Outreach and Engagement

Maryland Patient Centered Medical Home Program
Workgroup meeting June 16, 2010
Three Primary Target Audiences

- Primary Care Providers
- Employers
  - Government
  - Self-insured employers
- Patients
Primary Care Provider Goals and Objectives (Recap)

- **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 six symposia in June and July.
    - Provide ongoing updates, continuing outreach and responses to questions between now and October in addition to the symposia.
    - Obtain expressions 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
Outreach Activities (Providers)

- Distribute PCMH print materials.
  - **Channels**: Merck, AAFP, ACP, MedChi, AAP, MACHC, CHIP, etc.
- Develop provider website.
- Present at various professional conferences, e.g., AAFP;
- Plan six regional symposia to inform providers about the details of the PCMH Pilot and answer questions;
- Create ongoing channels of communication to distribute updates and answer questions;
- Develop comprehensive provider engagement strategy targeting specific provider segments.
Employers
Goals and Objectives

• Goal – Engage key large self-insured employers based in Maryland to ensure their participate in the pilot.
  • Objectives-
    • Collect lessons learned on employer engagement activities from other state PCMH programs, PCPCC experiences, and employee health programs.
    • Develop an employer outreach strategy targeting large employers in Maryland, e.g., State and local employees and large employers headquartered in MD with ASO plans.
    • Partner with business associations to communicate the benefits of the PCMH Pilot.
    • Identify “ambassadors” to share the key messages regarding the PCMH Pilot with businesses throughout the State.
Potential Outreach Activities (Employers)

• Develop outreach materials highlighting the benefits of PCMH to employers.
• Hold employer meetings on the benefits of the PCMH Pilot.
• Present the principles and benefits of the PCMH Pilot at employer meetings.
  • E.g., Mid-Atlantic Business Group on Health Annual Meeting in November
Patients
Goals and Objectives

• Goal – Ensure at least 50% of selected PCP’s patient panel participates in the PCMH Pilot.
  • Objectives-
    • Collaborate with selected PCMH Pilot practices to develop PCMH patient materials.
    • Develop an opt-out letter informing patients of their practice’s participation in the PCMH Pilot and their ability to opt-out of the Pilot.
    • Develop a consumer website portal highlighting what to expect from a PCMH Pilot practice as well as FAQs.
    • Create a public relations campaign to create awareness of the PCMH pilot.
Next Steps

• Circulate provider and employer PCMH Pilot outreach and engagement strategies.
• Obtain feedback on the PCMH provider website.
• Solicit subgroup ideas on additional outreach activities.
• Identify additional opportunities to share information on the PCMH Pilot with Maryland employers.
• Begin planning for patient outreach endeavors.
• Schedule future outreach and engagement subgroup meeting.
To volunteer for the Outreach and Engagement Committee or if you have any suggestions please contact:

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