

Puget Sound

Health Alliance

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Community Coalition Effectiveness: The Role of Communication

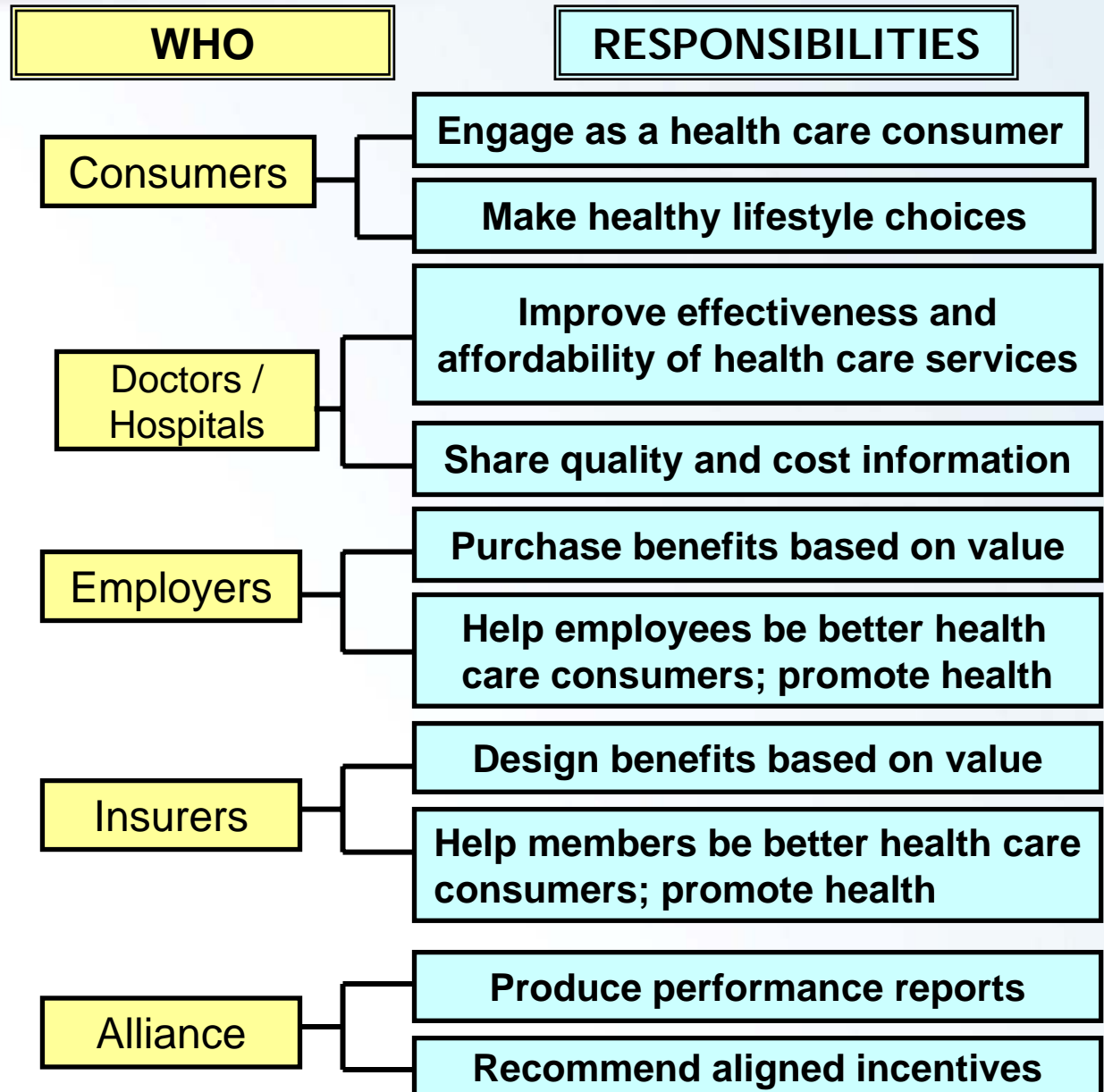
June 2007

Health Alliance Major Initiatives

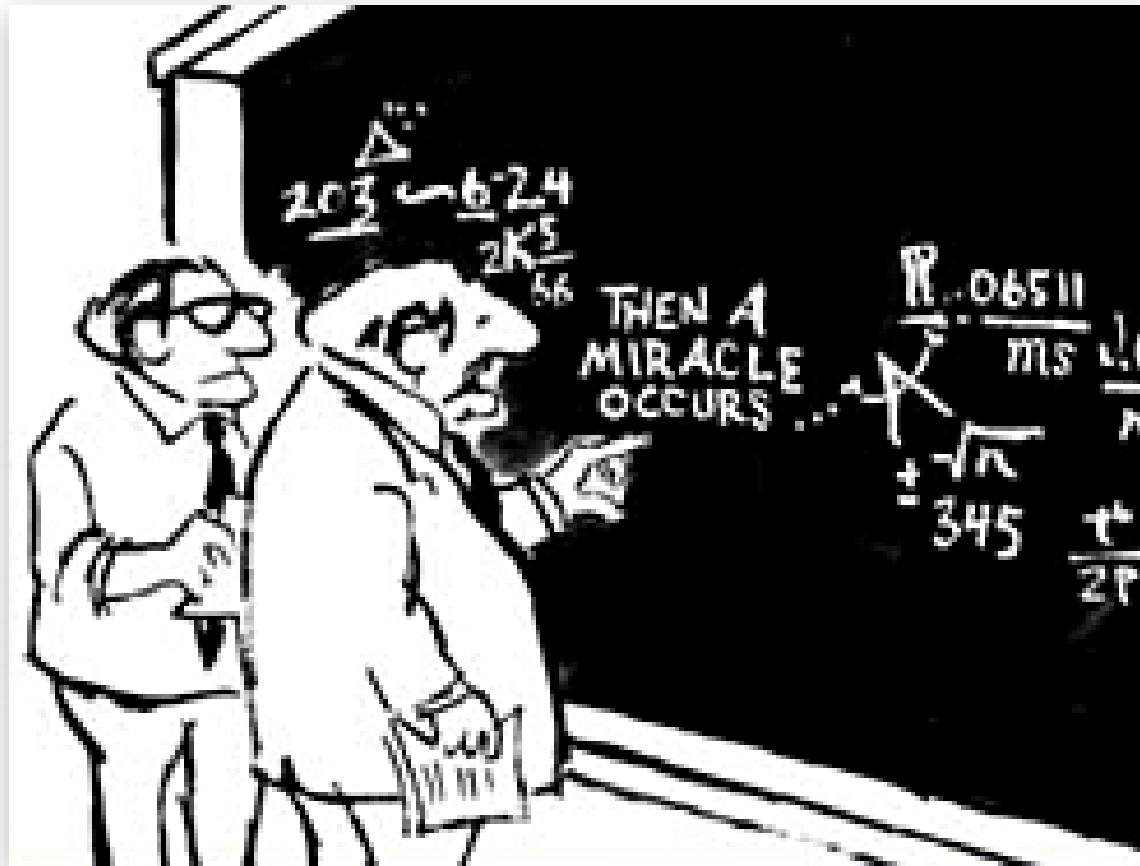
- ✓ Community agreement on effective treatments
- ✓ Public report comparing local health care
