

STATEWIDE HEALTHCARE INNOVATION PLAN COMMUNICATIONS PLAN



Improved health, improved healthcare, and lower cost for all Idahoans

IDAHO DEPARTMENT OF HEALTH AND WELFARE

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Stakeholder Communication Plan Goals	1
Internal Stakeholder Communication Messages and Activities	3
<i>Figure 1 — IHC Workgroups and Advisory Groups</i>	4
<i>Figure 2 — SHIP Organizational Structure</i>	5
<i>Figure 3 — SHIP Staffing Structure</i>	6
<i>Communication Matrix for Internal Stakeholders</i>	7
External Stakeholder Communication Plan Strategies and Activities	15
<i>Key External Stakeholders</i>	15
Toolkit	24
<i>Accessing the Toolkit</i>	24
<i>Tailoring Communication Material to Different Audiences</i>	25
<i>Figure 4 — Communication Material Revision Process</i>	26
Stakeholder Communication Monitoring and Control	27
<i>Monitoring Process</i>	27
Monitoring Communication Materials	28
Messaging Checklist for Review Process	29
Communication Reporting Process (Post Communication Event)	29
Other Monitoring Activities	30
Communication Tracker Template	31
Communication Change Management	32
Stakeholder Communication Plan Acceptance	33
APPENDIX A	34
APPENDIX B	36
APPENDIX C	38
APPENDIX D	39

1

Stakeholder Communication Plan Goals

Consistent, effective, and accurate communication is critically important to ensure that the collaboration needed to reach Idaho's healthcare transformation goals is achieved. Idaho's transformation goals are bold and far-reaching, requiring communications with stakeholders throughout the State to explain the benefits of the patient-centered medical home (PCMH) model, to recruit healthcare practices and those in the Medical/Health Neighborhood to participate in implementation of the model, and engage local and State partners in improving population health. In addition, efficient and effective internal communication is needed between Idaho Healthcare Coalition (IHC) members, Idaho Health and Welfare Department (IDHW) staff, workgroup members, advisory groups, Regional Health Collaboratives (RCs), contractors, and federal agency staff to ensure State Innovation Model (SIM) Model Test activities are coordinated and milestones and goals are achieved.

This Stakeholder Communication Plan describes the general communication activities that the IHC and IDHW will undertake both internally and with external stakeholders to carry out Idaho's healthcare transformation and SIM Model Test activities. The activities and processes outlined in the Communication Plan are intended to help IHC and IDHW effectively manage communications to achieve the goals of:

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

In addition to these goals, planned communication with external stakeholders also aims to:

- Effectively introduce the transformation broadly to a variety of stakeholders, including:
 - A. Patients
 - B. The general public
 - C. Primary care providers
 - D. Policymakers
 - E. RCs
 - F. Ancillary service providers and non-medical community-based organizations that make up the Medical/Health Neighborhood.
- Effectively market the changes in healthcare delivery and payment reform to achieve statewide participation in and future sustainment of the model.

The Communication Plan describes the strategies and activities that will be developed, deployed, measured, and reported to ensure the communication processes facilitate effective delivery of the messaging to both internal and external stakeholders.

2

Internal Stakeholder Communication Messages and Activities

Communication with internal stakeholders participating in the planning, implementation, monitoring, and evaluation of the SIM Model Test is necessary to engage and connect every participant to Idaho's goals, strategies, and actions on Idaho's transformational process. Through effective communication the level of understanding, collaboration, planning, evaluation, and monitoring needed to successfully and sustainably accelerate Idaho's healthcare transformation will be achieved.

Internal stakeholders include:

- IHC Members
- IHC Workgroup Members
- IHC Advisory Committees
- RCs
- Regional Health Collaboratives Executive Leadership Committees(RCEs)
- IDHW leadership
- Public Health District (PHD) Directors
- PHD Statewide Healthcare Innovation Plan (SHIP) Staff
- IDHW SHIP staff
- Technical Assistance Contractors
- State Evaluator
- Center for Medicare & Medicaid Innovation (CMMI)

Idaho's governance and organizational structure for directing and overseeing the State's healthcare system transformation has expanded since the SIM Model Design phase in order to fully carry out planning and implementation activities. The IHC has added workgroups, advisory groups, and RCs to ensure maximum input from the State's healthcare system experts and from those who will be impacted by the transformation improvements (Figure 1). The SHIP organizational structure has also grown to increase its capacity to manage the overall transformation and the SIM Model Test grant activities (Figure 2). Additionally, the SIM Model Test grant supports a small team of staff tasked with implementing IHC recommendations and maintaining grant accountabilities (Figure 3). As the governance and organizational structures have grown, communication strategies have evolved. Processes that internal stakeholders rely on to receive and share information have been established to enable and support each participant as they carry out their role and responsibility in Idaho's healthcare system transformation.

3 Statewide Healthcare Innovation Plan (SHIP) is supported by Funding Opportunity Number CMS-1G1-14-001 from the U.S. Department of Health and Human Services, Center for Medicare & Medicaid Services.

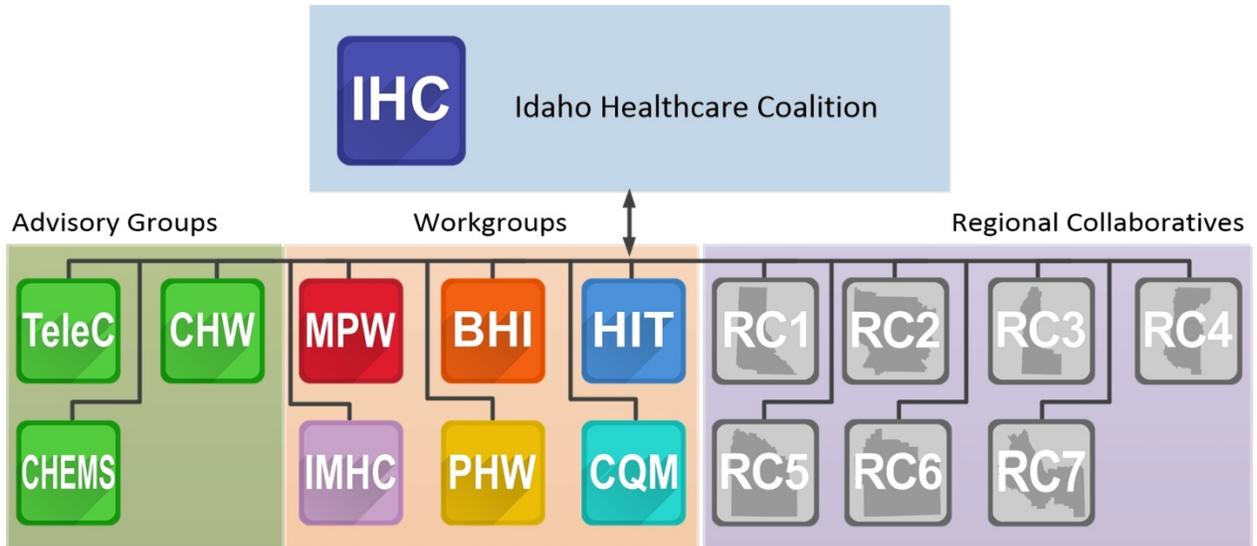
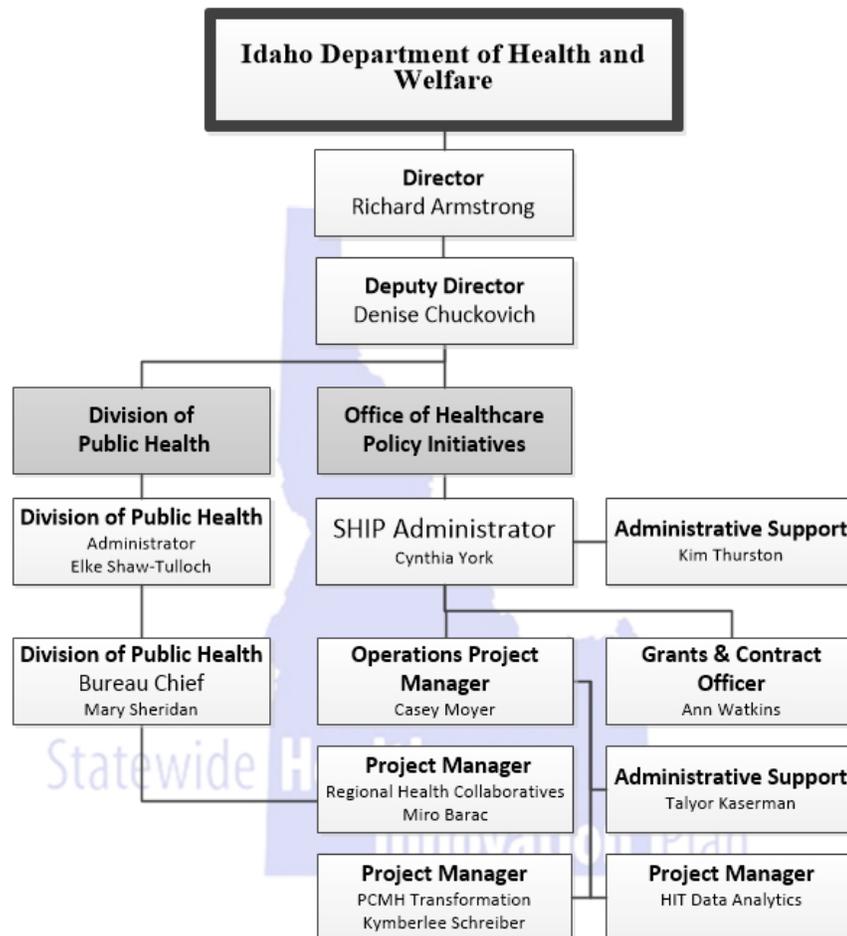
Figure 1 — IHC Workgroups and Advisory Groups

