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Coordinated Care Organizations: Oregonians' Perceptions



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Research conducted by:

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Public Opinion Research & Strategy

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Methodology

- 700 telephone interviews with Oregonians; May 21-30, 2012
 - ✓ *600 interviews conducted statewide, with an oversample of 100 people of color (143 total persons of color interviewed)*
 - ✓ *Landlines and cell phones*
 - ✓ Data weighted to reflect true ethnic breakdown among the electorate
 - ✓ Margin of error +/- 4% statewide

- Three focus groups: White / Latino / African American

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Key Findings

- Most Oregonians have no awareness of CCOs.
- Positive reaction outnumbered negative by more than 2:1
- Consensus exists that providers should work to reduce health disparities, but how this is communicated makes a difference.

Key Findings

- Oregonians place a high value on fairness.
- Focus groups were attracted to community based care.
- Confirming previous research, Oregonians continue to be attracted to the value of prevention

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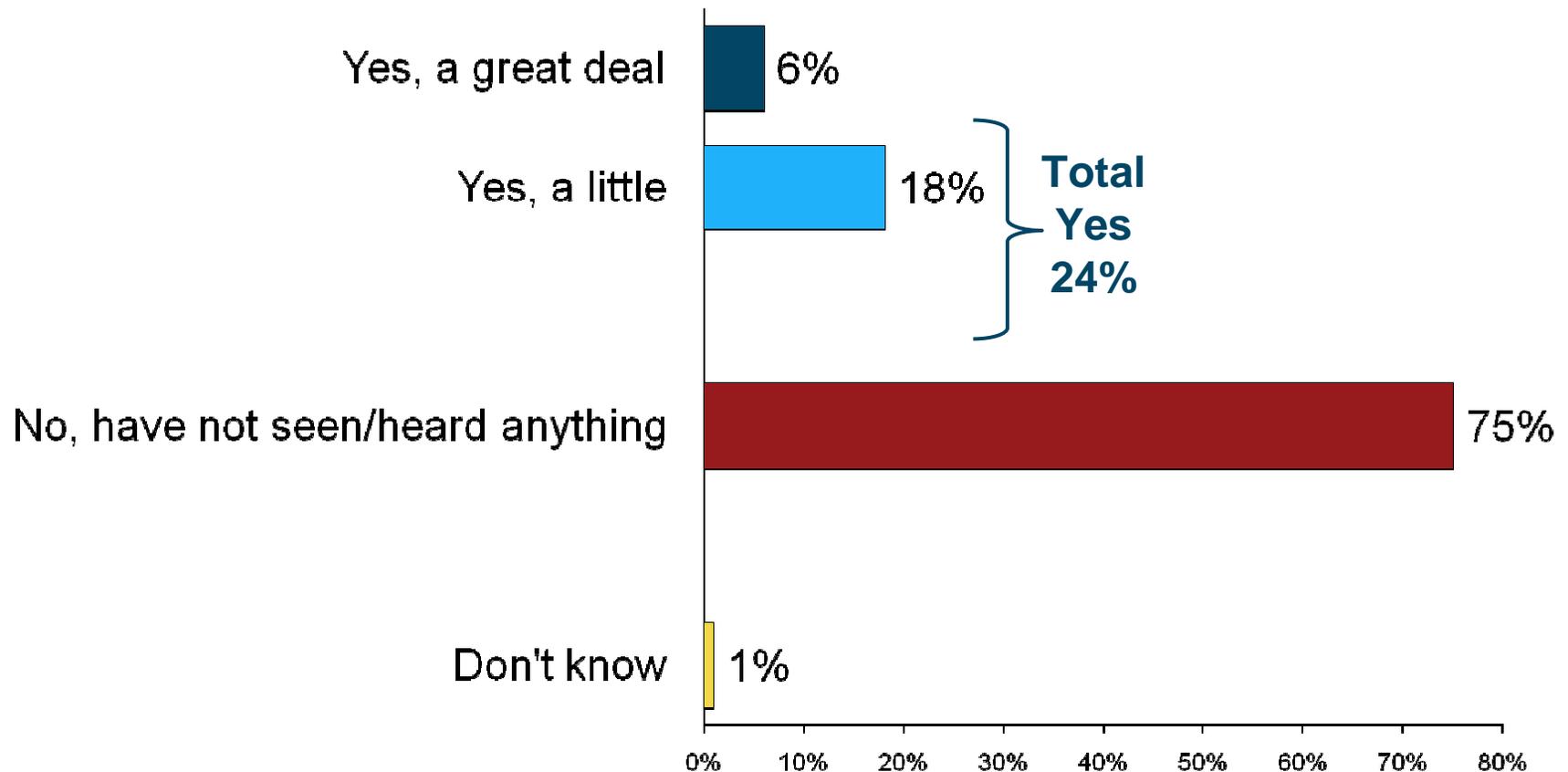