- ✓ Recommendations to align incentives
- ✓ Promote use of health information technology
- ✓ Useful tools to support informed decision-making

Better results than any person, clinic, hospital, employer, union or health plan can achieve alone

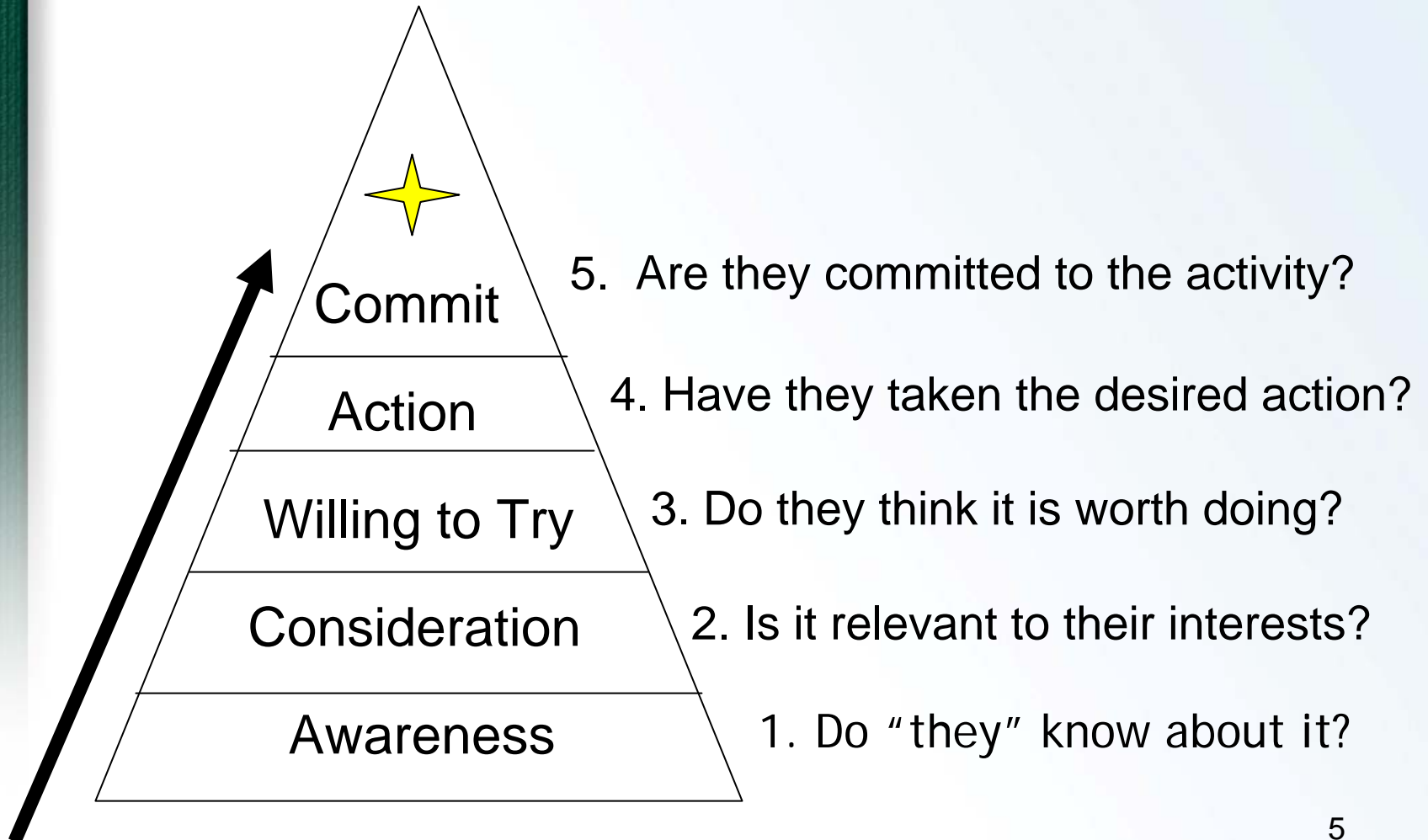
In Building a Value-Based Health Care System, Everyone Has a Role