Figure 2 — SHIP Organizational Structure



Figure 3 – SHIP Staffing Structure



A communications matrix will serve as a roadmap for producing and disseminating messages to internal stakeholders to ensure that communications occur appropriately and consistently. The matrix includes the following information:

- Person(s) or groups who will receive the information.
- Information to be communicated.
- The delivery method and frequency of the communication.
- Person(s) or organization(s) responsible for communicating the information.

As Idaho's governance and organizational structure continues to grow and respond to the State's needs, additional communication activities and real-time transformation resources will be added.

Communication Matrix for Internal Stakeholders

Audience	Message	Delivery Method and Frequency	Communicator
IHC	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	<ul style="list-style-type: none"> IDHW SHIP Team
	Status Reports — status of Model Test activities.	Monthly through written status reports.	<ul style="list-style-type: none"> RCs Workgroup chairs Mercer Project Management Team Briljent PCMH contractor Statewide data analytics vendor
	Workgroup, advisory, and RC recommendations on Model refinement and implementation.	Monthly through oral and written reports.	<ul style="list-style-type: none"> RCs Workgroup chairs Advisory groups
	Summarized feedback from communication activities.	Quarterly IHC presentations.	<ul style="list-style-type: none"> RCs Workgroup chairs Advisory groups
	Briefings on recommendations, updates, and findings from State evaluation.	Quarterly IHC presentations.	<ul style="list-style-type: none"> State Evaluator
IDHW Leadership	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	<ul style="list-style-type: none"> IDHW SHIP Team
	Status Reports — status of Model Test activities.	Monthly through written and oral reports.	<ul style="list-style-type: none"> IDHW SHIP Team
	Briefings on recommendations regarding Model refinement and implementation.	Weekly oral and written briefings.	<ul style="list-style-type: none"> IDHW SHIP Team
	SIM Federal Grant Reports and deliverables.	Quarterly reports.	<ul style="list-style-type: none"> IDHW Division Administrators

Audience	Message	Delivery Method and Frequency	Communicator
	IHC information and decisions.	Monthly through IHC meeting minutes, agendas, and presentations.	<ul style="list-style-type: none"> IDHW Division Administrators

Audience	Message	Delivery Method and Frequency	Communicator
IHC Workgroups	IHC information and decisions.	Monthly and as needed through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IHC co-chairs IDHW SHIP Team
	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	<ul style="list-style-type: none"> IDHW SHIP Team
	Workgroup status reports.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	New activities and tasks needed from the workgroup.	As needed through oral and written communication.	<ul style="list-style-type: none"> Mercer Project Management Team Briljent PCMH contractor Statewide data analytics vendor State Evaluator
	Updated workgroup charters.	As needed through revised charters.	<ul style="list-style-type: none"> IDHW SHIP Team
	Updates from RCE.	Monthly through IHC meeting minutes, agendas, and presentations.	<ul style="list-style-type: none"> RCEs
IHC Advisory Groups	IHC information and decisions.	Monthly and as needed through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IHC co-chairs
	Advisory group status reports.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	Updates to project charters.	As needed through revised charters.	<ul style="list-style-type: none"> IDHW SHIP Team

Audience	Message	Delivery Method and Frequency	Communicator
RCs	IHC information and decisions.	Monthly and as needed through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IHC co-chairs
	Workgroup status reports.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	Relevant population health reports and community health needs assessments.	Frequency TBD through community-level and state level data, and SHIP website.	<ul style="list-style-type: none"> PHD SHIP Team RCEs
RCEs	IHC agendas, meetings minutes, and presentations.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	Workgroup status reports.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	<ul style="list-style-type: none"> IDHW SHIP Team
	Relevant population health reports and community health needs assessments.	Frequency TBD through community-level and state-level data, and SHIP website.	<ul style="list-style-type: none"> PHD SHIP Team RCEs
PHD SHIP Staff	IHC agendas, meetings minutes, and presentations.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> PHD Leadership IDHW SHIP Team
	Workgroup status reports.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> PHD Leadership IDHW SHIP Team
	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	<ul style="list-style-type: none"> IDHW SHIP Team

Audience	Message	Delivery Method and Frequency	Communicator
IDHW SHIP Team	Relevant population health reports and community health needs assessments.	Frequency TBD through community-level and state-level data, and SHIP website.	<ul style="list-style-type: none"> • PHD Leadership
	Operational Plan updates.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> • IHC co-chairs • Workgroup chairs • Brilljent • Statewide data analytics vendor • PHD SHIP Team • RCE • State Evaluator • Mercer
	Workgroup meeting minutes and presentations.	Monthly through workgroup meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> • Workgroup chairs
	Project management plan updates weekly status reports.	Weekly through Mercer Project Management status reports.	<ul style="list-style-type: none"> • Mercer
	Contractor reports.	Monthly through contractor status reports.	<ul style="list-style-type: none"> • Brilljent • Statewide data analytics vendor
	Workgroup updates on activities and deliverables.	Monthly through oral and written communication.	<ul style="list-style-type: none"> • Workgroup chairs
	RC updates and PHD SHIP Team updates.	Monthly through oral and written communication.	<ul style="list-style-type: none"> • PHD SHIP Team • RCE
	Information from CMMI.	As needed through oral and written communication.	<ul style="list-style-type: none"> • CMMI
	Quality metric updates.	As needed through oral and written communication.	<ul style="list-style-type: none"> • CMMI
	State evaluation updates.	Monthly through State Evaluator reports.	<ul style="list-style-type: none"> • State Evaluator

Audience	Message	Delivery Method and Frequency	Communicator
Mercer Project Management (PM) Team	IHC meeting agendas, minutes, and presentations.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> • IDHW SHIP Team
	Workgroup updates on activities and deliverables.	Monthly through workgroup meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> • Workgroup chairs
	RC and PHD SHIP Team updates.	Monthly through RC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> • PHD SHIP Team • RCE
	Statewide data analytics updates.	Monthly through contractor status reports.	<ul style="list-style-type: none"> • Statewide data analytics vendor
	CMMI information.	As needed through oral and written communication.	<ul style="list-style-type: none"> • CMMI
	Updates to Operational Plan.	Monthly through written and oral communication.	<ul style="list-style-type: none"> • IDHW SHIP Team • IHC co-chairs • Workgroup chairs • Brilljent • Statewide data analytics vendor • PHD SHIP Team • RCE • State Evaluator
	State evaluation status.	Monthly through State Evaluator status reports.	<ul style="list-style-type: none"> • State Evaluator