General Impressions of CCOs

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Current knowledge level of CCOs is low

Have you seen, heard, or read anything about Coordinated Care Organizations in Oregon?

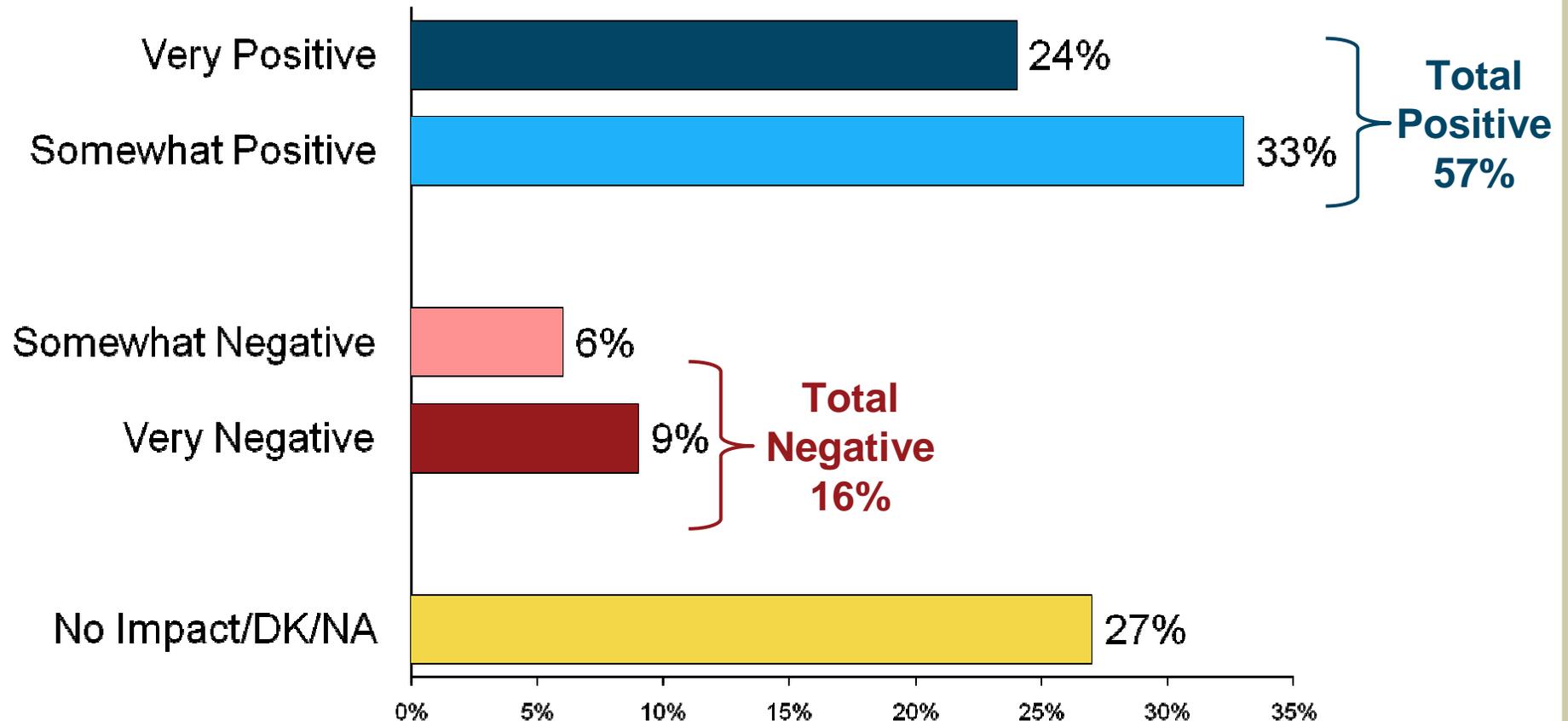


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Provided