

HB2661 Communications Plan

Long Term Care Referral Services

Goal

Support compliance with the law requiring long term care referral providers to be registered with Oregon's Department of Human Services.

Objectives

- Provide referral agents affected by the law with information on implementation.
- Educate individuals, who receive payment or gifts from facilities for referring clients, about the registration requirement and compensation threshold.
- Inform consumers that referral agents must be registered.
- Raise awareness of the requirement among those who work with potential consumers of long term care.

Primary Audience Categories

- Long term care referral agencies (agencies)
- Referral agency trade associations (trade associations)
- Long term care facility (providers) owners, operators, managers and employees including Service Employees International Union (SEIU)
- Caregivers and caregiver agencies (caregivers)
- Hospital and other clinical outplacement staffs (outplacement staff)
- Long term care consumer advocacy groups (advocates)
- Consumers
- State employees including the following targeted audiences: DHS, OHA, APD, AAA and ADRC staff

Key messages:

- Agents and other professionals who provide long term care referrals to clients must be registered with the Department of Human Services.
- Anyone, regardless of their role, who provides long term care referrals, and receives gifts or compensation totaling \$1,000 or more during a calendar year from facilities they recommend, must register as a referral agent.
- Registered referral agents receive background checks, provide disclosure statements on potential conflicts of interest as well as privacy policies, meet general liability insurance requirements and have a certificate of registration.
- Registered agents must follow the business practices outlined in the rules.

Tactic, Audience, Timeline

Tactic	Audience	Timing
FAQ: Provide answers to commonly asked questions on the statute and rules	All audiences	TBD (After rules are complete)
Webpage: Resource page on the statute, rules, FAQ, application, disclosure statement and contact information for additional information and guidance.	All audiences	TBD
Internal and Stakeholder Emails and Provider Alerts: Push out information/messages about the rules and available resources including the webpage, FAQ and other resources.	Staff involved with executing the new requirement, providers, advocates	As directed by Mike/Max/SOQ
Brochure/Flier: Provide written collateral (brochure or flier) about the rules, emphasizing who the statute applies to, and provide phone numbers and email addresses for resources where individuals can go to get additional information	Outplacement staff at hospitals and clinics, caregivers, potential referral agents, advocates/trade associations	TBD
Social media: Develop a series of educational social media messages	Providers, consumers, caregivers	When webpage is available)
Media relations: Pitch consumer-oriented news stories to outlets representing the state's geography and diversity but including consumer communities likely to benefit most from the messaging; include outlets that reach Spanish- and Russian-speaking audiences	All	Ongoing
Blog/newsletter/web content: Develop a story(s) for inclusion on partner and stakeholder blogs, newsletters or websites	Consumers and advocates	April-July
Events: Provide educational materials at relevant meetings and conferences including the OSRAA biannual conference on May 10	All	Ongoing

Evaluation: TBD