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# Communications and Outreach strategy review



# Goal

## **Build awareness about and promote use of the Oregon Provider Directory in its initial year by:**

- Delivering a clear, consistent message about its value to the healthcare community
- Providing regular and timely information that is easy to understand
- Building support among target influential users first

# Strategic Assumption #1

OHA is offering a solution to a specific need identified by Oregon's healthcare community

- The Provider Directory offers a solution to a long-standing problem in Oregon's healthcare industry and is being created in response to that need
- Messaging should include how it will help address specific challenges identified by providers and staff

# Strategic Assumption #2

The Directory may be a harder sell for those who have to pay

- Communicate to these audiences as soon as fee decisions are made
- Address how the fee was determined and make sure the value proposition is always front and center
- The good news is there is already some excitement about the value which can be leveraged to help motivate audiences, even if there are fees involved

Refined Medicaid user criteria is on the next slide

# Medicaid user criteria

1. Oregon Health Authority (OHA) and Department of Human Services (DHS)
2. Currently enrolled or contracted with OHA to provide Medicaid services. This includes but is not limited to Coordinated Care Organizations (CCOs) and their affiliated entities, individual practitioners, facilities, and hospitals
3. Organizations supporting eligible providers, such as Independent Physician Associations and Health Information Exchanges which provide meaningful HIE opportunities and play a vital role for CCOs and other regional Medicaid stakeholders in Oregon

# Medicaid user examples (draft)

## 1. OHA or DHS

- Sections, departments, and programs including Health Policy and Analytics and Health Systems Division

## 2. Entities that provide services to Medicaid

- Those who have a contractual relationship with OHA including Providers in MMIS and entities with a business associates agreement with OHA

## 3. Enabling HIE entities for Medicaid

- Those who provide HIE addresses to the Directory, serve Medicaid audiences, and can link services or operations to a meaningful use objective

# Strategic Assumption #3

The Provider Directory will get more robust over time

- The tool should speak for itself—once providers start using it, they will see the value
- OHA can further incentivize participation by communicating how the Directory is expected to grow and get stronger over time
- Tie in messages that explain how increased use of the Provider Directory and participation in other programs like Common Credentialing will help improve the quality of the tool

# Strategic Assumption #4

Data security and data sharing need to be addressed head on

- Providers have questions about how their data will be used and shared through the Provider Directory, and what implications that might have on their practices
- Address those anxieties head on, being clear about where data is coming from and what precautions it is taking



# Strategic Assumption #5

Early adopters will set the tone for those who follow

- The broader healthcare community will look at the experience of early adopters for initial assessments on the program's effectiveness
- Tailored customer service and information sharing in the early adoption phase will act as a strong backbone for future communications efforts
- Use the testing and soft launch phases to cultivate early adopters into champions

# Strategic Assumption #6

Success stories will help drive participation

- Hearing success stories from early adopters will help remind new users how much quicker and easier it could be for them to get accurate provider information
- It will help to demonstrate the Directory's value to those who are less motivated to pay a fee to participate

# Strategic Assumption #7

When it comes to support and assistance available, OHA should be clear at the outset

- Audiences will be looking for specifics
- Communicate *how* and *when* support is available throughout the process



# Strategic Assumption #8

Continuing to cultivate relationships with key leaders will pay off in the long run

- Leaders in the healthcare field are actively looking to their peers inside and outside their organizations to understand and assess the value of new technology
- By sharing information through relationships and professional networks, OHA can accurately tailor its message and have more confidence that those messages are heard

# Strategic Assumption #9

Audiences need regular reminders about the long-term goal to reduce costs and improve to patient care

- Leaders understand that Health Information Technology, in general, is improving the healthcare system
- They also recognize that implementation can be complex and cumbersome
- Even strong supporters see the burden of change
- Regularly communicate the long-term vision and benefits
- Find ways to show how it's improving the healthcare industry and tie localized, relatable stories to the bigger, more long-term vision of HIT

# Strategic Assumption #10

A coordinated OHIT approach to communication is best

- Whenever possible, align media and stakeholder outreach and leverage and relationships across the portfolio
- Leveraging resources to reach common audiences is smart and efficient for OHA and for its audiences

# Strategic Assumption #1 1

Long-term sustainability needs to be addressed

- Be ready to explain and demonstrate how the Directory will be financially sustainable over time



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Break

The logo for the Oregon Health Authority is centered within a light blue, curved banner. It features the word "Oregon" in a smaller, orange, serif font positioned above the "Health" part of the word "Health Authority". The word "Health" is in a large, dark blue, serif font, and "Authority" is in a smaller, orange, serif font positioned below it. A thin blue horizontal line is located under the "Health" text.