with background information, most see CCOs as having a positive impact

Do you feel that coordinated care organizations will have a positive, negative, or no real impact on Oregon's healthcare system?



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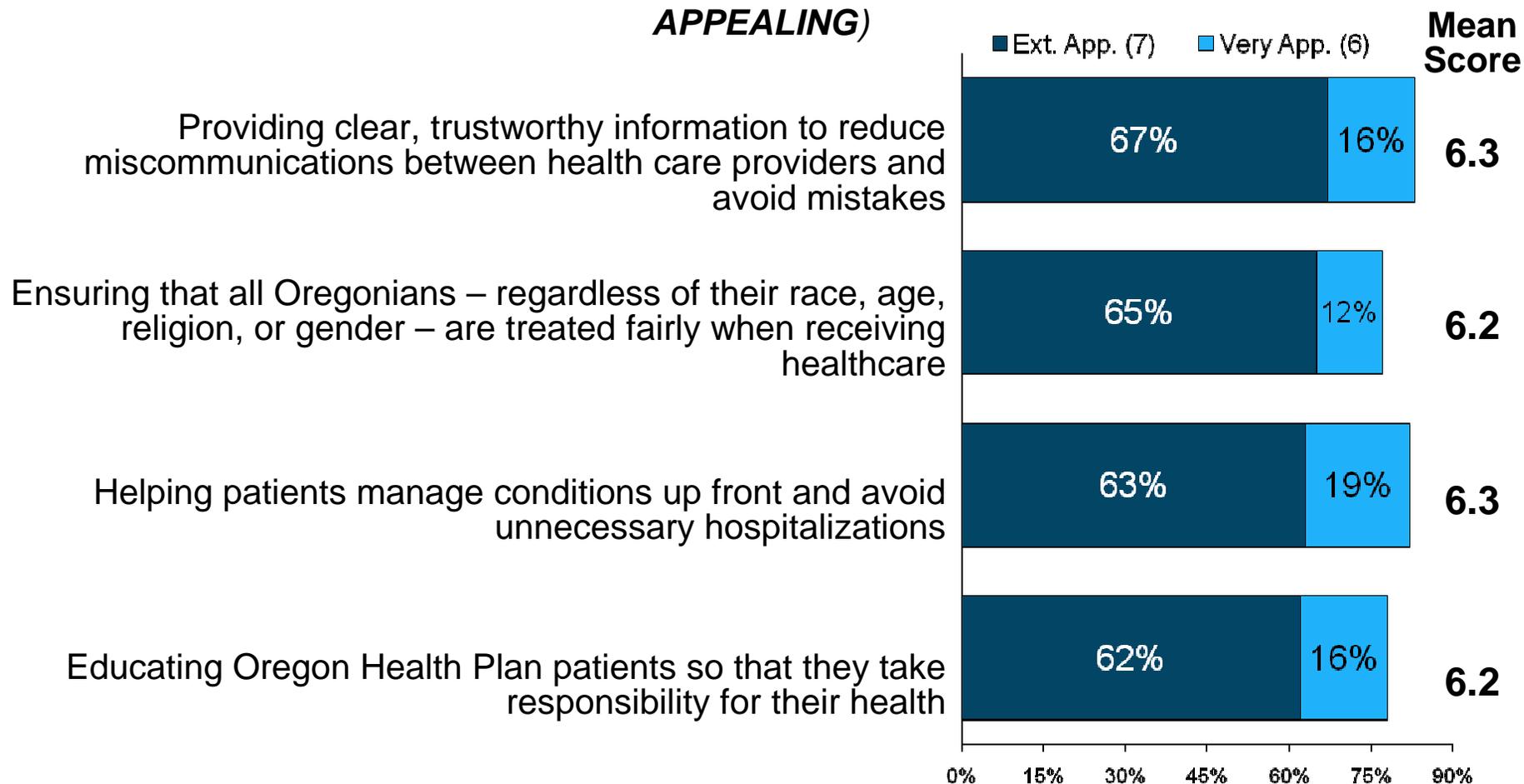


