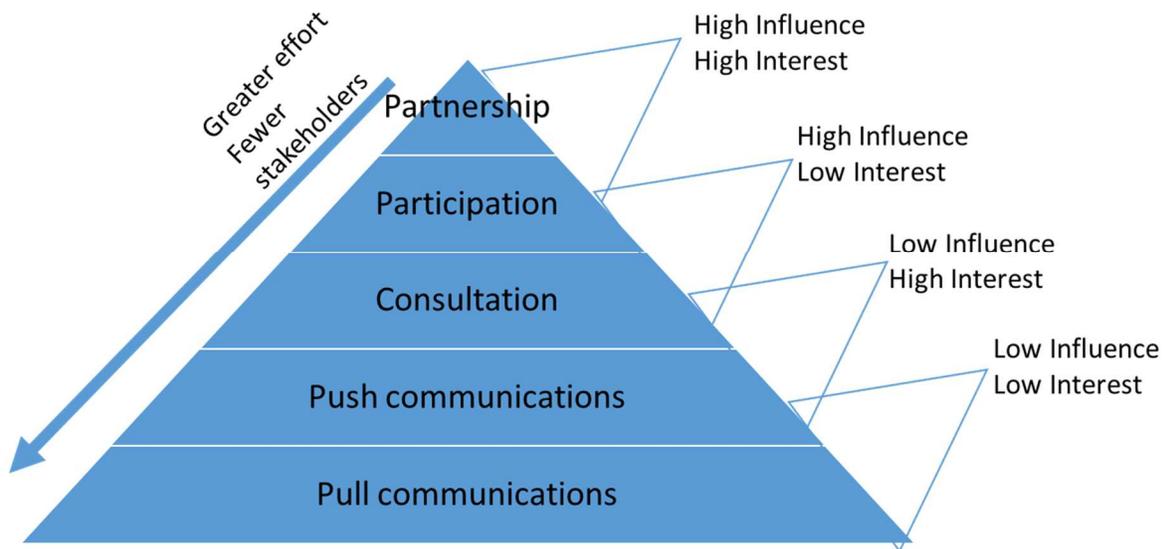Communication plan information from May 2017 PDAC

Communication Plan Objectives (2016)

- Create awareness and garner support from health care entities
- Define ways the provider directory functionality matches stakeholder needs and creates value
- Delineate how the provider directory fits in with the bigger picture
- Promote use and uptake of the provider directory
- Encourage collaboration and transparency

Components to address in the Adoption Plan

- Goals
    - E.g., Ensure systematic approach to system rollout, maximize participation, etc.
- Strategies
    - E.g., Deploy targeted outreach by user type and use (tiers), coordinate early access, set adoption targets and track them, ensure data are meaningful, etc.
- Approach
    - E.g., Involve external stakeholders in design consultations and UAT, develop simple messages by user tiers, etc.
- Timeline
- Action plan
    - For each strategy/approach, document who is involved, how it will happen, and timeframe

Key audiences classification and levels of engagement:

Channels and Tools

Channels	Tools
• OHA websites	• Fact sheets and FAQs • Presentations

Communication plan information from May 2017 PDAC

- Office of Health IT, including common credentialing
- OHA Home page
- Provider services homepage
- OHIT newsletter and e-blasts
- OHA Health System Transformation newsletter
- Media stories – when and where appropriate
- OHA social media outlets
- Through partner organizations
  - Websites and newsletter stories
- Through champions and spokespeople

- Association newsletter articles and e-bulletins
- Direct mailers
- Partner organization's websites and social media outlets
- Industry publications (news articles, advertising)
- Webinars
- Facebook/Twitter
- Youtube videos