

Speakers

Erika Flint (Moderator)

DSRIP Director

North Country Initiative PPS

Bj Adigun

Director of Communications & Stakeholder Engagement

Central New York Care Collaborative PPS

Lauren Alexander

Manager, DSRIP Community Relations

New York-Presbyterian PPS

Communication

- **Branding** – Guarantee audiences know your PPS and the source of the communication
- **Engagement** – Ensure partners across the care continuum are not only included, but have a voice in a clear organizational structure
- **Audiences** (Partners, Patients and Media) – Know who PPS is targeting
- **Tools** – Understand options to guarantee most successful communication outcomes
- **Channels** – Identify most effective channel for various PPS communication goals
- **Simplifying the message** (Cultural Competency/Health Literacy) – Be aware of barriers to ensure the message is understood



NORTHCOUNTRY

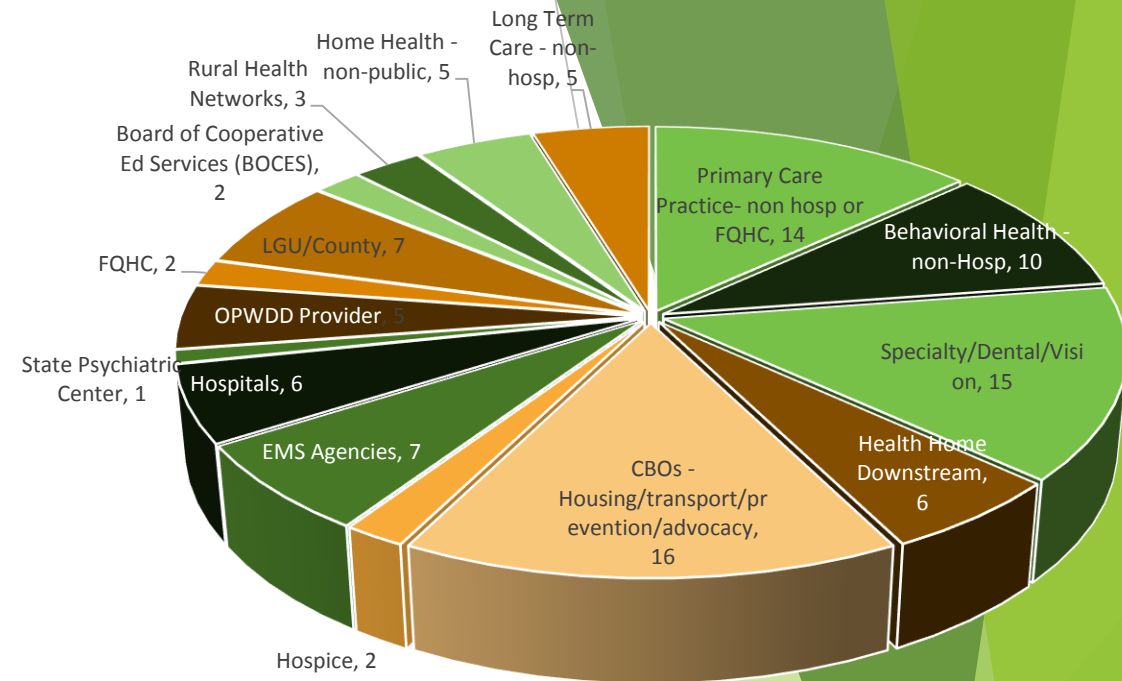
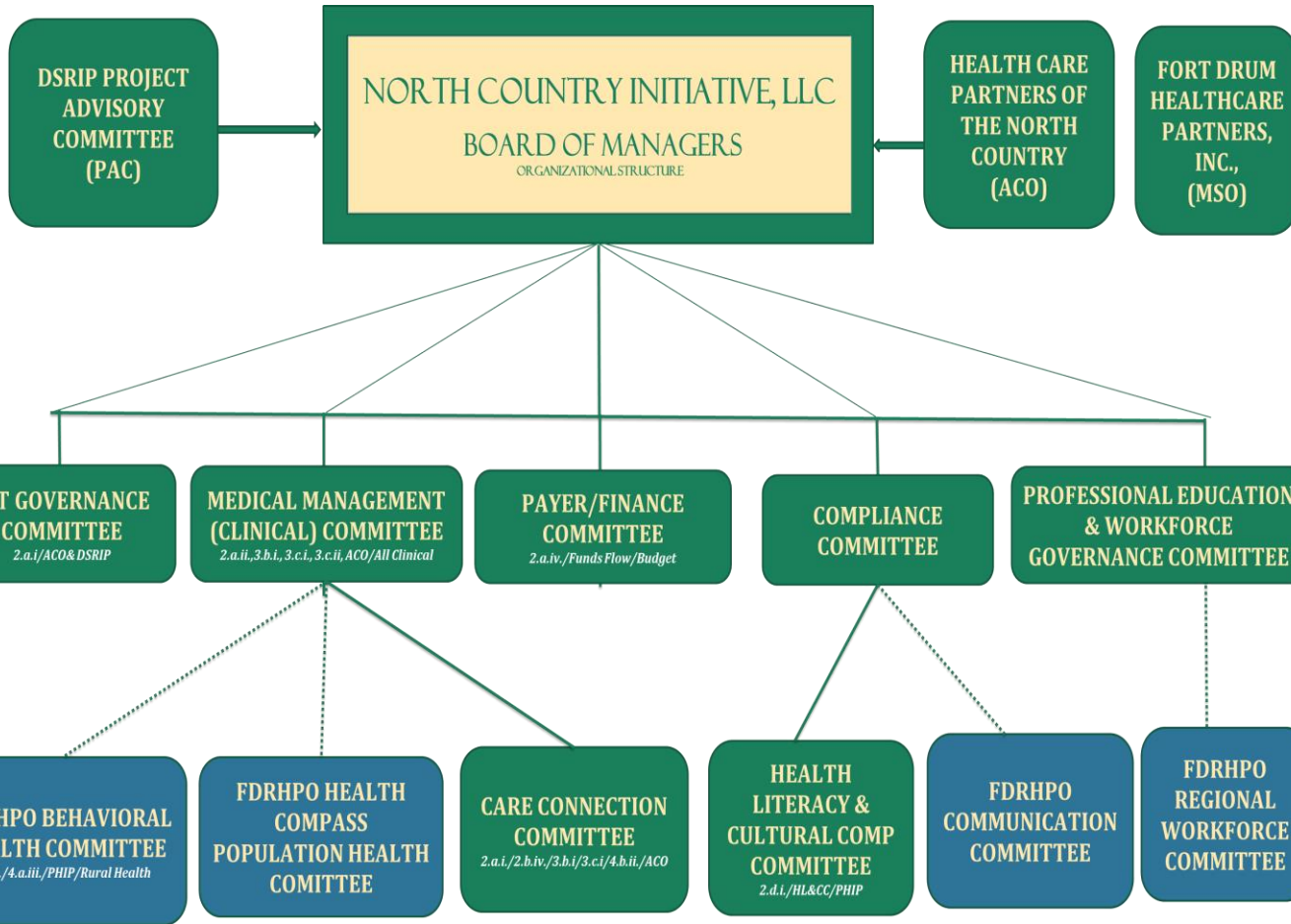
— I N I T I A T I V E —

Collaborating for better healthcare

PPS Communications Strategy

Presented by: Erika Flint

North Country Initiative



► Branding

► NCI robust network - Engagement

North Country Initiative

- ▶ Fast Facts
- ▶ Newsletter
- ▶ In a Nutshell/Fact Sheets
- ▶ Videos
- ▶ PSAs
- ▶ Posters

Education/Training is
Communication!

Quit for...

Need help?
Ask your provider today!

...your health

1 year after quitting...

- Heart rate stabilizes
- Lung function improves
- Risk of heart attack decreases
- Coughing and shortness of breath decrease

5 years after quitting...

- Risk of stroke reduced to that of a nonsmoker's

10 years after quitting...

