

PCMH Education Subcommittee Work Plan

Subcommittee Members

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I. Strategic priorities

Objectives

1. Educate consumers on the value of PCMH, clinics, state program, patient benefits

-Teach a standard, basic working definition and understanding of PCMH to all program participants

2. Develop talking points and messaging to sell the program benefits, value, outcomes, etc.

-For payors and providers

-Answer questions for the patient – What is it? Why is it? How does it benefit me?

3. Develop provider-focused fact sheets to build provider “buy-in”

-Further engage current PCMHs in talking to their patients/neighbors/family/friends about PCMH and recruit new PCMHs to the program

-Educate existing providers on ways they can further benefit from participating in PCMH program

-Help providers at different stages of implementation streamline implementing concepts, save providers and their staff time

II. Education Activities

Phase 1 - Consumer Education--

Planned Action(s)	Next Steps	Est. Completion	Expected Results	Status
1) Help clinics develop scripts for explaining PCMH to patients. Toolkit including scripts, rack card for waiting rooms, PDF posters to hang.	1) Evaluate progress by surveying effectiveness with patient understanding of PCMH concept.	1) June 2015	1) Patient survey on PCMH concept shows improved knowledge.	Complete
2) Information from payers with enrollment materials to new members and similar information inserted with EOBs to existing members.	2) Evaluate insurers' members understanding of PCMH	2) July 2015	2) Member survey on PCMH concept shows improved knowledge.	Ongoing
3) Series of press releases from the CSI regarding program milestones	3) Develop consumer directed webpages on the CSI site for PCMH	3) Sept 2015	3) Press stories across the state that highlight the state program and local PCMHs. An analytics report of traffic on new webpages.	Ongoing

Phase 2 - Consumer Education--

Planned Action(s)	Next Steps	Est. Completion	Expected Results
4)	4)	4)	4)
5)	5)	5)	5)
6)	6)	6)	6)

Consumer Organizations that could help with education

<ul style="list-style-type: none"> • Montana Medical Association 	<ul style="list-style-type: none"> • American Heart Association
<ul style="list-style-type: none"> • AARP 	<ul style="list-style-type: none"> • National Kidney Foundation
<ul style="list-style-type: none"> • MTPCA 	<ul style="list-style-type: none"> • Patient Advocates from major hospitals
<ul style="list-style-type: none"> • Healthy Mothers Healthy Babies 	<ul style="list-style-type: none"> • ALS Support Group
<ul style="list-style-type: none"> • Alzheimer’s Association of Montana 	<ul style="list-style-type: none"> • American Parkinson’s Disease Association
<ul style="list-style-type: none"> • Planned Parenthood Montana 	<ul style="list-style-type: none"> • Lupus Foundation of America
<ul style="list-style-type: none"> • American Diabetes Association –MT Chapter 	<ul style="list-style-type: none"> • ACS-CAN
<ul style="list-style-type: none"> • Assn. of MT Public Health Officials 	<ul style="list-style-type: none"> • Mental Health America of Montana
<ul style="list-style-type: none"> • MT DPHHS 	<ul style="list-style-type: none"> • Leukemia & Lymphoma Society
<ul style="list-style-type: none"> • MT Public Health Association 	<ul style="list-style-type: none"> • MT Nurses Association
<ul style="list-style-type: none"> • Montana Migrant Council 	<ul style="list-style-type: none"> • PLUK
<ul style="list-style-type: none"> • Montana Healthcare Association 	<ul style="list-style-type: none"> • Catholic Hospitals
<ul style="list-style-type: none"> • Early Childhood Coalition of Greater Helena (& affiliates in other major cities) 	<ul style="list-style-type: none"> • Glaxo Smith Kline
<ul style="list-style-type: none"> • Montana BioScience Alliance 	<ul style="list-style-type: none"> • Arthritis Foundation Great West Region
<ul style="list-style-type: none"> • National MS Society 	<ul style="list-style-type: none"> • MT Chapter – American Lung Association Mountain Pacific

Provider education--

Planned Action(s)	Next Steps	Est. Completion	Expected Results
1)	1)	1)	1)
2)	2)	2)	2)
3)	3)	3)	3)

Planned Action(s)	Next Steps	Est. Completion	Expected Results
1)	1)	1)	1)
2)	2)	2)	2)
3)	3)	3)	3)