Audience	Message	Delivery Method and Frequency	
		Frequency	Communicator
Briljent PCMH Transformation Team	IHC meeting agendas, minutes and presentations.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	RC updates.	Monthly through RC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> RCEs
	PHD SHIP Team information.	Monthly through written and oral communication.	<ul style="list-style-type: none"> PHD SHIP Team
	Workgroup updates on activities and deliverables impacting PCMH transformation.	Monthly and as needed through workgroup meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> PHD SHIP Team Workgroup chairs
	Updates from statewide data analytics vendor.	Monthly and as needed through contractor status reports.	<ul style="list-style-type: none"> Statewide data analytics vendor
	CMMI information.	As needed through written and oral communication.	<ul style="list-style-type: none"> CMMI
Statewide Data Analytics Vendor	IHC meeting agendas, minutes and presentations.	Monthly through IHC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IHDW SHIP Team
	RC updates.	Monthly through RC meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> RCEs
	PHD SHIP Team information.	Monthly through written and oral communication.	<ul style="list-style-type: none"> PHD SHIP Team
	Workgroup updates on activities regarding data collection.	As needed through workgroup meeting agendas, minutes, and presentations.	<ul style="list-style-type: none"> IDHW SHIP Team
	Updates from IHDE.	IDHE memos and other communications; frequency TBD.	<ul style="list-style-type: none"> HIT Workgroup Co-chairs IDHW SHIP Team

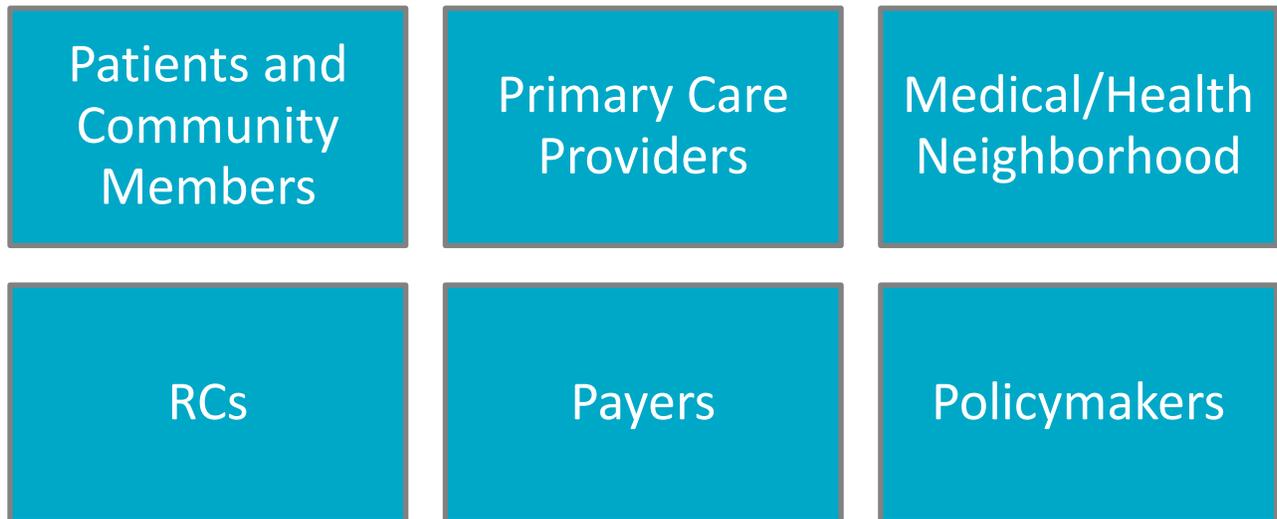
Audience	Message	Delivery Method and Frequency	Communicator
State Evaluator	Operational Plan updates.	Monthly through updated Operational Plan and dashboards.	• IDHW SHIP Team
	Information from IDHW SHIP Team.	Monthly and as needed through IHC meeting agendas, minutes, and presentations.	• IDHW SHIP Team
	Changes to workgroup charters.	Monthly and as needed through workgroup meeting agendas, minutes, and presentations.	• IDHW SHIP Team
	Information from IHC co-chairs.	Monthly and as needed through RC meeting agendas, minutes, and presentations.	• IHC co-chairs
CMMI	Status updates.	Quarterly through progress reports.	• IDHW SHIP Team
	Operational Plan.	Annually through the Operational Plan.	• IDHW SHIP Team
Idaho Health Data Exchange	Status updates.	Quarterly through progress reports.	• IDHW SHIP Team
	Project management plan updates weekly status reports.	Monthly through IHDE project management status reports.	• IHDE staff

3

External Stakeholder Communication Plan Strategies and Activities

External stakeholders are those who are not directly participating in Idaho's healthcare transformation governance or organizational structure at the State or regional level, but are individuals and organizations that will likely impact and/or be impacted by Idaho's healthcare system transformation. These stakeholders represent broad and diverse interests across the State. To effectively introduce the transformation broadly and market participation in the new healthcare system model, Idaho has identified key audiences that will receive targeted communications in order to help accelerate and sustain changes to Idaho's healthcare delivery and payment system.

Key External Stakeholders



Key messages have been identified for each of the external stakeholder groups to clearly convey the vision and goals for Idaho's healthcare transformation. In addition, the messages will be designed to effectively market the changes to the healthcare system to convey the benefits of the model and achieve statewide participation. In preparation for presentations and messaging, the platform should include the key messaging elements identified for each external stakeholder group; however, special attention should be paid to the return on investment and "what's in it for me?" statements that will require customization depending on the audience.

Because of the vast amount of communication that must occur statewide, individuals and organizations have been identified as primary communicators for each targeted audience based on existing opportunities for communication, as well as subject matter expertise in areas concerning the targeted audience. It is recommended that those who are not identified as communicators for the targeted audience reach out to individuals who are listed as communicators when opportunities to communicate with the audience occur.

A toolkit (see Section 4) is being developed, and will include resources to help facilitate effective and consistent communications. Resources will include materials, such as presentations and talking points with key messages, for key stakeholder groups. The toolkit will also include a list of individuals who have agreed to be a primary communicator for certain external key stakeholder groups, so that others may contact them as a resource for communicating with specific audiences.

The communication matrices that follow identify for each key external stakeholder group the following:

- a. Purpose of the communication.
- b. Key messages to be communicated.
- c. Primary communicators.
- d. The method and frequency of the communication.
- e. Resources and materials needed to communicate.

Audience: Patients and Community Members

Purpose of the Communication 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.
- 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.

Communicators

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

Delivery Frequency

Frequency TBD.

Delivery Method

Town hall meetings, opinion editorials, news media updates, and SHIP website.

Resources/Materials Needed

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

Audience: Primary Care Practitioners (engaged)

Purpose of Communication	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	<ol style="list-style-type: none"> 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.
Communicators	RC co-chairs, experienced PCMH practitioners, SHIP staff, healthcare provider members of the IHC, Brilljent, and healthcare association members of the IHC.
Delivery Frequency	Monthly RC meetings, other opportunities TBD.
Delivery Method	RC meetings, "Lunch and Learn" sessions and other collaborative learning forums, provider association meetings, one-to-one meetings, webinars, conferences and other continuing education opportunities, and SHIP website.
Resources/Materials Needed	Presentations, talking points, brochures/handouts, and newsletters.