- Lung cancer death rate is cut in half
- Risk of mouth, throat, kidney and other cancers are decreased

...your family

Secondhand smoke can cause many health problems for nonsmokers, including:

- Cancer
- Heart disease
- Breathing problems
- Irritated eyes, nose and throat

...the savings

Assuming a pack of cigarettes costs \$10, smoking one pack a day costs a smoker:

- \$70 per week**
- \$300 per month**
- \$3,650 per year**
- \$36,500 over 10 years**

Whatever your reason is — **quit smoking today.**

1-866-NY-QUITS
www.nysmokefree.com

New York State Smokers' Quitline
1-866-NY-QUITS
www.nysmokefree.com
Call or click to quit

NORTH COUNTRY INITIATIVE

**AMAZING
THINGS
ARE
HAPPENING
HERE**

NYP PPS Communications Strategy

Lauren E. Alexander

Manager, DSRIP Community Relations

September 22, 2016

Types of engagement

Newsletter

- **Spotlights: collaborators, staff, projects**
- **Resources/events**
- **State updates**
- **PPS updates**



NewYork-Presbyterian PPS Newsletter

Welcome to the August 2016 NYP PPS newsletter. We hope you enjoy the updates!

Tobacco Cessation Resources Available to Collaborators:

The NYP PPS Tobacco Cessation Project is developing resources to support collaborators on tobacco treatment. The project is offering onsite training and education for primary care providers and clinical staff, webinars, printed materials and brochures. The team is interested in learning about the tobacco treatment services that NYP PPS collaborator organizations currently provide and would like to assess interest in receiving assistance. To that end, we ask that NYP PPS network members complete an online survey that can be accessed at the following website:

https://cumc.co1.qualtrics.com/SE/?SID=SV_bD6RQbYSYNQ3HIp.



Types of engagement

Webinar series

- **DSRIP 101**
- **Healthix – RHIO Overview**
- **Housing 101**
- **PCMH/DSRIP Alignment**



NewYork-Presbyterian Performing Provider System

Webinar Reminder: NYC Housing 101

Please join us on **Tuesday, July 26, 2016 from 1PM to 2PM** for a webinar where we will provide an overview of housing resources available in New York City, and patients' rights with respect to their housing, as seen through a supportive housing provider, a legal assistance provider, and a direct service clinician. The webinar will feature the following speakers:

- Amanda Campos, LMSW, Social Worker at the NewYork-Presbyterian Hospital in the Comprehensive Health Program
- Aisha Silla, LMHC, Director of Intake and Transition Services at ACMH, Inc.
- Mara Kuns, JD, Staff Attorney, LegalHealth, New York Legal Assistance Group

Please click [here](#) to register for the webinar. We hope you can join us!

Sincerely,

The NewYork-Presbyterian Hospital Performing Provider System

Types of engagement

Website

- **Current focus – Resources Section**
 - Webinars
 - State resources
 - Project resources
 - Topical resources, i.e. CC/HL
 - PPS tools, i.e. community resource directory, CC/HL online resource tool, learning management platform

The screenshot shows the website for the New York-Presbyterian Performing Provider System. The header includes the organization's name and a search bar. A navigation menu lists various sections like 'About Us', 'Projects', 'Collaborators', 'PPS Governance', 'Resources', 'News', 'FAQ', and 'Contact Us'. The main content area is titled 'RESOURCES - NYP PPS' and features a large photograph of a group of people in a meeting room. Below the photo is a welcome message and a 'RESOURCES' dropdown menu with 'Webinars' selected. To the right, there is a 'RELATED CONTENT' section with links to 'General DSRIP Information', 'DSRIP Timeline', 'DSRIP FAQs', and 'PPS Project Plan Applications'. Utility icons for 'SAVE', 'SHARE', 'PRINT', and 'EMAIL' are also visible.