Coordinated Care Organizations: Specific Components

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The most appealing components of CCOs

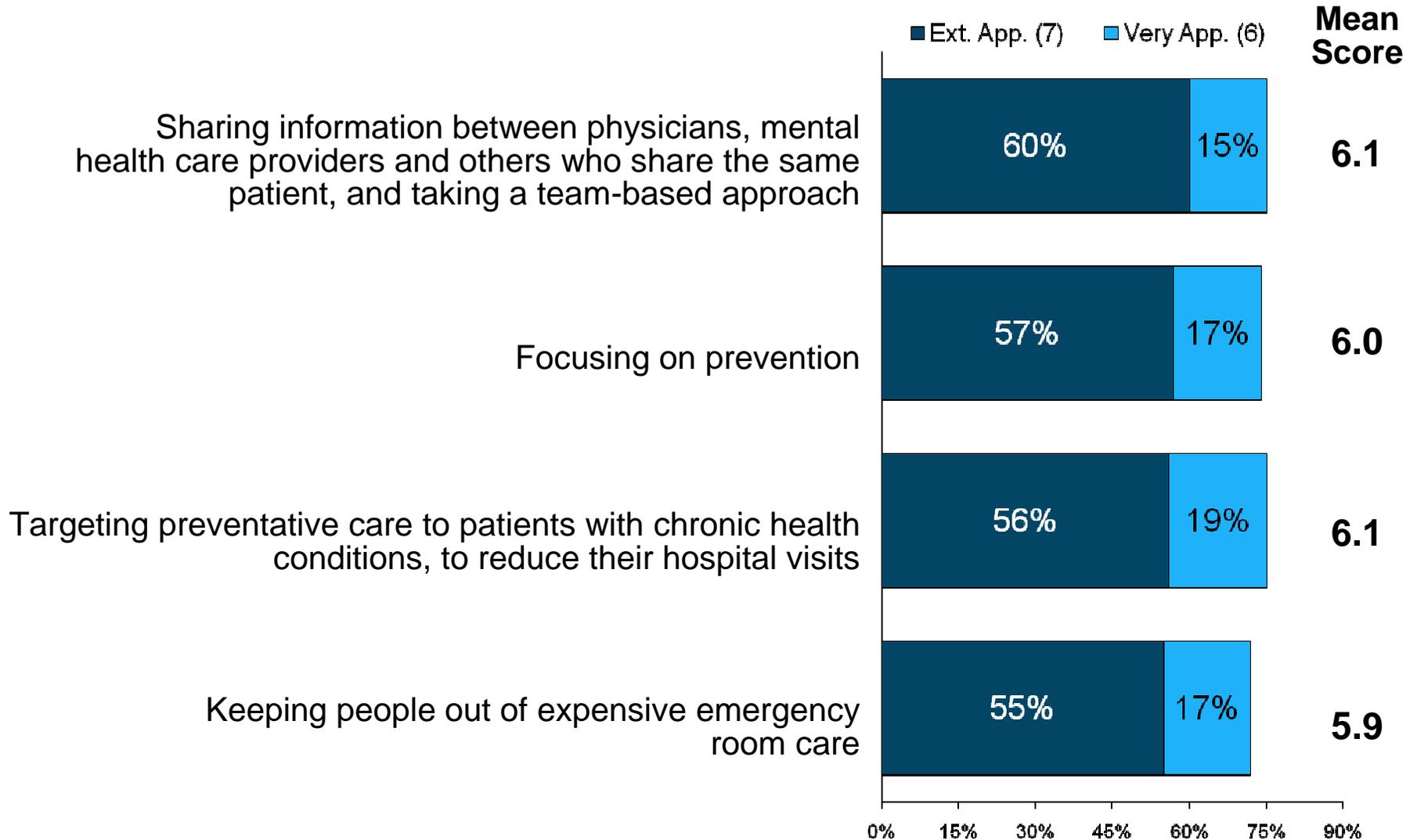
(One means **NOT AT ALL APPEALING** and seven means **EXTREMELY APPEALING**)



