



# Healthy York Network

---

## Consumer Engagement



HEALTHY  
YORK  
NETWORK



# Mission

---

Healthy York Network consists of a consortium of private and public providers and agencies who work together to improve access to healthcare services to those in our region who lack the ability to pay.



# Now that HYN has formed ....

---

- Who do we talk with? Define “consumer”
- How do we engrain the message into the community?
- What medium do we use?
- What will it cost to educate?
- What do we want to say?
- Is it believable?



# Two Approaches

---

- Educate people who work with and for you
- Let others communicate your message



# Developing the Message

---

- Decide on the basics people should know
- Tailor specifically to a group
  - What a provider wants to know differs from what a consumer or a social service agency or funder wants to know
  - Ask for feedback from them
- Consider the obstacles that group will encounter when promoting the idea
- Credibility: win the right to be heard

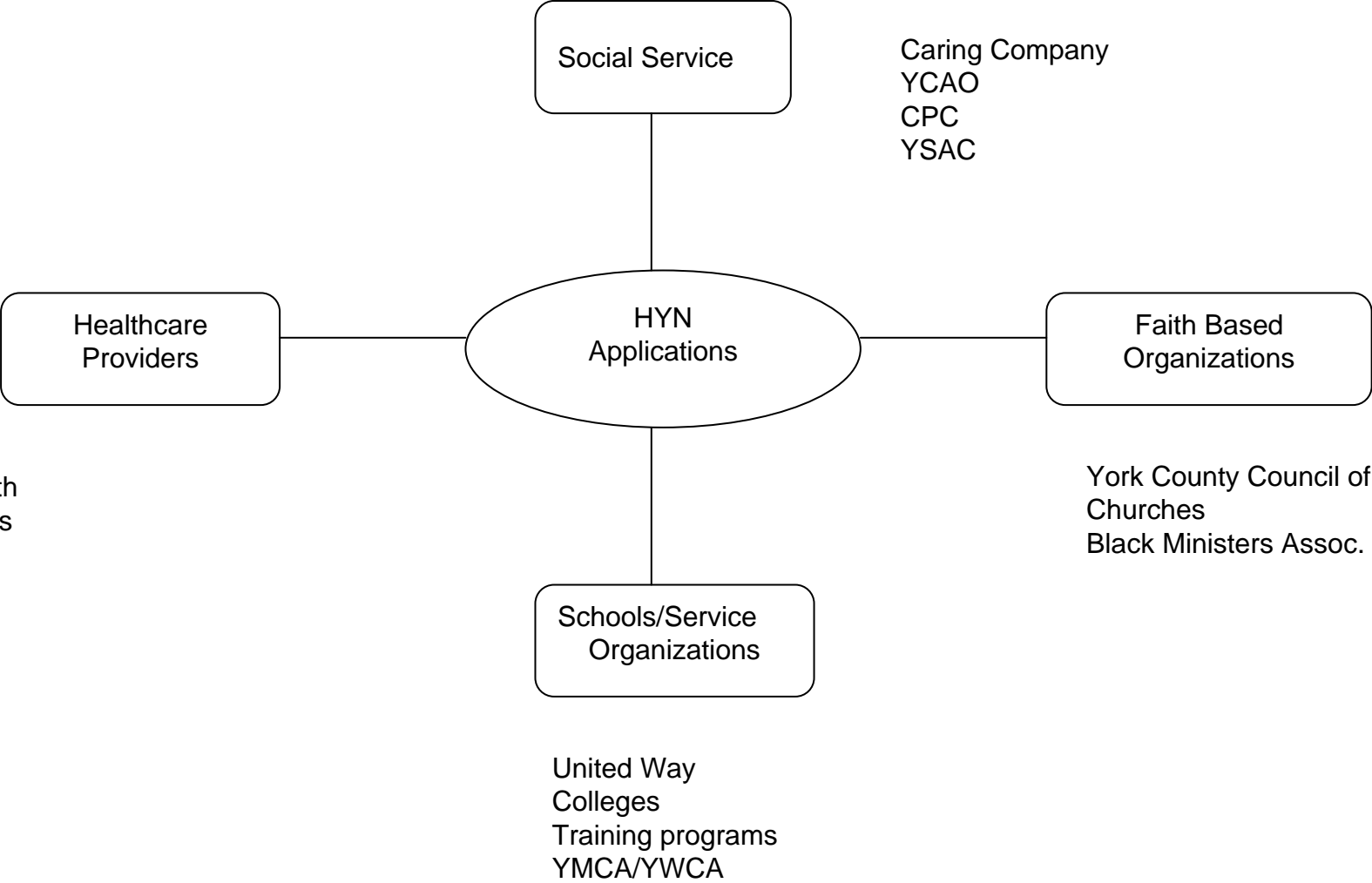


# Spreading the Word

---

- Materials: easy to understand and complete
- Literacy levels
- The Pharmacy Carrot: Shared price comparisons with those of a major retailer
- Physicians should talk with physicians
- We want everyone to be able to spread the word, even if some of the information may not be accurate

# Outreach Map





# Spreading the Word

---

- Who we went to:
  - Medical Assistance
  - Churches, other non-profits
  - Social service agencies, shelters
  - County government, schools
- People came to us
  - Adult probation, Mental Health



# Spreading the Word

---

- Other avenues
  - Provider offices
  - Cover the Uninsured Week
  - Community forums: what matters to other?
  - Health fairs
- Piggy backed on other people's events
  - Internal to WellSpan
  - How can the programs support each other?
- Who is non-traditional?



# Surveying Consumers

## Is our approach working?

---

- Was completing the application easy or difficult?
- Materials helpful?
- How did they hear about HYN?
- Why did they apply?
- Anecdotal feedback: “What’s this card for?”



# Surveying the Consortium

---

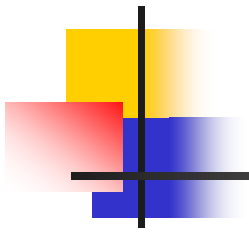
- “How well do you feel clients/patients understand HYN?”
- Materials useful to you?
- “How has communication been working within HYN?”
- “How well do your staff understand HYN?”
- Improvements to ours/clients’ education?



# Lessons Learned

---

- Take the time to do the engagement well. It's worth the time and effort.
- Not everyone will agree with your initiative. Listen and learn.
- Find areas of common ground: Everyone has a story to tell.
- Adjust your approach as you learn
- There is no substitute for hard work



---

Questions?