Audience: Primary Care Practitioners (not yet engaged)

Purpose of Communication	To increase understanding of the PCMH model we are implementing, and recruit their participation in improving Idaho's healthcare system for the benefit of the patients and their practice.
Key Messages	<ol style="list-style-type: none"> a. Idaho is implementing the PCMH model based on our positive pilot experience. b. Through the PCMH model, we can provide ways to improve your efforts of care. c. Transforming to the PCMH model can be challenging and requires a commitment, but we have resources and supports to help you. d. RCs are a local support and a source of information about the PCMH model and the benefits it offers to you and your patients. e. A key benefit of the model for you is the team-based approach that enables you to focus your time and attention where it is most needed. f. A key benefit of the model for your patients is the increased coordination of care that will occur with other services they need in the Medical/Health Neighborhood. g. Provide contact information for future questions or to obtain additional information.
Communicators	RC members and co-chairs, experienced PCMH practitioners, healthcare provider members of the IHC, Briljent, healthcare association members of the IHC, and PHD SHIP Team.
Delivery Frequency	Frequency TBD.
Delivery Method	Provider association meetings, one-to-one meetings, collaborative learning forums, webinars, conferences and other continuing education opportunities, and SHIP website.
Resources/Materials Needed	Presentation, talking points, brochures/handouts, FAQs, and newsletters.

Audience: Medical/Health Neighborhood (specialty providers)

Purpose of Communication	To increase understanding of the PCMH model we are implementing, and engage them as partners in improving Idaho's healthcare system and population health.
Key Messages	<ol style="list-style-type: none"> Idaho is implementing the PCMH model based on our positive pilot experience. 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. 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. Your patients will benefit from care delivered by a PCMH team of healthcare practitioners who address the patient's total health needs, coordinate their care, and engage the individual as an active participant in improving their own health. You can help improve Idaho's healthcare system for your patients and practice by working with us to develop better mechanisms for referrals, exchange of information, and coordination within your Medical/Health Neighborhood.
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.
Delivery Frequency	Frequency TBD.
Delivery Method	RC meetings, "Lunch and Learn" sessions and other collaborative learning forums, provider association meetings, one-to-one meetings, webinars, conferences and other continuing education opportunities, and SHIP website.
Resources/Materials Needed	Presentation, talking points, handouts/brochures, and FAQs.

Audience: Medical/Health Neighborhood (non-medical community-based service providers)

Purpose of Communication	To increase understanding of the PCMH model we are implementing, and engage them as partners in improving healthcare for their clients and community.
Key Messages	<ol style="list-style-type: none"> a. Idaho is implementing a model that has been chosen based on our PCMH experience. b. The model is not Medicaid expansion, it is the PCMH model, which focuses on identifying your clients' total health needs — not just physical health needs — and also collaboration between you, other service providers, and your clients to address their needs and improve their health. c. Through the PCMH model, care for your clients will improve through better coordination between their primary care services, and the services they receive from you and others in the Medical/Health Neighborhood. d. You can help improve Idaho's healthcare system and the health of your clients by working with us to develop better mechanisms for referrals, exchange of information, and coordination within your community. e. Provide contact information for future questions or to obtain additional information.
Communicators	PHD District and Division staff, RC members and co-chairs, medical and non-medical members of the IHC, Healthcare Association members of the IHC, and PHD SHIP Team.
Delivery Frequency	Frequency TBD.
Delivery Method	RC meetings, "Lunch and Learn" sessions and other collaborative learning forums, community service organization meetings, one-to-one meetings, webinars, conferences and other continuing education opportunities, and SHIP website.
Resources/Materials Needed	Presentation, FAQs, handouts/brochures, and newsletters.

Audience: Regional Health Collaboratives**Purpose of Communication**

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.
- 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.
- 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 a way that is responsive to the unique needs of the regions.
- 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.

Communicators

RCE, IHC co-chairs, regionally-specific IHC members, and IHDW SHIP Team.

Delivery Frequency

RC meetings TBD; other frequency TBD.

Delivery Method

RC meetings, "Lunch and Learn" sessions and other collaborative learning forums, webinars, conferences and other continuing education opportunities, provider association meetings, and SHIP website.

Resources/Materials Needed

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

Audience: Payers

Purpose of Communication	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	<ol style="list-style-type: none"> 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, 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.
Communicators	Payer representative members of the IHC, IHC co-chairs, IHDW leadership, and provider association members of the IHC.
Delivery Frequency	TBD
Delivery Method	One-to-one meetings, learning collaborative forums and conferences, and SHIP website.
Resources/Materials Needed	Presentations, talking points, handouts/brochures, and newsletters.

Audience: Policymakers

Purpose of communication	To increase understanding of Idaho's healthcare transformation goals and the PCMH model, noting that the model is not Medicaid expansion.
Key Messages	<ol style="list-style-type: none"> The model is not Medicaid expansion, but is the PCMH model that Idaho has piloted through the Idaho Medical Home Collaborative (IMHC), which was founded to improve healthcare and reduce costs. We are moving the PCMH model forward from the IMHC pilots to statewide implementation to determine its impact on improving health outcomes and reducing overall healthcare costs. The model supports the transition from volume-based service to value based compensation for healthcare. 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. By providing better care, we expect to see improvements to population and community health throughout the State. 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, avoidable hospital admissions, and through better care and overall improvement of the population's health long term. The model will be carefully evaluated to determine if the expected outcomes of better health and reduced costs are realized. The evaluation will also provide information on how to best advance the model further in order to sustain better care and reduced costs for the State.
Communicators	Legislative and Governor's Office representatives of the IHC, IHC co-chairs, and IDHW leadership.
Delivery Frequency	TBD
Delivery Method	Scheduled meetings with key legislators and relevant legislative committees, provide testimony at legislative hearings/meetings, and SHIP website.
Resources/Materials Needed	Presentation, talking points, and brochures/handouts.

4

Toolkit

A toolkit of multi-audience communication strategies will be maintained to provide those who are participating in external stakeholder communication activities with a core set of materials that can be tailored and used for communication and education of external stakeholders. The toolkit will include presentations, FAQs, and other documents that will be updated as the transformation occurs. A list of common acronyms and definitions will be included in the toolkit to facilitate understanding of the transformation across all internal and external stakeholders. This list should be used when developing and distributing communication documents. Lastly, the toolkit will also include a list of individuals who have agreed to be a primary communicator for certain external key stakeholder groups, so that others may contact them as a resource for communicating with specific audiences.

The toolkit will also suggest communication platforms that are believed to be appropriate for the intended audience to facilitate opportunities to communicate with external stakeholders. The following table provides an overview of the communication platforms for each external stakeholder group. A list of communication platforms available in Idaho will be maintained and can be found in Appendix B. The list will be updated regularly as new communication platforms are identified.

Communication Platform	Patients	Primary Care Providers	Medical/Health Neighborhood	RCs	Payers	Policymakers
Website	✓	✓	✓	✓	✓	✓
White Paper		✓	✓	✓	✓	✓
Presentation Slide Deck	✓	✓	✓	✓		✓
Fact Sheet	✓	✓	✓	✓		✓
Social Media	✓					
Testimonials	✓	✓		✓	✓	✓
Talking Points	✓	✓		✓	✓	✓
Recruitment Toolkit		✓	✓	✓		

Accessing the Toolkit

The toolkit will be stored on the SHIP website (www.ship.idaho.gov). SHIP staff will be responsible for keeping the communication materials up to date with general messaging; therefore it is very important that the toolkit stored online is used to communicate with

stakeholders. Any customization or modification of toolkit materials must be in compliance with the process described in the following section, *Communication Material Review*.

Tailoring Communication Material to Different Audiences

The communication toolkit is intended to provide a standard level of information in a variety of formats, targeted to six broad external stakeholder groups. While each toolkit will be unique and include audience-specific information, the underlying intent of the Communication Plan is to reach the widest of audiences. To do so effectively, information should be as relevant to the audience and up-to-date as possible to generate deeper stakeholder interest and engagement. This will require tailoring of the toolkit materials by stakeholder partners to reflect the needs and concerns of the specific audience with up-to-date information.

Take, for example, the toolkit for the Medical/Health Neighborhood. The key messages include a range of topics, including how the practitioner and his/her patients will benefit from the PCMH model. If a partner were delivering a presentation on the Model Test to the Idaho Psychological Association, it would be appropriate to modify the Medical/Health Neighborhood presentation with information reflecting particular concerns of the behavioral health community.

