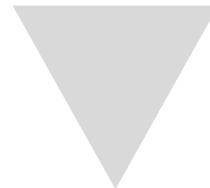
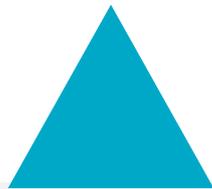


HEALTH WEALTH CAREER

**IDAHO SIM
COMMUNICATIONS
STRATEGY**
IDAHO HEALTHCARE
COALITION

September 9, 2015



STAKEHOLDERS AND COMMUNICATION GOALS

Communication Plan goals:

- ✓ Effectively “manage” the communication.
- ✓ Deliver a consistent, accurate, and effective message.
- ✓ Answer stakeholder questions accurately and timely.
- ✓ Track stakeholder feedback, concerns, and questions.
- ✓ Effectively introduce Idaho’s model to external stakeholders.
- ✓ Market the program to external stakeholders.

Internal Stakeholders

- IHC
- IDHW
- Workgroups
- Advisory groups
- TA contractors

External Stakeholders

- Patients
- Primary care providers
- Medical Neighborhoods
- Regional Health Collaboratives
- Payers
- Policy makers

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Patients	<p>Aim: To increase understanding of changes that patients may see in their care.</p> <p>Messages:</p> <ol style="list-style-type: none">1) Why they may see changes in their care;2) How these changes could impact them;3) When the changes will occur; and4) Reinforcement that this is not Medicaid expansion.

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Primary Care Providers	<p>Aim: To increase understanding of the test model and to recruit their participation in it.</p> <p>Messages:</p> <ol style="list-style-type: none">1) Idaho is testing a model that has been chosen based on our PCMH experience;2) How the model will benefit their practice and patients; and3) Resources and supports are available to help them transition to the PCMH model.

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Medical Neighborhood Participants	<p>Aim: To increase understanding of the test model and to recruit participation in it.</p> <p>Messages:</p> <ol style="list-style-type: none">1) Idaho is testing a model that has been chosen based on our PCMH experience;2) How the model will benefit their practice and patients;3) How the model will benefit other community organizations and their clients; and4) Other ways they will be impacted.

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Regional Health Collaboratives	<p>Aim: To increase understanding of the model and the Regional Health Collaboratives' role in the model test.</p> <p>Messages:</p> <ol style="list-style-type: none">1) To be effective and sustainable, Idaho's healthcare system transformation must occur at the community level;2) The Regional Health Collaboratives will play a vital role in identifying local health needs, identifying resources and supports, and improving the health of the region; and3) Resources and supports will be available to the Regional Health Collaboratives to help them carry out their charge to improve health locally.

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Payers	<p>Aim: To increase understanding of the role and benefits of the PCMH in public and private payer models.</p> <p>Messages:</p> <ol style="list-style-type: none">1) How the model will transform Idaho's healthcare system; and2) Transformation must occur across public and private payers to effectively test the model and improve health.

POTENTIAL MESSAGES TO EXTERNAL STAKEHOLDERS

Stakeholder	Aim and Key Messages
Policy Makers	<p>Aim: To increase understanding of the model test, emphasizing the fact that it is not Medicaid expansion.</p> <p>Messages:</p> <ol style="list-style-type: none">1) How the model benefits their constituencies;2) Expected improvements to public health; and3) This is not Medicaid expansion.

PROPOSED RESOURCE TOOLKIT & TARGET AUDIENCES

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

COMMUNICATIONS MEASUREMENT & TRACKING

- 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.
- Communication measurement and tracking will be reported as part of the SIM grant requirements.

CHANGE MANAGEMENT

- Changes may occur to the Communications Plan as we receive stakeholder feedback.
- The IDHW SHIP team and Mercer will identify when changes are needed and engage the IHC to make changes to the Plan.
- Formal changes to the Plan will go through the IHC for review and approval.

NEXT STEPS

- The Communication Plan will be presented at the October IHC meeting.
- Today we need your input on communication strategies with external stakeholders.

MAKE



**TOMORROW,
TODAY**