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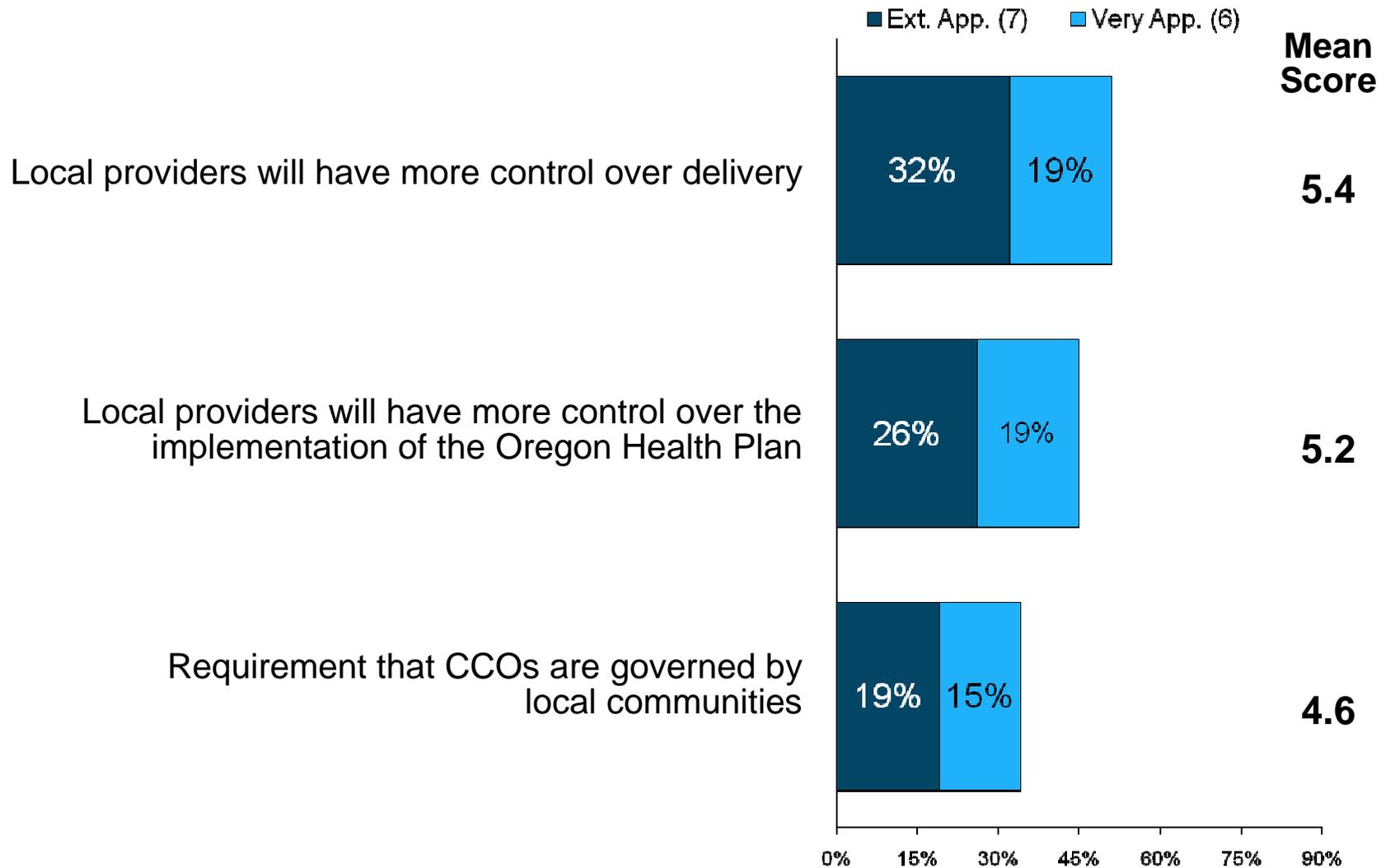
Appealing components of CCOs