To ensure that the tailored materials are relevant and remain consistent with the goals of the Model, an internal review process will serve, in essence, as quality control. The following outlines the review process for changes to the communications materials made by partners. The review process will be clearly communicated to partners in tandem with the distribution of messaging toolkits.

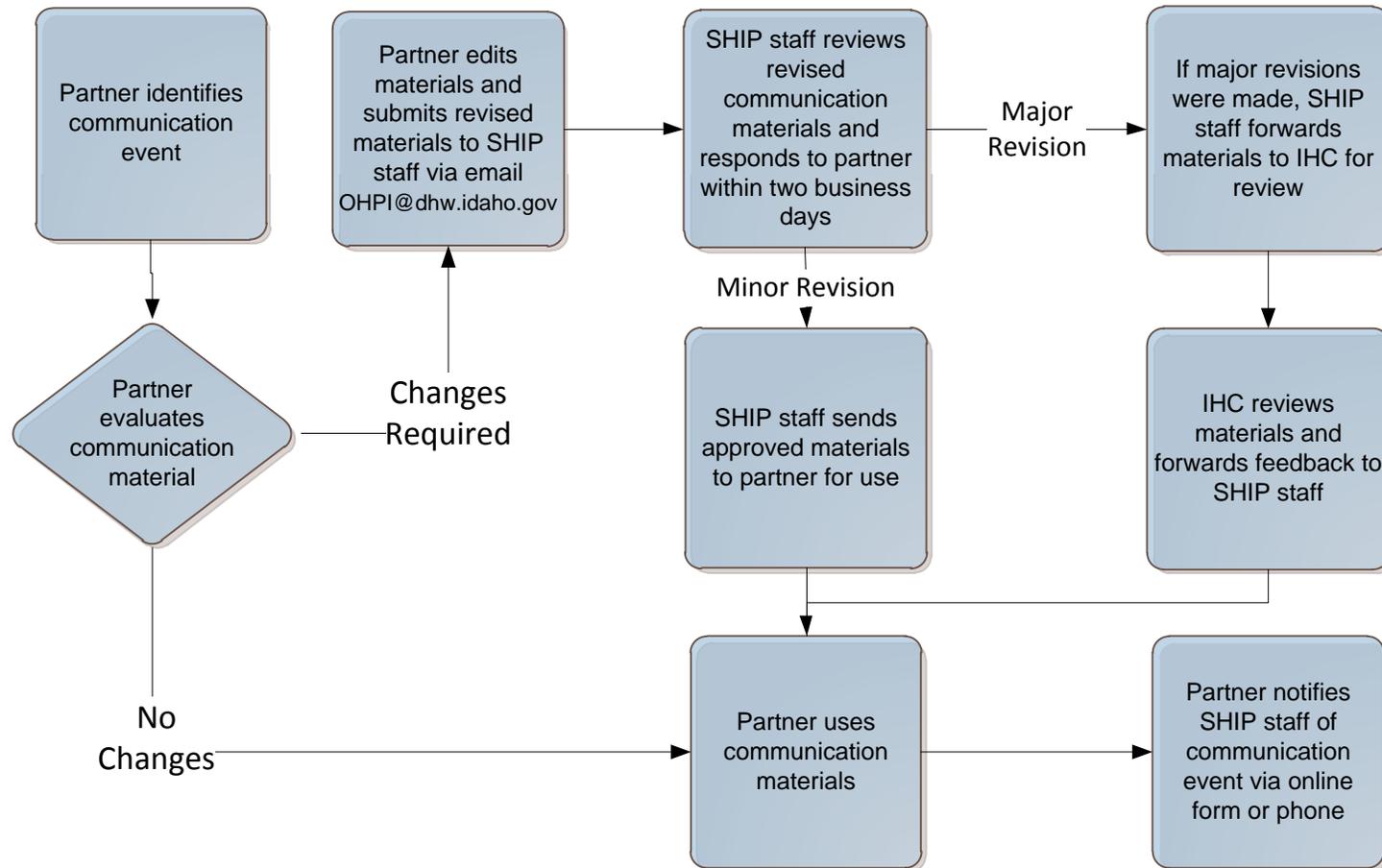
Material Modification Review Process

The communication material modification review process will consist of two levels:

1. Review by SHIP team members for routine changes to communication material.
2. Review by the IHC or IHC chairs for structurally new or potentially sensitive message changes.

Routine modifications to communication material should be submitted by the stakeholder partner or staff member to the relevant SHIP team member for review before presenting at an event or distribution of information through a stakeholder partner's professional association Listserv or website. Partners are strongly encouraged to modify the toolkit materials to reflect the unique needs of their audience. The SHIP team has committed to a quick review turnaround time of two business days to help encourage tailoring of materials. In the event of delayed review, the SHIP team will notify the presenter as soon as possible with a new review timeline. In reviewing the material modifications, the SHIP team will take a collaborative approach with the partner on editing, offering assistance, and support to align messaging with Idaho's goals. More extensive modifications to communication material will be escalated from the SHIP team to the IHC or IHC chair for review. This review process will take longer, which should be accounted for in presentation or meeting timelines with stakeholders. Refer to Figure 4 for an illustration of the material review process.

Figure 4 — Communication Material Revision Process



5

Stakeholder Communication Monitoring and Control

Monitoring communications is important to ensure that communications are delivered as promised and prescribed by the Communication Plan. The monitoring process evaluates whether the communication, as designed and delivered, is achieving the purpose of the communication, conveying the key messages, using language understood by the audience, is supported by materials that reinforce the communication, and is occurring at the right frequency and in suitable environments.

As part of the monitoring process, Idaho will consider and regularly evaluate the following in planning and revising communications:

- For each unique stakeholder audience, the primary purposes of the communication and the key messages to be relayed will be re-evaluated throughout the transformation process as stakeholders' communication needs may change.
- The most effective methods to communicate the message will be evaluated and revised as needed for each audience based on feedback following communications.
- Resources needed to successfully communicate the message will be updated based on communicator and stakeholder feedback.
- The frequency in which communications occur will be monitored and adjusted based on an understanding of stakeholders' needs and in response to their requests.
- Feedback from both those providing the communication and the recipients will be continuously gathered and used to modify communication strategies to increase the effectiveness of the communications.

In addition to evaluating the communication materials, the SHIP team will also monitor and evaluate the communication process. The Mercer Project Management Team will work with the SHIP team to establish mechanisms to obtain stakeholder feedback on the communication activities and develop additional means of communicating as needed to ensure widespread and meaningful communication on Model Test implementation. Summary reports of stakeholder feedback will be provided to the IHC to solicit their recommendations for expanding communication activities in response to stakeholder and communicator feedback. As new communication activities are created, the Communications Matrix will be updated by the Mercer Project Management team to capture all activities.

Monitoring Process

Despite best intentions, a communication plan without checks and balances will produce hollow results. Actively monitoring communication activities and collecting feedback will inform if the communication plan is being followed as planned and, if necessary, where it should be modified. It is important that partners understand expectations, processes, and appropriate SHIP staff

contacts to support the execution of the Communication Plan and to support its evolution in an effective and productive manner. The Communication Plan should be a living, breathing document, as should the process for monitoring it.

Once the stakeholder toolkits have been completed, materials will be distributed to the appropriate partners, with instructions on the modification review process and the process for reporting communication activities to the SHIP team, who will be central to the monitoring process.

Two monitoring processes will be implemented: one targeting communication materials and one targeting communication strategy. Metrics have been identified for each of the targeted monitoring areas and are listed in the sections that follow.

