Outreach and Provider Engagement
Maryland Patient Centered Medical Home Program
Committee meeting May 7, 2010

PCMH Timeline

- June 22, 2010 – First Regional Symposium
- June 2010 – Release of Reward Structure and Practice Performance requirements
- July 2010 – Carriers sign participation agreements
- August 2010 – Practices submit a notice of interest in the pilot
- October 2010 – Practices submit applications
- October 2010 – Selection committee identifies practices
- January 2011 – Begin consumer and employer outreach
- January 2011 – Launch of pilot, transformation and learning collaborative underway
Sub-group Goals & Objectives

- **Goal** – Provide successful outreach and provider engagement to ensure a diverse set of 50 practices in Maryland are available to join the pilot.
  - Short-term Objectives (Until October 2010) –
    - Announce pilot details and implementation timeline.
    - Ensure provider attendance at the 6 symposia in June and July.
    - Get input from stakeholders including specific practice types for possible customized communications, e.g., FQHCs, hospital-owned practices, small practices, rural practices, health care organizations.
    - Provide ongoing updates, continuing outreach and responses to questions between now and October in addition to the symposia.
    - Obtain letters of interest from 200 primary care practices throughout Maryland by September 2010 and applications by October 2010
      - Family practice, internal medicine, pediatrics, geriatrics, nurse practitioners

Sub-group Responsibilities

- Help obtain an understanding of the information and communication needs and concerns of physicians, health care organizations and various stakeholder groups regarding the pilot.
- Offer input and review of communications strategies, messages, and materials to ensure their clarity and effectiveness.
- Identify avenues and specific vehicles to reach physicians through existing organization print and electronic publications, email lists, in-person meetings, etc.
- Gather examples of how other programs have successfully engaged physicians to participate in their programs.
Determining the Messages
Possible Information Needs

- What are the benefits to the practice of joining the PCMH pilot?
- Who is eligible to participate in the pilot?
- What are the expectations a practice would need to meet as part of the pilot?
- What are the anticipated costs to a practice?
- What is the process?
- What is the timeline?
- What financial and technical assistance will the State provide in the development process?
- How does a practice apply?
- Others?

Determining the Messages
Possible Messages

- Move your practice to the next level/ Become a Patient Centered Medical Home
- Adopting this innovative enhanced primary care model results in:
  - Higher quality health care for patients at lower cost
  - Increased patient satisfaction
  - Increased job satisfaction for providers
  - A jump start to achieving meaningful use standards and obtaining federal funds for EHR adoption
  - Being ahead of the curve on the future of primary care
- PCMH is a next step in healthcare delivery reform.
- Here’s what’s involved and how to participate.
- Additional suggestions?
Lessons Learned
Other State PCMH pilot/programs

- Varied Models of outreach
  - Utilizing existing partnerships
    - eg. Hospitals → Physicians
    - Pharmaceutical Companies → Physicians
  - Providing in-Office provider seminars
  - Developing web-based provider seminars
    including an interactive website portal for providers – e.g., Michigan
  - Drawing on payers to engage both providers and consumers in the new model

Communication Tools

- Toolbox:
  - Symposia
  - Listserv (pcmhpractices@mhcc.state.md.us)
  - Outreach materials ie. brochures
  - Articles and announcements through interested organizations’ communications
  - Outreach presentations
  - What others?
Regional Symposia Outreach Campaign

- Decide on key messages for this campaign
  - Sub-set of PCMH key messages or all
- Determine key communication tools
  - Save the date emails
  - Listservs
  - Posting on websites
- Identify key campaign partners
  - Pharmaceutical Companies and reps
  - Carriers
  - Medical Societies
  - Key Physician Opinion Leaders

Next Steps in Addition to Announcing Symposia

- Collect feedback on information needs through focus group discussions or individual interviews.
- Develop program description/fact sheet.
- Create a list of communication vehicles.
- Work on provider website.
- Schedule Next Meeting?
- Goals for the next meeting
To volunteer for the Communications and Outreach Committee or if you have any suggestions please contact:

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