

PCMH Education Subcommittee Meeting
April 1, 2015

Attendees

Dr. Jonathan Griffin, St. Peter's Medical Group

Jody Haines, Providence Health System

Kristin Pete, Glacier Medical Associates

CSI Staff

Amanda Roccabruna Eby

Cathy Wright

Christina Goe

The subcommittee reviewed drafts of the three planned educational materials: a rack card for PCMH waiting rooms, talking points for PCMH staff, and a poster for PCMH hallways and exam rooms. CSI staff created the drafts with only dummy text so that the subcommittee would focus first on layout and design elements before considering language. There was text included in the header of the documents: "Patient-Centered Medical Homes Improving Care. Lowering Costs." Attendees approved this language. The subcommittee did not want to make many decisions since the meeting had such low attendance, but they did review each document and approve to forward to the council after their suggested edits are made.

All attendees liked the look of the rack card. Everyone approved the logo and color scheme. Comments on the rack card included that the picture was too large and the logo should be bigger at the bottom. It was also suggested to add "Montana" in front of "Patient-Centered Medical Homes" in the header. Attendees thought the terms "patient care" and "patient-satisfaction" should be incorporated. CSI staff is looking into budget availability to outsource printing the rack cards and to distribute them to the clinics.

CSI staff asked attendees about their ideas for the pictures, what types of people should be in them, and if a graphic should also be considered. Attendees agreed that the age range of the patient in pictures should be between 25 and 40, not someone of the Medicare population. Dr. Griffin commented that the picture should show a provider and patient together. CSI staff explained that they were looking for alternative pictures and they could give the large health systems that include a pediatric clinic, internal medicine, family medicine, and OB clinic education materials with a variety of pictures so each clinic has materials that accurately represent their patient population.

In regard to the script/talking points, the subcommittee approved the layout and design but there was some confusion about the audience and the contact for more information. CSI clarified that the script was for PCMH staff to use for talking to patients. This could be front desk staff, clinicians, or care coordinators. CSI is developing patient PCMH information pages on their new agency website and the materials can reference the CSI site, but any phone numbers indicated should be specific to the clinic. Dr. Griffin recommended having NCQA review the materials to see if they meet their requirements for patient education. Kristen commented that the talking points need to explain how PCMHs lower costs, such as reducing hospitalizations and ER visits.

There weren't any comments on the poster. The subcommittee recommended the following priorities for the Payor Subcommittee to consider in their next meeting when they discuss education: payors should highlight PCMH practices, establish a value proposition, maintain consistency with education

materials in PCMH practices, and maintain alignment and consistency with the state program's education materials and messaging.

The subcommittee devised the following next steps: CSI staff draft language and email to the subcommittee by April 29th, the subcommittee finalize the content at their May 6th meeting, the council review and approve the materials at their May 20th meeting, CSI distribute the approved materials to PCMHs' patient advisory councils for feedback, CSI and the subcommittee would incorporate feedback in July, and distribution begins in August.