

Communications Plan

Sonoma County Medi-Cal Managed Care Planning

March 2006

Communication Goals

- To inform key stakeholders about the planning process and their role in it.
- To gather planning information from key partners and stakeholders.
- To prepare consumers, providers and other stakeholders for change and build their support for Planning Group recommendations.
- To assure that communications about the planning process, Planning Group recommendations, and other related topics are timely, accurate and consistent.

Operating principles

- Distinct communications strategies should be developed for the planning and implementation phases.
- Planning Group members should be provided with standardized resource materials for their use in information-sharing.
- Media communications should be made, as feasible, through designated spokespersons.
- Communications with beneficiary groups should be carefully planned to allay concerns about the impacts of potential program changes.

Primary Target Audiences and Strategies – Phase I

Target Audience: Medi-Cal beneficiaries

Objectives:

- Gather information from consumers on experience of the current system (what works, what doesn't) and suggestions for improvement in a new system.
- Provide timely information on the planning process goals, timelines and recommendations.

Strategies:

- Create consumer group data collection tool.
- Identify liaison groups and organizations (CAAs, caregivers, senior networks etc.).
- Work with consumer liaisons to identify key informants and groups from whom to gather/share information (focus groups, key informant interviews)
- Create and disseminate consumer-focused information (newsletter articles, website etc.).

Target Audience: Physicians, clinic providers, medical office managers

Objectives:

- Gather information from providers on experience of the current system (what works, what doesn't) and suggestions for improvement in a new system.
- Provide timely information on the planning process goals, timelines and recommendations.

Strategies:

- Identify outreach strategies for each target group (primary care, specialists etc.).
- Create data collection tools.

- CPG members to conduct outreach to gather and share information with constituent groups (meetings, websites, newsletters etc.)
- Create and disseminate provider-focused information (newsletter articles, website etc.).

Target Audience: Acute hospitals, SNF, ICF

Objectives:

- Gather information from providers on experience with the current system (what works, what doesn't) and suggestions for improvement in a new system.
- Provide timely information on the planning process goals, timelines and recommendations.

Strategies:

- Identify specific information needed from these groups.
- Determine what outreach is needed to entities not participating in CPG.
- As needed, develop specific outreach strategies to gather and share information.

Secondary Target Audiences and Strategies – Phase II

Target Audience: Ancillary service providers (pharmacy, home health, DME etc.)

Recommendation: Defer planning until we are better able to assess how planning process will impact these groups. .

Target Audience: Health and social service agencies

Objectives:

- Provide information for these organizations to use in appropriately informing and supporting beneficiaries.
- Partner with these organizations to engage beneficiaries in the planning process.

Strategies:

- Identify key agency partners.
- Provide information on planning process, framed to address client impacts.

Target Audience: General public (media)

Defer planning for further discussion/recommendations by CPG.