Simplifying DSRIP

External Stakeholder Toolkit

- NYP PPS / DSRIP Fact Sheet
- NYP PPS / DSRIP PowerPoint
- NYP PPS Project Descriptions
- NYP PPS FAQs
- Healthix FAQs
- PPS Collaborator Listing

Sharing this information:

- Website
- Newsletter
- Project Leads/Managers
- Webinars



NYS Delivery System Reform Incentive Payment Program (DSRIP) and NYP PPS Overview

DSRIP Origins

In 2014, New York State and CMS finalized the agreement on the Medicaid Redesign Team Waiver Amendment. This allows NYS to invest \$9 billion in improvements to the Healthcare Delivery System.

NYS DSRIP Goals

The goals for the NYS Delivery System Reform Incentive Payment Program are:

1. Reduce avoidable hospitalizations and emergency department visits by 25% over 5 years
2. Transform the Medicaid delivery system to be value-based
3. Achieve Triple Aim (improved health, improved quality, lower costs)
4. Promote community-level collaboration
5. Improve population health

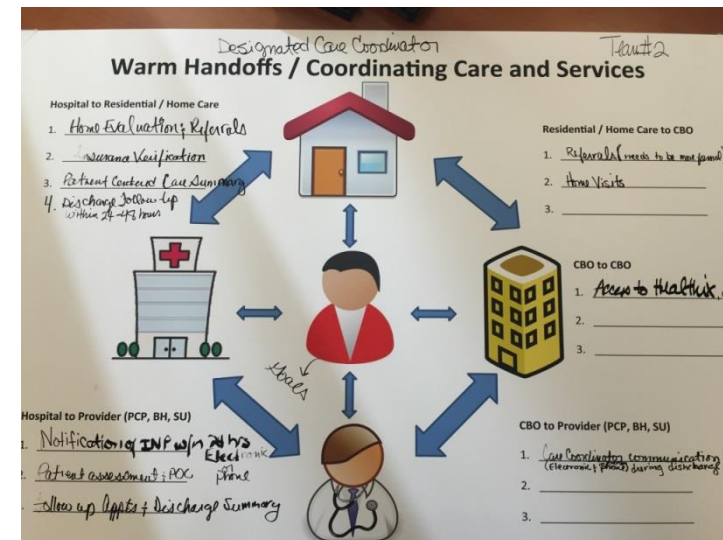
Types of engagement

Collaborator Symposium

- Biannual symposium
- Brings all NYP PPS collaborators together to discuss issues of relevance to PPS
- Solutions and action-oriented

January 2016 Symposium

- Focused on improving connections between care team members across the PPS
- Five most common handoff scenarios that impact patient care discussed (i.e. hospital discharge to post-acute provider)
- Three processes/strategies to improve the handoff developed for each scenario (i.e. educate patients and care team on use of RHIO)
- Each group asked to prioritize a single strategy the PPS could implement over the next 6 months



Types of engagement

In progress

- Issue-based roundtables
- Collaborator fair
- Online event to promote collaborator connections
- State of the PPS report and quarterly webinar
- Fact Sheets
 - VBP
 - NYS HC Reform Initiatives Overview

Thank you!