Monitoring Communication Materials

As described in Section 4 of this Communication Plan, SHIP staff will review modifications made by partners to toolkit materials. In addition to reviewing materials for each communication event, SHIP staff will also review all toolkit materials on a regular basis using a messaging review checklist to ensure that the general messaging of materials is up to date with the latest information. Refer below for a sample checklist. The review will ensure that the materials are:

1. Communicating a clear vision of the transformation process and realized system.
2. Delivering a consistent message to all stakeholders.
3. Using the right language to communicate effectively.
4. Communicating with the appropriate levels of clarity and detail.
5. Effectively introducing the transformation broadly to a variety of stakeholders, including:
 - A. Patients
 - B. The general public
 - C. Primary care providers
 - D. Policymakers
 - E. Payers
 - F. RCs
 - G. Ancillary service providers and non-medical community-based organizations that make up the Medical/Health Neighborhood.
6. Effectively marketing the changes in healthcare delivery and payment reform to achieve statewide participation in and future sustainment of the model.

Following assessment of materials, SHIP staff will update the communication materials, as necessary, and update the toolkits located on the SHIP website (www.SHIP.idaho.gov). Stakeholder feedback will also be considered as additional source of feedback for identifying necessary changes to materials. On a random basis, SHIP staff will reach out to stakeholders to gather feedback on the communication. Following a communication event, stakeholders may be asked brief questions about the communications they received by completing a very brief survey immediately following the communication event. IDHW and Mercer will tally results and maintain the results in a database for analysis. All information gathered will be included in the quarterly report to the IHC and IDHW.

Messaging Checklist for Review Process

Y	N	
<input type="checkbox"/>	<input type="checkbox"/>	1. Do the materials align with the intended purpose of the messages for the specific audience (see key messages identified in Section 3 of the Communication Plan)?
<input type="checkbox"/>	<input type="checkbox"/>	2. Do the messages in the material contradict key messages described in Section 3 of the Communication Plan?
<input type="checkbox"/>	<input type="checkbox"/>	3. Is the person communicating considered to be part of the primary communicators group listed in Section 3 of this Plan?
<input type="checkbox"/>	<input type="checkbox"/>	4. Does the method and frequency of the communication comply with the requirements in Section 3 of this Plan?
<input type="checkbox"/>	<input type="checkbox"/>	5. Are the resources and materials needed to communicate available and appropriate?
<input type="checkbox"/>	<input type="checkbox"/>	6. Is a clear vision of the transformation process and realized system reflected in the materials and presentation?
<input type="checkbox"/>	<input type="checkbox"/>	7. Do the materials and presentation reflect that a consistent message to all stakeholders is being delivered?
<input type="checkbox"/>	<input type="checkbox"/>	8. Is the right language used to communicate an effective, audience accessible message?
<input type="checkbox"/>	<input type="checkbox"/>	9. Is the message delivered with the appropriate levels of clarity and detail?
<input type="checkbox"/>	<input type="checkbox"/>	10. Does the messaging effectively introduce the transformation broadly to the specific stakeholder group? <ol style="list-style-type: none"> Patients The general public Primary care providers Policymakers Payers RCs Ancillary service providers and non-medical community-based organizations that make up the Medical/Health Neighborhood.
<input type="checkbox"/>	<input type="checkbox"/>	11. Does the message effectively market the changes in healthcare delivery and payment reform to achieve statewide participation in and future sustainment of the model?

Communication Reporting Process (Post Communication Event)

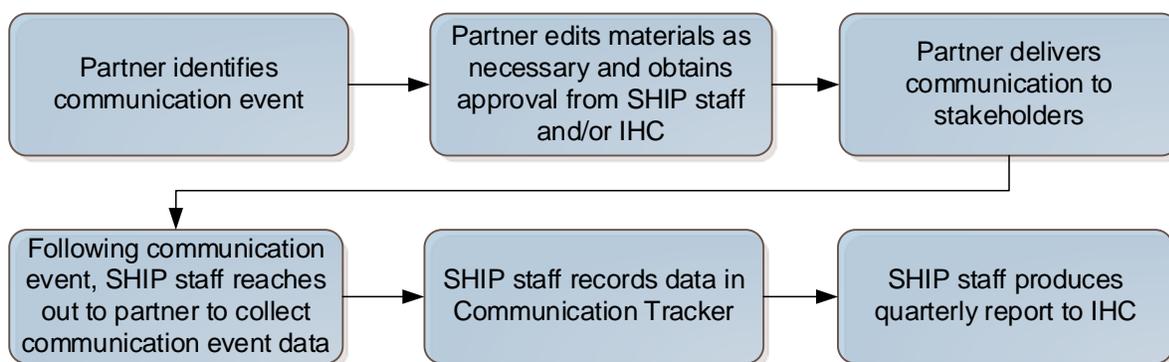
Reporting on communication activities is an important part of the communication monitoring process. Gathering information on communication activities will assist SHIP staff in ensuring that:

1. The communication strategy is effective and reaching statewide audiences.
2. Stakeholder questions are answered accurately and in a timely manner.

3. Stakeholder feedback, concerns, and questions are tracked in order to use stakeholder input to further advance transformation.
4. Communication successes and challenges can be shared with federal partners and other states as part of the learning community Idaho participates in as part of the SIM award.

SHIP communication staff will be responsible for contacting the partner following the communication event to gather data regarding when and with whom stakeholder communication occurred. The SHIP communication staff member will then be responsible for following up on stakeholder feedback with the partner after the communication event occurs or communication materials are publicized. This feedback will help inform whether the underlying toolkit message needs to be adjusted. The SHIP communication staff will monitor feedback from communication events to identify gaps or missed communication opportunities. The communication staff will also be responsible for working with the partners and SHIP teams to formulate appropriate responses to stakeholder questions from communication events. Refer to Figure 5 for an illustration of the Communication Reporting Process.

Figure 5 — Communication Event Reporting



The SHIP communication staff member will be responsible for tracking what types of communication have been transmitted, how often and when communication events occur, to which stakeholders communication is relayed, and stakeholder responses from these activities. This process will be facilitated through the use of an online form (via website) presenters complete within two (2) business days after the event. These routine monitoring activities will be reported in quarterly summaries. Other highlights in the summaries will include stakeholder feedback that should inform structural changes to the Communication Plan, which will be discussed in the next section on *Communication Change Management*.

Other Monitoring Activities

In addition to monitoring communications with external stakeholders, the SHIP communication staff member will monitor other components of the plan, including use of broad-based communication tools and the internal stakeholder communication matrix. The broad-based tools to be monitored by SHIP staff for quality and appropriate quantity include website postings,

opinion editorials, press releases, and social media posts. A description of these activities will also be included in the summary communication.

SHIP staff will also troubleshoot interruptions in the internal stakeholder communication matrix. To a large extent, the internal stakeholder communication matrix maps an existing process that has and continues to be in operation. Where gaps arise, these are largely self-identified by internal stakeholders and self-correcting. However, the SHIP communication staff member will help troubleshoot problems, and when appropriate suggest changes to the Communication Plan.

Communication Tracker Template

A communication tracker template to easily identify what communications have been made, when they occurred, and what future communications are scheduled will be maintained to assist IHC and IHDW in ensuring statewide communications. The communication tracker template is included in Appendix A. An online version of the form is available on the SHIP website.

6

Communication Change Management

When significant variance from activities and processes identified in the Communication Plan occur, Mercer will review the variance to determine the cause and present findings and a proposed solution for consideration to IDHW. In the review, we will determine whether the variance occurred due to a breakdown of adherence to the Communication Plan or whether it was in response to stakeholders' need and should result in a change to the Communication Plan to be more responsive to stakeholders and improve communications. The proposed solutions will include steps taken to resolve any breakdown in communication processes, delays in communication, gaps in communication processes, and other issues that may emerge as a result of the review.

Any changes requested to the Communication Plan will follow established change management procedures. Changes requested will be reviewed by the SHIP Team. If the SHIP Team determines a change is needed, the recommended modification will be presented to the co-chairs of the IHC for their consideration and approval. If the change to the Communication Plan significantly alters the role and responsibility of IHC members or those of the IHC's workgroups, then the co-chairs will bring the recommended changes to the IHC for discussion and approval.

When changes to the Communication Plan occur, the revision will be documented using the Document Change Control form below.

