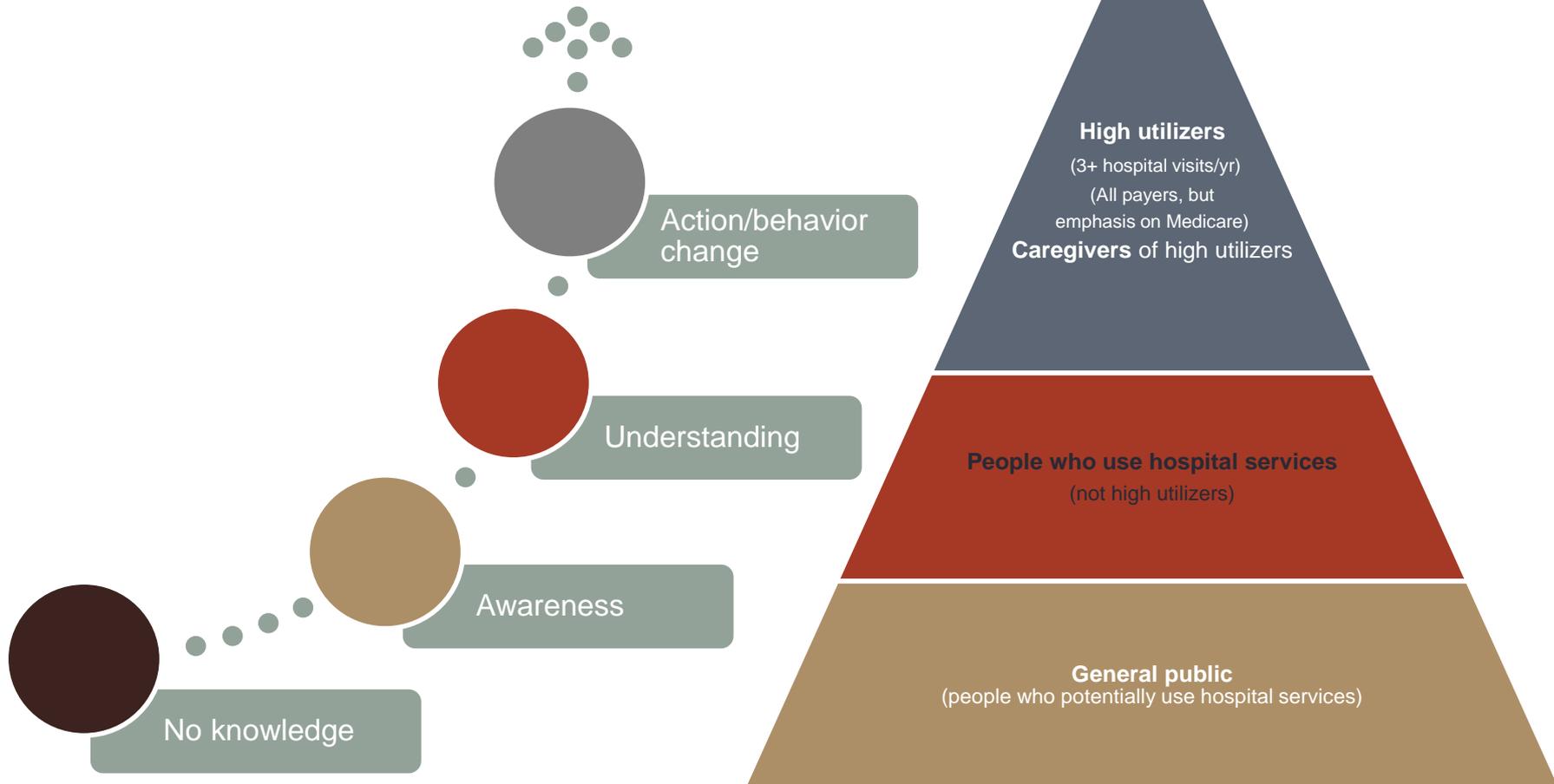
Measures

- Knowledge and insight about a population or individual's level of engagement in health is critical
- Measures should be reliable, valid, and relevant to the audience(s)
- Potential domains to assess engagement comprehensively include:
 - Commitment
 - Ownership
 - Informed choice
 - Navigation
 - Confidence/trust
 - Health outcomes

Audiences and Messages



Audiences and Messages



Audiences and Messages

- Maryland is doing something unique and *you* are a part of it.
- Shop for health care quality. In Maryland, procedure cost should not influence your choice of hospital.
- The New All Payer Model will help you to get the right care, in the right place, at the right time.
- Teamwork among providers will make it easier for you to get care.
- You control who sees your health information.
- Know where to get your care (it costs you to get care in the wrong setting)
- Prevention is the most affordable care - see your doctor, eat healthy, live well.
- The money follows the patient – if your hospital performs well they will get more money

