

PROMOTING WRAPAROUND/COORDINATED CARE WITH CCO'S

1. What Is My Social Marketing Goal?

To raise awareness regarding SCWI/SOC with Innovator Agents.

To get CCO's to adopt and integrate Wraparound/Coordinated Care as a model for responding to the needs of high-risk, multiple-system-involved families within their local System of Care.

2. Who Is the Primary Audience?

Emerging Coordinated Care Organizations.

Communities who will be served by the CCO's can also advocate with CCO's – constitute a "secondary audience?" OFSN, YMO, other partner entities.

3. Who Are the Most Influential People Within This Audience?

Innovator Agents – 8 positions who will function as "transition liaisons" will be filled by January.

State level Learning Collaboratives.

Emerging Transformation Center – pending release of federal grant.

Ben Hoyne/CCOOREGON.

CCO's forming in SCWI Communities and throughout the State.

CCO's required to have Clinical Advisory Committees – to advise CCO's on best practices.

Kevin Campbell.

4. What Do You Want This Audience to Do?

Understand what has already been accomplished in this state regarding coordinated care.

Listen to presentations about it.

Comprehend the value of the model.

Integrate it.

5. What are the Three Most Compelling Messages for This Audience and These Individuals?

Better Health.

Better Care.

Lower Costs.

Immediate cost savings is a critical message. (EASA is a good example of this.)

"They have to do Intensive Care Coordination anyway – they may as well do it right from the beginning."

"Can't afford not to do it!"

6. What Are the Best Ways to Reach This Audience (Channels) and Its Influential Members?

CCOOregon conference calls.

CCOOregon conferences.

Feedback on RFA's from Innovator Agents will inform Transformation Plan.

Webinar by OHA on best practices for CCO's.

Trainings.

PowerPoints.

Webinars.

Families/youth/young adults – insure that they have what they need to advocate and socially market.

OPS connection.

7. How Will You Use These Channels to Reach Your Audience and Its Influential Members? Next Steps:

Train/orient Innovator Agents and other folks at mid-management/leadership level – Feb/March and ongoing.

Connect with youth/family – offer/coordinate with re speaking points.

Continue with one-pagers.

Case-specific CCO Sheet #3.

Basic PPT for anyone's use.

Reach out to Kevin Campbell – most prominently placed BH CCO person in the State.

Do a webinar Feb/March for the CCO's specific to Wrap/ISA/Coordinated Care.

8. What Are the Activities, Events, and Materials That Will Support Your Outreach?

One-pagers each month aimed at CCO's.

Wrap/System of Care 101's.

SCWI outcomes - for families/youth.

SCWI outcomes – fiscal.

MOU examples.

Digital stories?

9. How Will You Evaluate Your Plan? What is Your Timeline?