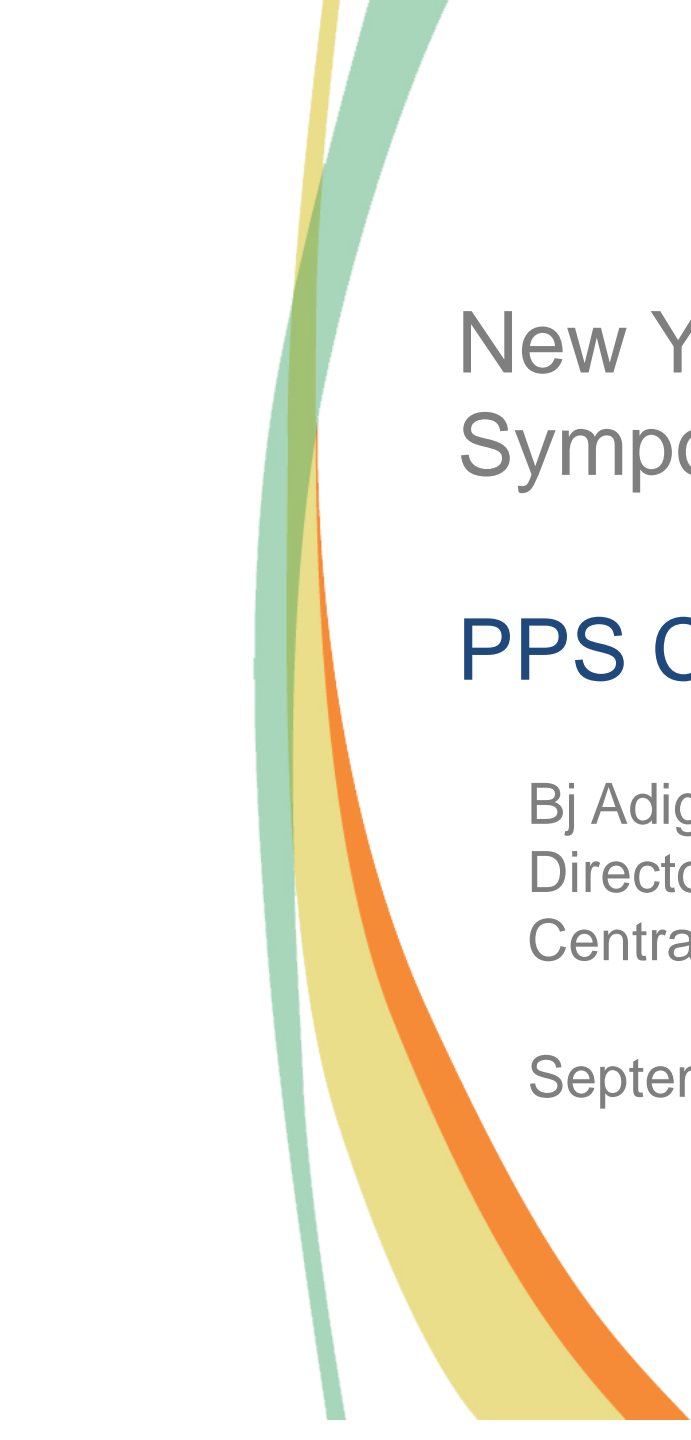
Contact:

Lauren E. Alexander

Manager, DSRIP Community Relations

lea9024@nyp.org

347-712-0671



New York DSRIP 2016 Statewide Learning Symposium

PPS Communication Strategies

Bj Adigun

Director of Communications, Stakeholder Engagement
Central New York Care Collaborative (CNYCC)

September 22, 2016

“Working Together for Better Health”

Central New York Performance Provider System (PPS)