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Not as interesting to Oregonians



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Talking about CCOs

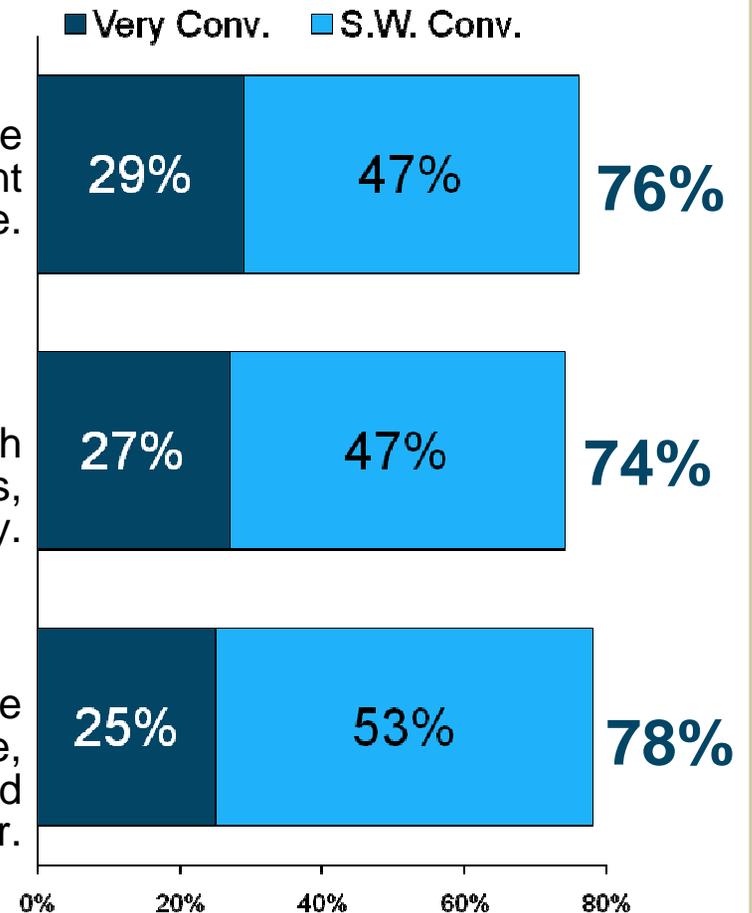
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Highest-scoring messages were about simplicity, community health workers, and empowerment

(SIMPLICITY) This approach will make receiving healthcare in Oregon far more straightforward. Patients have one point of contact, and providers will better coordinate care.

(COMMUNITY HEALTH WORKERS) Community health workers will work with patients who have chronic illnesses, which will help improve health outcomes and save money.

(EMPOWERING PATIENTS) Coordinated Care Organizations put an emphasis on patient-centered care, where all providers make sure that patients come first and that treatment plans complement each other.