General public
(people who potentially use hospital services)

Audiences and Messages

Same messages as general public plus

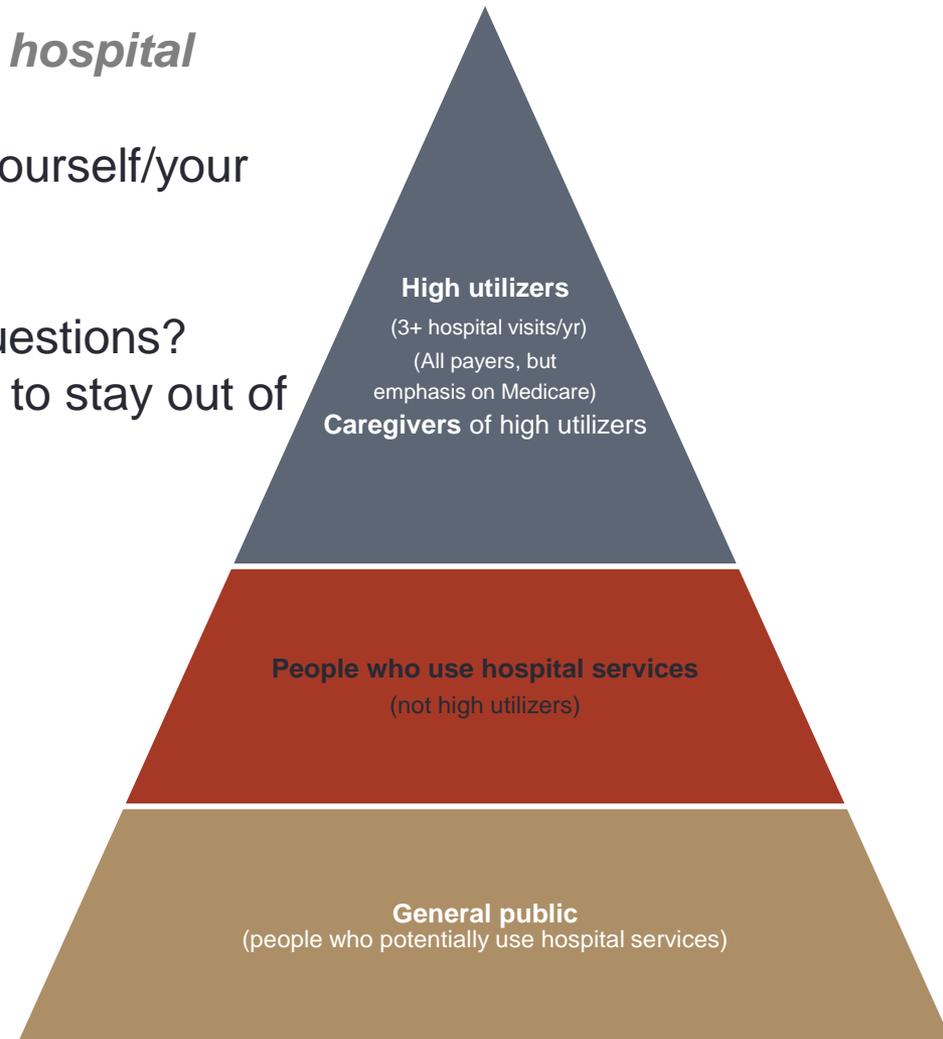
- Are you confident that you can manage your own health?
- Who is your primary care provider?
- Who should you call before you go to the hospital?
- Who should you call if you have a problem when you leave the hospital?
- What should you do when you leave the hospital?
- Do you have confidence in how your care is being managed?
- What are the primary causes for readmissions to hospitals and do you know how to prevent this/these?



Audiences and Messages

Same messages as general public and hospital users plus

- Do you have a plan for taking care of yourself/your family?
- Do you understand the plan?
- Do you know who to ask if you have questions?
- Do you understand what you can do to stay out of hospital and in your home?



Strategies and Tactics

- I. Consumer-centered policies informed by stakeholder involvement
- II. Hospitals incentivized to support individuals ability to access community based health care resources and manage their own care
- III. Health care aware consumers (patients, caregivers, etc.) provided with the information and resources they need to better manage their care.
- IV. Create a sense of ownership of the NAPM among consumers including high utilizers, people who use hospital services, and the general public.
- V. Ensure the cultural/linguistic appropriateness as well as accessibility and efficacy of materials provided by government, hospitals, providers, insurance carriers and others
- VI. Provide materials that appeal to diverse audiences and stakeholders

Location Targeting

- Employ Singh Index to identify localized communities with high rates of hospital readmission.
- Collaborate with recipients of Regional Transformation Grants.
- Phase generalized engagement efforts (strategy IV) throughout the state starting in those areas with greatest numbers of high cost patients.