

Health System Draft Communications Matrix

Audience	Description	Call to Action	Challenges	Key Messages	Timing
hospital Specialists and Staff	Announcement to departments transitioning to e-consult process	Specialists and department staff will need to support the process change to improve specialty access and customer service.	Processes will change and mandatory training will be needed.	The transition to e-consult will improve referral workflow, customer service and patient access to care. (Explain phases and specialty rollout schedule).	Date
hospital Leadership	CMIO message to managers across all departments	Clinicians and staff will participate in the new referral process and will be asked to help communicate these changes across their teams. All staff will support the process, noting that this will improve access to specialty care.	Staff will learn new processes in conjunction with the transition to e-consult. We thank them for their patience in participating in this new process.	We are working to put our patients first and improve our customer service. A key step in this process is an improved system of managing referrals. As part of this effort, we will be transitioning to a new product, vendor.	Date
PCPs and Managers	Newsletter for PCPs initiating e-consults using vendor	PCPs will need to support the process change to improve specialty access and customer service.	Processes will change and mandatory training will be needed. PCPs may experience delays in response during transition.	The transition to vendor will improve customer service and patient access to care. (Explain phases and specialty rollout schedule).	Date
Patients	Flyer for patients who need access to a specialist appointment	Understand that e-consult may be the first step in receiving specialty care.	Patients will need consistent explanation of process to understand why they may not be scheduled with a specialist.	As part of decreasing wait times, we will be providing a streamlined referral process. Goals are to expedite access to scheduling...	Date
plan	Meeting with payer contacts responsible for timely access and network adequacy	Support hospital to determine ongoing sustainability model for increasing access to specialty care using e-consult.	Initial investment in technology and incentives for both PCPs and specialists will be required to expand the effort.	Use of e-consult demonstrates county wide collaboration and care coordination through more timely access to specialty care and an expanded specialist network	Date
Community/County	BSCF supported piece on collaboration across county	Create a white paper or video on collaboration including provider and patient interviews demonstrating the acceptance of e-consult.	Making the case that e-consult is not a substitute for in-person care but a means of providing care that would not occur otherwise.	Demonstrate that hospital is using technology innovation and collaboration to improve specialty access for County safety net.	Date

DRAFT Sample Tools

- Objective: Determine communications needs in preparation for go-live and through project spread to additional clinics and specialties.
- Discussion Goals: Determine any needs for BluePath Health TA.

Activity	Audience	Owner	Timing
Program Champion/Provider Vendor Transition Meeting	PCP/Specialty Users	hospital Champion	September 2017
Program/Vendor Transition Announcement	Cross-hospital	PM/Leads	September 2017
Newsletter with Specialty Program Announcements	hospital Clinics	hospital PM	September and Ongoing
Vendor Demo	PCP/Specialty Users	PM/Leads	Complete
Program Roles, Assignments and Expectations	New Specialties	PM/AMD	Ongoing
Current State > Future State Referral Flow	New Specialties	PM/AMD	Ongoing
Program Updates RE Implementation Timeline	New Specialties	hospital PM	Ongoing
Testing Schedule and Scenarios	PCP/Specialty Users	PM/AMD	Pre Launch
User Training	PCP/Specialty Users	PM/AMD	Pre Launch
Clinical Guidelines Introduction and Awareness	PCP/Specialty Users	hospital Specialty Lead	Upon Specialty Expansion
Communication of Performance Metrics/PRIME	PCP/Specialty Users	PRIME Lead	PRIME Report Schedule
Staff Scripts on Patient Communications	PCPs and Staff	PM	Pre Launch
Patient Flyer on Use of E-Consult	PCPs and Staff	PM	Upon Specialty Expansion
Additional Clinical Guidelines/Algorithm Capture	New Specialties	hospital Specialty Lead	Upon Specialty Expansion