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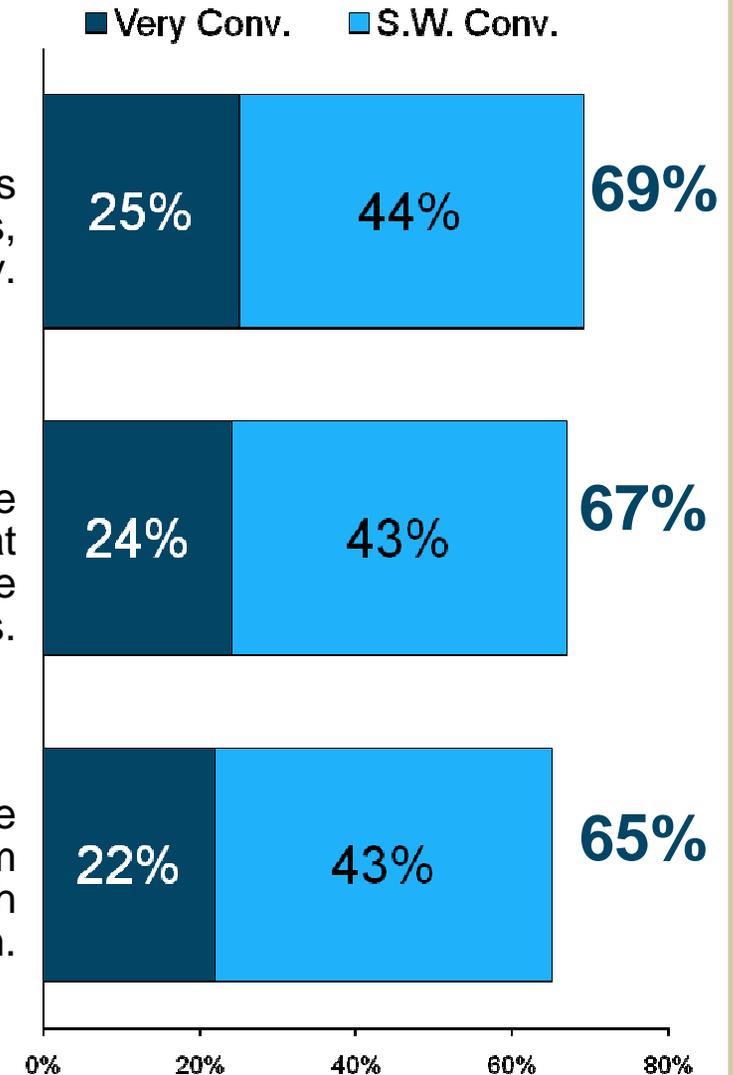
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Though broadly compelling, reducing costs is not a top message

(BOTTOM LINE) The goal of these new organizations is simple: to provide Oregonians with better care, at lower costs, that will leave them in better health than they are today.

(ACCOUNTABLE) Coordinated Care Organizations will be responsible for showing their communities and the state that people in their care have become healthier – making the Oregon Health Plan more accountable for producing results.

(PREVENTION) Coordinated Care Organizations will shift the focus away from treating health problems to preventing them from occurring in the first place -- avoiding serious health problems and the costs that go with them.



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Communications Guidance

Emphasize that:

- CCOs will improve patient care and empower patients.
- CCOs are focused on prevention.
- CCOs will simplify the patient experience.
- CCOs will help ensure that everyone is treated fairly.

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Communications Guidance

- Don't assume the general population is familiar w/ CCOs.
- Don't focus on administrative elements, unless (carefully) to highlight how patient care will be streamlined, or on cost savings.
- Don't belabor the role of government – or even governance. Instead, focus on patient experience and provider collaboration.

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Communications Guidance

- Connect through real stories of real people.

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Communications Guidance

- Patient-centered
- Better care
- Prevention
- Fairness

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