SM Network
Leader Engagement & Participant Access
Workgroup Meeting

Meeting Date:	April 21, 2015
Meeting Time:	2:30-4pm
Meeting Location:	Teleconference **Call in Number: (877) 336-1831** **Participant code:** 309902# Host=OHA: 590523
Facilitators:	Laura Chisholm & Tamara Burkovskaia -- Oregon Public Health Division
Attachments:	1. List of delivery organizations with best retention rates 2. Community Health Hub referral form

Agenda Item, objective and background information
1. **Introductions/Agenda Adjustments/Announcements**
Discussion: **Decisions/Action Steps:**
2. **The Living Well marketing toolkit and its best uses** (Lauren Champagne) **Experience of using SM program marketing toolkit in Deschutes County** (Sarah Worthington)
Objective: To discuss how using the Living Well toolkit can help local Living Well Coordinators with marketing the program and recruiting and retaining participants. **Background:** The Living Well toolkit was developed at the Public Health Division in 2011 and it has been successfully used in several counties. Wider use of this tool kit helps to promote the programs and make them more sustainable. The tool can be found on PHD Living Well with Chronic Conditions web page at http://www.healthoregon.org/livingwell. **Discussion**: Lauren provided a quick overview and tour of the Living Well website. The Living Well website (active link above) has all the tools a coordinator may need to promote their program at every level from newly implementing to experienced organizations. Everyone is encouraged to explore a little piece of the website each week in order to gain better understanding of what is available. The toolkit is full of great tools! There is also a Living Well Toolkit on the website that focuses on the different phases of program implementation and promotion. This can be a very useful resource but it is important to view the entire Living Well website as a resource full toolkit. Sarah shared with the group some of Brenda's thoughts about the toolkit. Their organization has used the toolkit a lot other the years when funding was limited and timelines were short. It was convenient to have elevator speeches, talking points, and the financial impact study ready to customize and share with partners, providers, and participants. What is one thing you want to start using? -Prescription pad referral form -Use of articles in electronic format

-Financial sustainability (support for community college and physician buy-in)

How can we promote this tool through the network?
-Promote a piece at a time using the List Serv as the vehicle. The first section to focus on might be marketing to potential partners in health systems who will send them referrals.

The toolkit resources are not intended to be a pick up and run tool. It is important to modify the tools to add regional information or cultural sensitivities.

Katrina will send information about how coordinators can share information on upcoming classes.

There are two easy ways to share information on upcoming workshops. 1) Email Living.well@state.or.us with class information or 2) Complete the Survey Monkey (https://www.surveymonkey.com/s/5FPTMPG) found at the bottom of the *Share Your Data Page* of the Living Well website at:
http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/reportprograminfo.aspx

Information on upcoming classes are available at:
http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/lwworkshops.aspx

3. **Community Health Hub Referral process developed at Yamhill CCO** (Bonnie Corns & Emily Johnson)

Objective: To learn about Yamhill County experience of a referral process to self-management programs and how it works.

Background: Yamhill CCO developed a Community Health Hub Referral process and a form to refer patients to self-management programs, including tobacco cessation services. The experience of using this process will be shared.

Discussion:
This tool was developed to promote and refer the Persistant Pain program. Providers can identify a patient with a need for more support by filling out the form and checking the box for the resources they would like to refer to. This information is faxed to the Yamhill CCO Community Health Hub where someone assess the referral and identifies appropriate care, resources, and combination of classes for the patient.

Future steps for this program include:
1) Anyone using this referral system to make a referral (self or family/friend).
2) Closing the loop after the doctor has made the referral by sending an update letter to the physician about what actions were taken

There may be an interest in sharing this form and promoting the experience Yamhill CCO had in its development and creation. OHA (HPCDP) is interested in promoting is as an experience and tool.

4. **Participant retention rates – who are the best performers?** (Tamara Burkovskaia)
Objective: The list of high performers in Oregon will be offered for the group to review and decide how we

can reach out to these groups to learn from their experience.

Background: HPCDP maintains a data base for several self-management programs, which allows pulling out information related to participant retention rates. This information can be helpful in evaluating best experiences.

Discussion: Added to June 16th agenda.

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5. **Workgroup next steps** (Laura Chisholm/Tamara Burkovskaia)

Objective: Discuss and decide:
- Identify further actions
- Determine agenda items for the next meeting
- Identify who will lead preparation and chair the next meeting

Discussion:
Next Meetings: June 16th August 18th October 20th December 15th 2:30-4:00
Please notify Tamara if you don't receive the agenda or don't have the meeting on your calendar.
Ron will be the co-chair for this group. If you are interested in being a co-chair please notify Tamara.

Next Agenda Topics:
1) Participant Retention Rates
2) Structured conversation about how the Hub can support this workgroup
3) Discussion about what makes leaders happy and successful. What tools are being used to keep leaders engaged?
4) Discussion about participant incentives