Version Number	Date of Issue	Author(s)	Brief Description of Change

7

Stakeholder Communication Plan Acceptance

Project Name:	Idaho Healthcare Transformation
IHC Co-Chair	Denise Chuckovich
IHC Co-Chair	Dr. Ted Epperly
IDHW Project Manager	Cynthia York

I have reviewed the information contained in this Stakeholder Communication Plan and agree:

Name	Role	Signature	Date
Denise Chuckovich	IHC Co-Chair		
Dr. Ted Epperly	IHC Co-Chair		

The signatures above indicate an understanding of the purpose and content of this document by those signing it. By signing this document, they agree to this as the formal Communication Plan document.

APPENDIX A

Communications Tracker

Stakeholder Engagement - New Item ☐ ✕

Edit

 Save
  Close
  Paste
  Copy
  Cut

Commit Clipboard

Event/Activity Name:	<input type="text"/> *
Event/Activity Contact Person(s)	<input type="text"/>
	Optional Field
Date of Event	11/10/2015 
Event Duration	<input type="text"/>
Event Location	<input type="text"/>
	Complete address and description
Description of Content Presented	<input type="text"/>
Audience Size	<input type="text"/>
	Approximate Number
SHIP Staff Attending	<input type="text"/>   
Attachments	 Click here to attach a file
Setup Requirements/Notes:	<input type="text"/>

APPENDIX B

Communications Platforms

Communication Platform	Purpose	Owner
Idaho SHIP Website	To provide information to the public on the model and updates on its implementation.	IDHW
Idaho Hospital Association (IHA) Newsletter	To provide information to IHA membership on the model and updates on its implementation, and also engage participation in the Medical/Health neighborhood.	IHA
IHA Annual Conference	TBD	
Idaho Public Health Association (IPHA) website	To inform and engage participation in healthcare transformation among members of the IPHA.	IPHA
Idaho Academy of Family Physicians (IAFP) newsletter	To provide information to membership on the model and updates on its implementation.	IAFP
IAFPP Conference	TBD	
IHDE quarterly newsletter	To provide information to IHDE membership on the model and updates on its implementation.	IHDE
Idaho Medical Association newsletter	To provide in-depth, educational information to membership on the model, focusing on primary care practitioners and specialists in the Medical/Health Neighborhood.	IMA
IMA Wire	To provide information and updates on the model and its implementation.	IMA
Family Medicine Residency of Idaho newsletter	To provide information and education regarding the model, with a focus on relevant workforce issues, such as the CHW and CHEMS opportunities.	Family Medicine Residency of Idaho
Community Health Center Network (CHCN) of Idaho website	To provide information and updates on the model and updates on its implementation.	CHCN
Idaho Primary Care Association website	To provide education information on the model and updates on its implementation.	IPCA

Communication Platform	Purpose	Owner
Eat Right Idaho website	To inform patient health education information regarding model access and benefits.	Idaho Academy of Nutrition & Dietetics
Press releases opinion-editorials social media outreach (Twitter, Facebook)	To notify and inform the public with information on Idaho's SHIP Model Test.	IDHW
Stakeholder register/ stakeholder email Listserv	To update a broad range of interested stakeholders on Model Test progress.	IDHW
Roundtable discussions	To inform and engage targeted stakeholder audiences.	IHC, IHC co-chairs, IHDW leadership, provider association members of the IHC
Town hall presentations	To inform and engage larger groups of stakeholders.	
Legislator's e-newsletters	To engage policymakers and to inform their constituencies on healthcare transformation.	State legislature members
Healthcare provider websites	To enhance patient health education information regarding model access and benefits.	Healthcare providers

APPENDIX C

Acronym Definitions

BH	Behavioral health
CHC	Community Health Center Network
CHEMS	Community Health Emergency Medical Services
CHW	Community Health Worker
CMMI	Center for Medicare and Medicaid Innovation
CMS	Center for Medicare and Medicaid Services
IAFP	Idaho Academy of Family Physicians
IDHW	Idaho Health and Welfare Department
IHA	Idaho Hospital Association
IHC	Idaho Healthcare Coalition
IMHC	Idaho Medical Home Collaborative
IPHA	Idaho Public Health Association
NP	Nurse practitioner
PC	Primary care
PCMH	Patient-centered medical home
PHD	Public Health District
PM	Project management
RC	Regional Health Collaborative
RCE	Regional Health Collaboratives Executive Leadership Committees
SHIP	Statewide Healthcare Innovation Plan
SIM	State Innovation Model
VBP	Value-based payments

APPENDIX D

SHIP Style Guide



Statewide **Healthcare**
Innovation Plan

Improved health, improved healthcare, and lower cost for all Idahoans

SHIP Style Guide

Communications

Plan Version

November 2015

Use of the Logo

Guidelines:

DO NOT:

- Alter the logos in any way
- Place logos in such close proximity to other content that it is indistinguishable
- Make the logo the most distinctive or prominent feature on your non-SHIP websites, printed materials or other content.
- Use the logo in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person.
- Use the logos on materials or digital content associated with hate speech, pornography, gambling or illegal activities
- Use the logo in connection with content that disparages or sullies the reputation of SHIP.

Usage:



Standard Lockup

Outside of a few exceptions, this is the default, go-to, everyday version.



Logo Alone

Use this only when SHIP has been well established somewhere else on the print or digital media. Use of this logo by the public should be rare.

Colors:

Only two colors are acceptable for the logo. The entire content of the logo must remain the same color.



RGB: 53 – 59 – 144

HEX: # 353B90

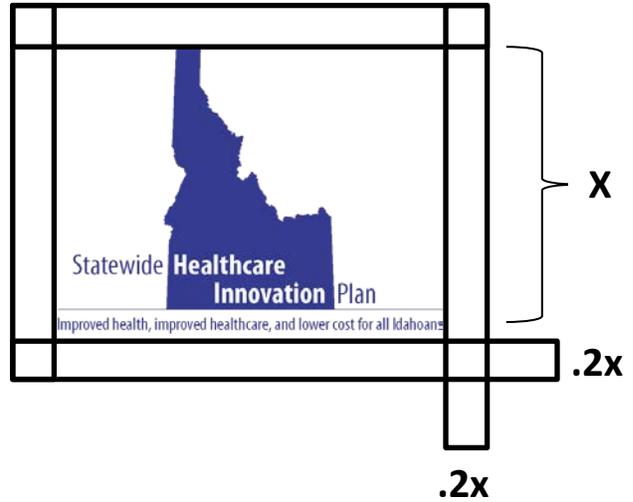


RGB: 150 – 150 – 150

HEX: # 969696

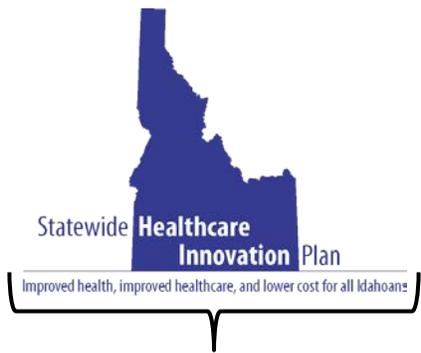
Clear Space:

To maximize the presence of the logo it should stand apart, surrounded by its own white space. The space creates an invisible boundary around the logo and should not be violated by any other graphic elements. The minimum clearance required when using the logo is 10% or .2x (X=logo height)



Minimum Size:

Locked Logo:



Minimum of 2.0"

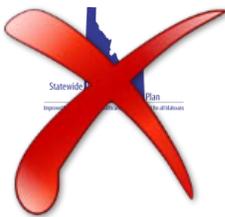
Stand Alone Logo:



Minimum of 1.8"

Incorrect Uses:

1



2



3

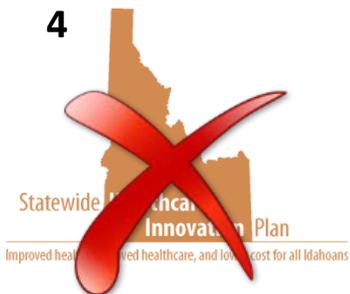


1. Too Small

2. Don't apply effects

3. Don't rotate

4



4. Don't recolor

5



5. Don't combine logo with another graphic element

6



6. Don't skew the proportions.

Website:

Web presence must comply with the [policies and standards](#) published by the Department of Administration. This includes use of Idaho state logo, color palette and images used on the site. SHIP website questions should be directed to Casey Moyer (Moyerc@dhw.idaho.gov).