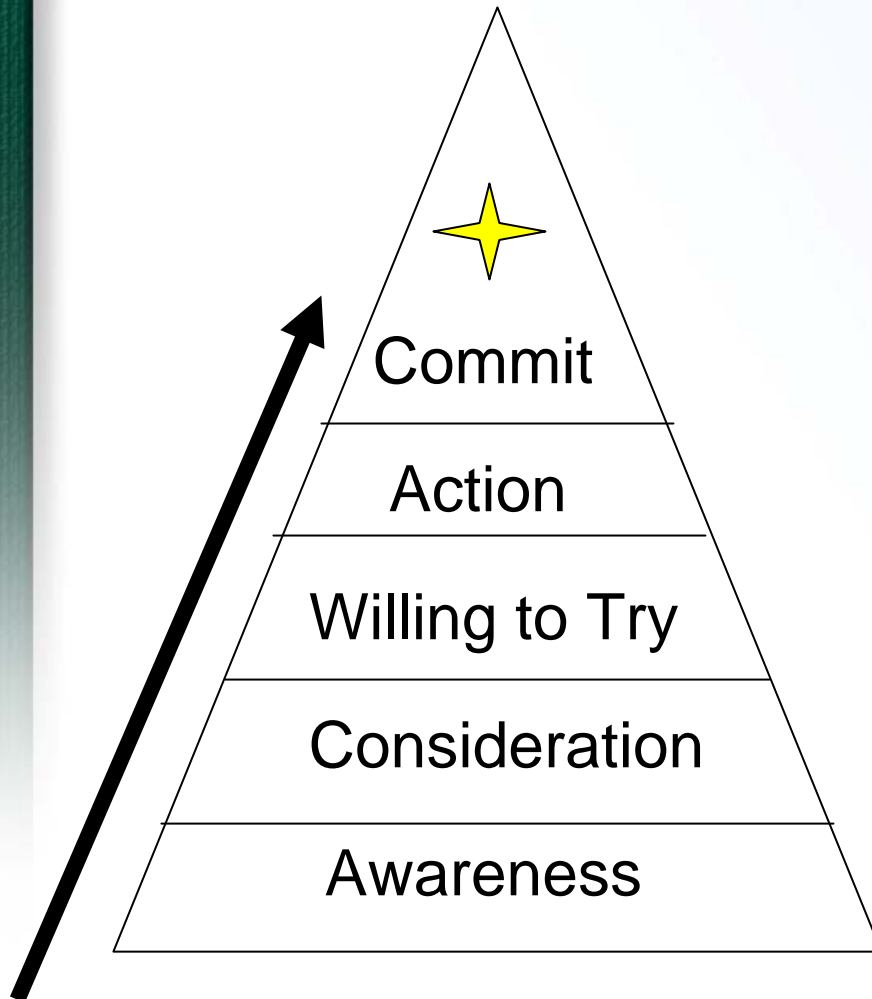
Without Strategic Communication, How Will Our Work Improve Health Care?



Purpose of STRATEGIC Communication



Purpose of STRATEGIC Communication



- ✓ Join The Coalition
- ✓ Participate in the Community Process
- ✓ Use the Public Report for Decision-making
- ✓ Make Changes that Align Incentives
- ✓ Adopt Electronic Medical Records (health IT)
- ✓ Use discussion checklists, health risk assessments, etc.

Collaboration. Accountability. Action.

- Know Your Audience(s)
 - Points-of-pain and “What’s in it for me?”
- Build Trust
 - Ask, Listen, Modify - Ask, Listen, Modify - Ask ...
 - Open process (what, why, how, who, when)
 - Honest about challenges
- Leverage Momentum of Others
 - Use examples inside *and outside* of health care