

October 24, 2022

Centering Equity in Health Related Services Flexible Services Programs

Part 1: Making HRS Flex more accessible to members and providers



Technology

- Please **change your zoom name** to add your CCO (Example: Mary Smith, CCO X)
- Participants feel free to **unmute yourselves, type in the chat or use the raise hand** function
- Reach out to **Hannah Bryan with any tech issues**
- **Register** if you haven't already (link in the chat)

Agenda for today

- Overview of technical assistance series
- Communications planning that centers equity for providers & members
 - Mix of presentation, self-reflection & small/large group discussions

Plans for TA sessions

Session 1: Oct 24, 10-11 am

- Centering equity in communications with members and providers
- *Activity: Communications planning*

Session 2: Oct 31, 10-11 am

- Connecting HRS Flex with CHA/CHIP/CAC goals
- *Activity: Identifying community needs*

Session 3: Nov 7 , 10-11 am

- HRS Policies and Procedures
- *Activity: Review/strengthen policies/procedures together*

OHA Health Equity Definition

Oregon will have established a health system that creates health equity when all people can reach their full health potential and well-being and are not disadvantaged by their race, ethnicity, language, disability, age, gender, gender identity, sexual orientation, social class, intersections among these communities or identities, or other socially determined circumstances.

Achieving health equity requires the ongoing collaboration of all regions and sectors of the state, including tribal governments to address:

- The equitable distribution or redistribution of resources and power; and
- Recognizing, reconciling and rectifying historical and contemporary injustices.

Communications planning 101

- 1. Purpose/goal:** Why do you want to communicate with the community?
- 2. Audience:** To whom do you want to communicate it? (provider & members)
- 3. Message:** What do you want to communicate?
- 4. Channels:** How do you want to communicate it?
- 5. Plan for distribution:** Whom should you contact, and what should you do to use those channels?
6. From: Community Toolbox (<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>)

Purpose/goal: Why do you want to communicate?

COMMUNICATING WITH MEMBERS

CCO members, in particular **those experiencing the greatest health inequities**, are **aware** of HRS Flex services available to them, and **understand how to access** them when needed.

COMMUNICATING WITH PROVIDERS

CCO providers know how to **reach those members experiencing the greatest health inequities**, are **aware** of HRS Flex offerings, and **understand how to access** them when needed.



Strategy & Planning

Build equity into program designs, workflows & HRS policies & procedures:

1. **Identify members experiencing greatest inequities** and ways to reach them
2. Identify their main **HRS needs**
3. Ensure plans are in place to **communicate** services at point of care
4. **Evaluate** the use and impact of services

Audience:

To whom do you want to communicate?

- Who are your members experiencing the greatest health inequities?
- How do you identify these members? Do you leverage community partnerships?
- Do they access care? If so, where/how do they access care?
- Which providers serve these members most often?
- What are their preferred languages?
- How and from whom do they prefer to receive health information?



Photo credit: <https://www.cambiahealth.com/news-and-stories/pulse-blog/healthchangers-podcast-virginia-garcia-memorial-health-center-front>

Message: What do you want to communicate?

- What: Which services are available
- Who: People that are eligible
- Where/How: Information about how to access



How to apply “universal precautions”:

- Treat all patients with the same dignity and respect
- Assume all are at risk for low health literacy at any given moment
- Do not attempt to modulate the complexity of the information based on perceived patient characteristics
- Use clear communications best practices with all members:
 - Avoid unnecessary jargon
 - Limit information overload – 1-3 key messages
 - Use teach back to confirm understanding

Clear writing

Content & Style

- Identify the reason for the writing
- Put essential information first
- Avoid information overload- no non-essential information
- Answer the 3 questions: What is the problem? What do I need to do about it? Why is it important?
- Active voice
- Conversational tone
- 5-6th grade reading level

Layout

- Use large 14+ font, serif-style
- Avoid italics and all caps
- Lots of whitespace
- Informative headings and subheadings
- Short sentences
- Single topic paragraphs
- Bullet points
- Pictures

Letter: Colorectal cancer fecal immunochemical test (FIT)

Before

Dear _____,
Enclosed please find your FIT kit, which is a colon cancer screening test.
There are instructions on how to do the test in the package. If you have any questions about the test, please call the Richmond Clinic at 503-418-3900 and ask for one of the Team Coordinators.
Please place the test card in the mail as soon as possible. Don't forget to put the date you collected the sample on the label.
When you have completed the test, put the FIT kit card in the return envelope (the postage is already paid) and mail as soon as possible.
Thank you,

Too formal.

Lowers engagement, understandability and actionability

Defined but unnecessary jargon.

Distracting. Lowers understandability

Passive voice.

Lowers engagement and understandability

Vague instructions.

Lowers actionability

Long redundant sentence (26 words).

Reduces readability, understandability, and actionability

Before

Dear @FIRSTNAME@,
Enclosed please find your FIT kit, which is a colon cancer screening test.
There are instructions on how to do the test in the package. If you have any questions about the test, please call the Richmond Clinic at 503-418-3900 and ask for one of the Team Coordinators.
Please place the test card in the mail as soon as possible. Don't forget to put the date you collected the sample on the label.
When you have completed the test, put the FIT kit card in the return envelope (the postage is already paid) and mail as soon as possible.
Thank you,

Short words (≤ 3 syllables), and short sentences (≤ 15 words).
Improves readability

After

Dear @FIRSTNAME@,
This is your yearly colon cancer screening test.
Please look at the instruction sheet. If you have questions, call us and talk to a Team Coordinator at 503-418-3900.
When you are done:

1. Write today's date on the tube.
2. Put the tube in the return envelope.
3. Mail the test back as soon as possible. It's free to mail, you don't need a stamp.

Thank you,
OHSU Richmond Clinic
503-418-3900

Bullet points.
"White space" improves engagement

Action-oriented.
Improves "actionability"

Flexible Services Information for Oregon Health Plan Members in Coordinated Care Organizations

If you are an Oregon Health Plan (OHP) member who is enrolled in a coordinated care organization (CCO), you may be able to receive items or services that are not regular OHP benefits, but that can help you stay healthy or become healthier. These are called flexible services and are part of a larger program called health-related services. Flexible services are not available to OHP members who have Open Card OHP.

OREGON HEALTH PLAN TERMS

Appeal: When you ask your plan to review a decision they made about covering a health care service. If you do not agree with a decision the plan made, you can appeal it and ask to have the decision reviewed.

Benefits: The services that your health care plan pays for.

Coordinated Care Organization (CCO): A

Channels:

How do you want to communicate?

- Word of mouth
- Provider visits & office check in
- News stories in both print and broadcast media
- Press releases and press conferences
- Posters, brochures, and fliers
- Outreach and presentations to other health and community service providers, community groups, and organizations
- Special events
- Member handbooks

From: <https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>



Photo credit: <https://healthleadsusa.org/resources/integrating-community-health-workers-on-quality-improvement-teams-lessons-from-the-field/>

Implementing communications plans

- Use your notes from today to create a communications implementation plan
- Choose communications strategies that will best reach your audience in the manner they prefer, in the place they are most likely to access information
- For each strategy, identify some concrete activities
- For each activity, designate:
 - Owner/Supporting staff
 - Timeline

For more information

Community Toolbox, Center for Community Health & Development, University of Kansas

- <https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>

Oregon Health Authority, Transformation Center. Health-Related Services website

- Health Literacy 101 webinar recording & slides
- HRS Flex Equity webinar recording & slides
- HRS information for OHP members (in 12 languages)
- <https://www.oregon.gov/oha/HPA/dsi-tc/Pages/Health-Related-Services.aspx>