

PCMH Education Subcommittee Meeting
March 2, 2016

Attendees

Julie Sakaguchi, Blue Cross Blue Shield of Montana
Kelley Gobbs, Montana Medicaid
Jody Haines, Providence Health System
Erwin Austria, Blue Cross Blue Shield of Montana

CSI Staff

Catherine Wright
Amanda Roccabruna Eby
Christina Goe

The subcommittee reviewed the recommended edits to the CSI patient webpage first. Some of the sections were rearranged, with the History moved to the bottom of the page. Headings were changed to replicate the tag line, "Where Your Health Happens," from the Patient Education Tool Kit. The photo was changed to match the photo on the rack card and poster. A few other minor wording edits were made and the provisional and qualified lists of clinics were replaced with a new list of PCMHs organized by city.

CSI staff explained the work their website editor has done on search optimization to address the issue raised last meeting of accessibility of the site. There are focus keywords customized for the PCMH patient page including "pcmh patients," "patient information," and "PCMH Montana." The word "Montana" is not in the URL, which can't be changed, but it is in the SEO title and the meta description. CSI can add "patient-centered medical homes" to all the keywords to increase its accessibility. It would also help to have PCMH clinics link to the CSI page to increase the page's ranking in search engines. Medicaid, BCBS, and Providence all said they would check with their marketing departments or within their organizations about adding the CSI link to their websites. Amanda reported that DPHHS has agreed to add a link to the CSI PCMH patient webpage to their website on the chronic disease prevention page [here](#).

The subcommittee reviewed a set of questions drafted by CSI for a Provider Recruitment Survey. Attendees commented that the survey ~~will~~ needs an introduction explaining what PCMH is, using the Montana definition. A question needs to gauge the level of knowledge the provider already has about PCMH, such as using a range of responses. The survey should also ask whether they have heard of PCMH and if they've considered it for their practice. Attendees suggested adding a list of options to choose from for barriers to PCMH transformation.

CSI will use a MHA list of Montana hospitals provided by Bill Warden to do outreach to providers. Staff should also get lists of providers to contact from the Montana chapters of the Academies of family physicians, internists, and pediatricians.

Lastly, the group discussed an outline drafted by CSI staff, for a webinar series to recruit providers. Attendees thought NCQA should have its own separate webinar to explain the new 2014 standards and the upcoming program re-design with a yearly check in on requirements and new online platform for the application process. Additionally, CSI staff will revise the outline by consolidating some of the topics and flushing out others with more detail, and adding a timeline. Staff will recruit council members for speakers on the webinars and confirm the capacity for the webinar series based on agency budget allowance.