CNYCC: At a Glance

170

Partner Organizations

6

COUNTIES

Cayuga, Lewis, Madison, Oneida, Onondaga, and Oswego

6,000

SQUARE MILES



1,400

HEALTHCARE AND COMMUNITY-BASED SERVICE PROVIDERS

22 Member Board of Directors

CNY CARE COLLABORATIVE
New Corporation

PPS Lead Agency



Important Communication Considerations

Communication Management

Complex Partner Network

170 Partner Organizations

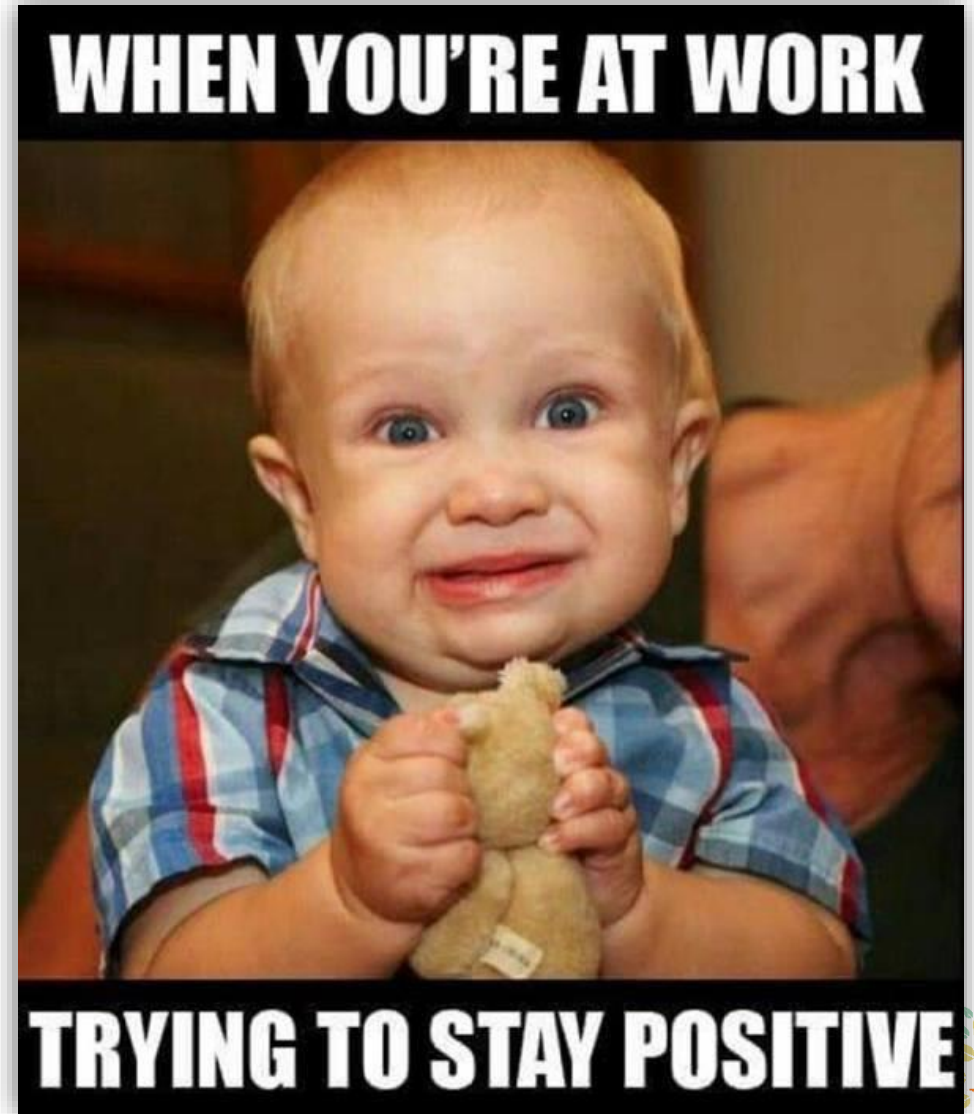
Providers from Across the Care
Continuum

DSRIP Awareness

Frequency of Communication

Clarity of Message

Priority of Key Messages



Communication Methods

Key Communication Methods

CNYCC **Weekly** Newsletter

Webinar Series

CNYCC Website

“Partner Spotlight Series”

BoD Presentation

Website News Feature

In person Meetings

RPAC

Learning Collaborative

Public Presentations

Annual Meeting



CNYCC Branding/Advertising Strategies

General Awareness Campaign

Communicate Mission & Vision of CNYCC

Why are we here?

What are we going to do?

How will our efforts benefit the community?