Oregon  
Health  
Authority

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# Strategies and Tactics



# Strategy #1: Build support with HIE organizations first to ensure success and pave the way for those who follow

Strategy details	Tactics
<ul style="list-style-type: none"><li>• Conduct “pre-launch” with select HIE organizations, and then “soft launch” for more users</li><li>• Set clear expectations about the role of these early adopters</li><li>• Once this group is successfully using the directory (&gt; x% accuracy of the data matching processes), OHA can refine outreach methods</li></ul>	<ol style="list-style-type: none"><li>1. Build a targeted email distribution list</li><li>2. Develop a set of print materials to communicate key details</li><li>3. Provide support, training and feedback opportunities</li><li>4. Tee up a handful of HIE organizations to share their experience with the next phase of adopters</li></ol>

# Phase 1 outreach plan

- Engage all FFD organizations to alert them to what's coming starting in June 2018
- Listen to what they'd like to see change and what they'd like to remain the same under the new solution
- Review drafted legal agreements with Department of Justice (DOJ) and participant legal staff
- Find a handful of organizations who will be part of *pre-launch*
  - Collect data on accuracy, usability, and value of the solution
  - Once validated, release more broadly
- Monitor data opportunities and Common Credentialing uptake for expanded Provider Directory use cases

# Pre-launch draft exit criteria

What should "x" be?

- Data accuracy metric is met:
  - $\geq x\%$  data accuracy rate for data specific to the HIE use case
- Users are satisfied:
  - When you searched for a provider, did you find them? Was the information accurate? What information were you looking for? Was it there?
  - Did you report any inaccuracies in the Directory? If so, how was the process to report the information? Was it resolved in a reasonable timeframe?
  - How easy was it for you to access the information? Was it within your regular workflow?
  - What would make it better?
  - What has improved from your prior processes?

Right questions?

# Strategy #2: Conduct targeted outreach to influential adopters

## Strategy details

- Providers and organizations who may not already be on board through the Flat File Directory transition, but whose participation has the potential to incentivize others to jump on board
- Build a critical mass of users that will drive widespread adoption of the tool

## Tactics

1. Identify the top providers whose participation will likely influence others in the field to get on board
2. Invite targeted influential adopters to see a sneak peek of the Provider Directory prior to launch
3. Create a targeted list of conferences, forums, professional association meetings and events to reach these influential adopters

# Strategy #3: Find and tell success stories throughout the rollout period

## Strategy details

- Sharing success stories will build support and confidence among providers, driving them to try it for the first time

## Tactics

1. Tee-up Flat File Directory members to provide and share success stories
2. Incorporate stories and testimonials into marketing materials, both online and off

# Strategy #4: Provide regular updates to the broader healthcare community

Strategy details	Tactics
<p>Throughout the rollout period, getting the most up to date information to providers and their staff will be key to increasing awareness and driving participation</p>	<ol style="list-style-type: none"><li data-bbox="772 496 1767 606">1. Create an editorial calendar to manage communication</li><li data-bbox="772 621 1767 731">2. Leverage OHIT's existing LIST SERV to send out regular e-updates</li><li data-bbox="772 745 1632 856">3. Keep up a steady rhythm of communication to potential users</li><li data-bbox="772 871 1690 925">4. Create a highly visible email sign-up</li><li data-bbox="772 939 1632 993">5. Improve usability of OHA website</li><li data-bbox="772 1008 1845 1118">6. Present at conferences, meetings, forums, and other events</li><li data-bbox="772 1132 1806 1242">7. Consider social media outreach on OHA and OHIT's LinkedIn accounts</li><li data-bbox="772 1256 1825 1366">8. Engage key professional associations and large health organizations</li></ol>

# Strategy #5: Engage the media at key points during the rollout, packaging the Provider Directory with Common Credentialing whenever possible

## Strategy details

- To convey OHIT's strategic vision and avoid media fatigue, piggyback Provider Directory pitches onto Common Credentialing media outreach
- Show how the two are part of a long-term OHIT vision to reduce costs and improve patient care and safety

## Tactics

1. Develop a list of story ideas and pitch
2. Conduct in-person briefings with key trade publications
3. Pitch the bigger public health story to key Oregon media
4. Monitor press coverage and be opportunistic
5. Explore advertising opportunities to expand general awareness about benefits and key dates

# Strategy #6: Keep policymakers informed about major milestones and successes

## Strategy details

- Building confidence with legislators will be critical to the long-term success of both Common Credentialing and the Statewide Provider Directory
- They need to understand that the Provider Directory is having its intended effect of reducing costs and improving patient safety

## Tactics

1. Send regular email updates to key legislators and the Oregon Health Leadership Council
2. Conduct in-person briefings with policymakers at key points in the rollout