SHIP Website:

The screenshot shows the homepage of the Idaho State Healthcare Innovation Plan (SHIP) website. The header includes the text "Transforming Idaho's Healthcare system" and "Office of IDAHO Healthcare Policy Initiatives". Navigation links include "SHIP Home", "Calendar", "Governance", "Work Groups", "FAQ", "About Us", and "Contact Us". A search bar is located in the top right corner. The main content area features a large blue map of Idaho with the text "State Healthcare Innovation Plan" and the tagline "Improved health, improved healthcare, and lower cost for all Idahoans". Below this, there are sections for "MISSION AND VISION", "SCOPE & CONTEXT", and "IDAHO PATIENT CENTERED MODEL OF CARE". The "MISSION AND VISION" section states the goal of redesigning the healthcare system. The "SCOPE & CONTEXT" section describes the SHIP as a statewide plan. The "IDAHO PATIENT CENTERED MODEL OF CARE" section includes a diagram showing the transition from a performance-driven population management system to Idaho's Healthcare Customer. On the right side, there are sections for "SHIP Project Documentation" (listing documents from Dec 2013 to Aug 2014) and "Newsletter Registration" (with fields for email, first name, last name, and distributions).

Linking to SHIP Website:

To ensure consumers and stakeholders are engaged with up to date information, direct linking to content and pages is standard in lieu of posting documents and replicating content on an external site. It is recommended that only links to the SHIP website be used in external websites, due to rate of information changes.

Transparent Government:

All website pages shall contain an opt-in monitoring widget (third-party or local) in which changes to the website structure and content result in automatic notification to the user. This ensures consumers and stakeholders are aware of updates, changes, and amendments to the site. The opt-in model ensures users have access to monitor on their own without the required oversight and responsibility of notification human efforts would require.

Social Media:

SHIP Operations use of Social Media

SHIP follows the Department's [policy and standards](#) for use of social media. This includes SHIP pages and accounts being linked to the Department's main social media accounts to provide public presence legitimacy and to ensure PIO access.

Stakeholders use of SHIP Content in Social Media:

By identifying yourself as a SHIP stakeholder, you are enhancing the reach of the SHIP to the public, legislators, business partners and others. Be sure that all content associated with SHIP is consistent with the SHIP mission, goals and general professional standards. When referencing SHIP or using our logo, please ensure that you follow the content standards identified in this manual as well as include a link to the SHIP website (embedded tag or hyperlink). If you have questions about SHIP content or would like feedback on proposed use, please contact Casey Moyer (Moyerc@dhw.idaho.gov).

Reports

SHIP-compiled reports and communications shall use the General Document Template located on Sharepoint. Saved documents shall comply with the [SHIP Electronic Document Naming Guidelines](#).

Mandated elements of the document include:

1. Ship Stand Alone Logo
2. Version tracking table*
 - a. Author
 - b. Date
 - c. Version
 - d. Summary
3. Page Number (in Footer)
4. Federal Grant Number

*Version Tracking table is required and may be moved to the final page of the document. It is not required when printing the document or sending out a finalized version to an external partner.



Author:	Date:	Version:	Summary:

1 Statewide Healthcare Innovation Plan (SHIP) is supported by Funding Opportunity Number CMS-1G1-14-001 from the U.S. Department of Health and Human Services, Center for Medicare & Medicaid Services.

PowerPoint Presentations:

SHIP-prepared PowerPoint presentations (.PPTX) shall be presented using the SHIP template available on Sharepoint. When creating slides, keep in mind these [top ten tips](#) by Garr Reynolds.



Style Guidelines:

Title – Smallest Font Size
30Pt Constantia

Heading – Smallest Font Size
25 Pt Calibri

Body/Bullets – Smallest
Font Size 20 Pt Calibri

Include Presenters Name,
Title and Date (MM-YYYY)

Saved documents shall
comply with the [SHIP
Electronic Document
Naming Guidelines](#).

Workgroup Materials & Colors

Each workgroup has a designated logo and color. These logos and colors assist in branding their distinct identity under the Idaho Healthcare Coalition (IHC). The logo for each workgroup/advisory group-produced document must include the logo when the document is publically accessible via web or other means.

Advisory Groups: An established council, entity or body that has a scope overlapping with some portion of SHIP and its goals. These advisory groups recognize and support the mission, vision and goals of SHIP in addition to taking on some portion of SHIP-related advising and implementation. These groups report their respective projects components to the IHC. SHIP staff may be participants on these groups and may also provide administrative support in varied capacities.

Workgroups: Established or reconvened committees and groups with a prescribed scope with activities requested by the IHC. Workgroups serve at the pleasure of the IHC with their chair being appointed to the IHC. SHIP staff are participants on each of the workgroups and also provide administrative support.

Group Logos



Behavioral Health
Integration Workgroup



Community Health EMS



Community Health
Workers



Clinical Quality
Measures Workgroup



Health Information
Technology Workgroup



Idaho Healthcare
Coalition



Idaho Medical Home
Collaborative



Multi-Payer Workgroup



Oral Health Alliance



Population Health
Workgroup

Guidelines:

DO NOT:

- Alter the logos in any way.
- Forget to include text nearby that spells out the workgroup/advisory group name.
- Place logos in such close proximity to other content that it is indistinguishable.
- Make the logo the most distinctive or prominent feature on your non-SHIP websites, printed materials or other content.
- Use the logo in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person.
- Forget to include reference to the SHIP or the IHC when using the workgroup/advisory group logo(s).
- Use the logos on materials or digital content associated with hate speech, pornography, gambling or illegal activities
- Use the logo in connection with content that disparages or sullies the reputation of SHIP.

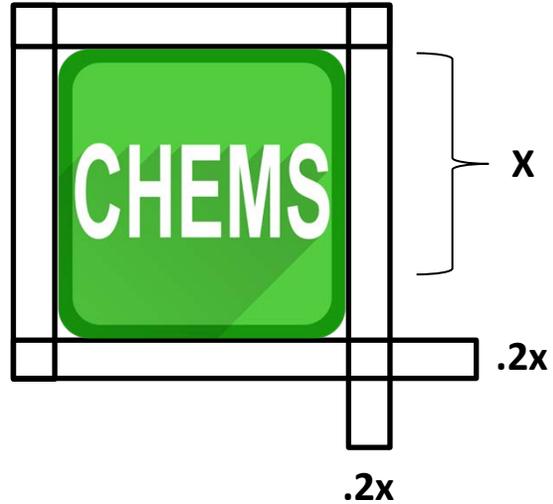
Colors:

The primary color of each workgroup/advisory group logo should not be changed or adjusted. The dominant color of each logo is listed below.

Color	Name	C	M	Y	K	R	G	B	Web#
	SHIP/IHC Purple	63	59	0	44	53	59	144	353B90
	BHI Orange	0	60	93	5	242	97	18	F26112
	Advisory Group Green	59	0	68	20	83	204	65	53CC41
	HIT Blue	65	33	0	15	76	146	218	4C92DA
	PHW Gold	0	20	97	8	235	189	7	EBBD07
	IMHC Lilac	1	20	0	20	200	162	203	C8A2CB
	CQM Aqua	82	0	3	16	39	214	207	27D6CF
	MPW Red	0	87	80	13	223	28	45	DF1C2D

Clear Space:

To maximize the presence of the logo it should stand apart, surrounded by its own white space. The space creates an invisible boundary around the logo and should not be violated by any other graphic elements. The minimum clearance required when using the logo is 10% or $.2x$ (X =logo height)



Minimum Size:

Workgroup/Advisory Group Logo



Minimum of 1.2"

Incorrect Uses:

1



2



3



4



5



6



1. Too Small

2. Don't apply effects

3. Don't rotate

4. Don't recolor

5. Don't combine logo with another graphic element

6. Don't skew the proportions.