Comprehensive Approach to Community Engagement

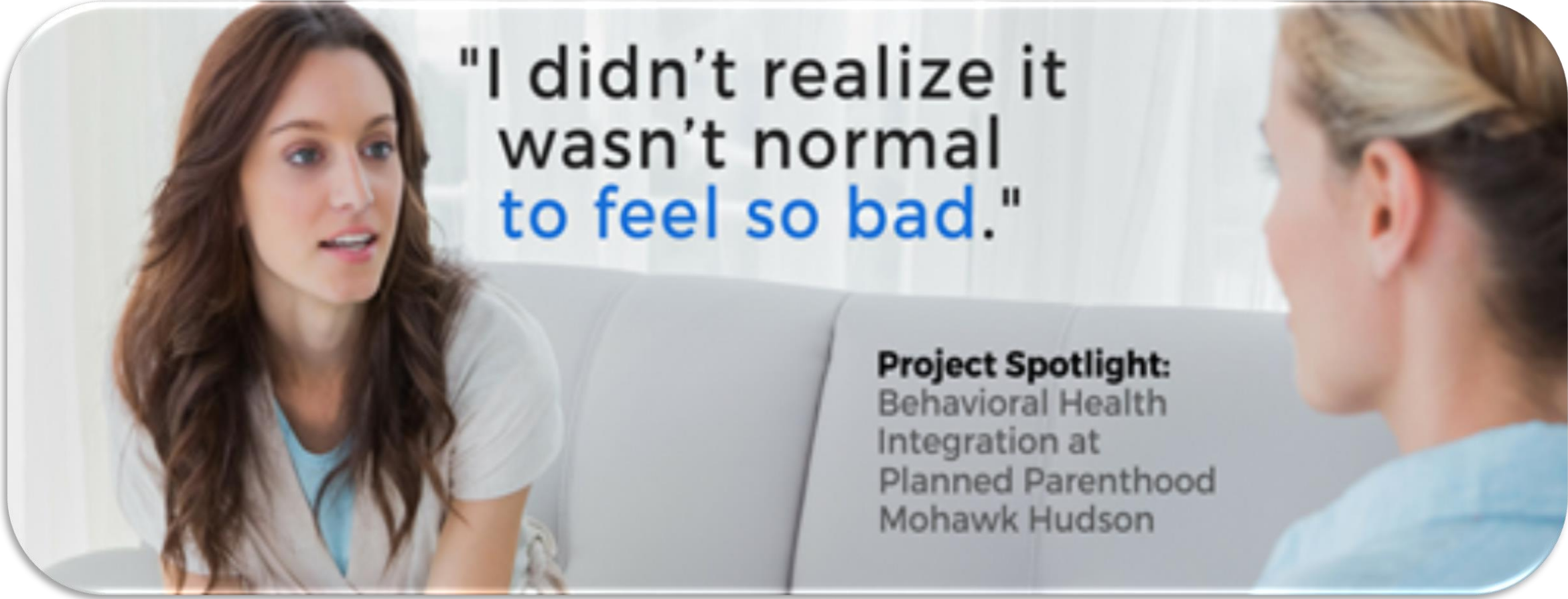
Call to Action

Key Messages

Communicate DSRIP Initiative

Local Organizations Working Together
Improved Model of Care
The Health of our Community Matters
We're All on the Same Team





"I didn't realize it
wasn't normal
to feel so bad."

Project Spotlight:
Behavioral Health
Integration at
Planned Parenthood
Mohawk Hudson



Thank You

Bj Adigun

Director of Communications & Stakeholder
Management

Central New York Care Collaborative

109 Otisco 2nd Floor

Syracuse, NY 13204

315-703-2966 (Office)

315-401-2168 (Cell)

bj.adigun@cnycares.org

“Working Together for Better Health”

www.cnycares.org



Challenges

- Diverse patient population – education, language, geography...
- Multiple stakeholders
- Complex information
- Time-sensitive or private information
- You can't know it all (website creation, newsletters, social media, press releases, etc.)
- Information overload or survey fatigue when collaborators are in multiple PPSs
 - Potential to streamline across PPSs?
- Increasing website traffic
- Knowledge gaps still exist in foundational DSRIP information
- Addressing knowledge gaps amongst the lesser engaged collaborators
- Aligning DSRIP communications efforts with other organizational initiatives that might have overlapping goals, target audiences or collaborators

Q&A and Discussion

- What strategies do you use to engage with PPS members or providers?
- How have you communicated DSRIP goals at a patient level?
- What are your experiences in developing brand recognition or brand distinction from you as a PPS versus being a part of a larger hospital or health system?
- How do you effectively tell your success stories? What channels do you use?
- Has anyone engaged members of the press to get the word out about DSRIP?
- What means of communications from the state are working or need improvement?
- Does anyone have any examples of cross PPS collaboration to hit a metric or advance the goals of DSRIP?

NCI video

<https://vimeo.com/181651528>