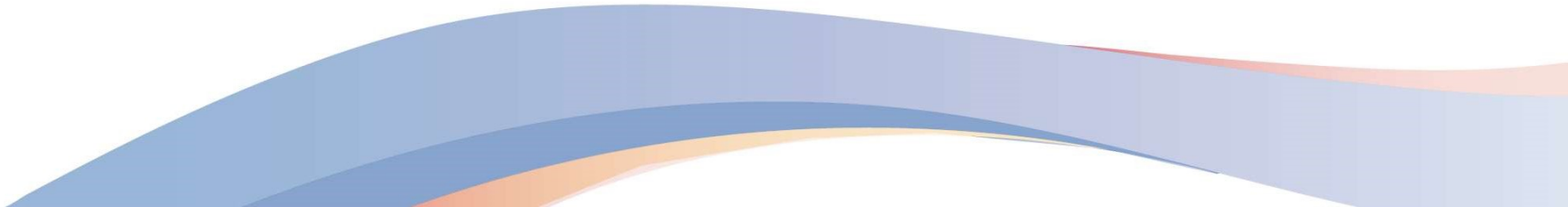


Communications and Outreach Planning

Health Care Transparency



Better Health Care for All Floridians
AHCA.MyFlorida.com



What are the Goals/Objectives of the Communications/Outreach Campaign?

GOAL: Enable Florida consumers to “shop” for health care services using reliable cost and quality information.

OBJECTIVE(S):

- a) Increase the number of unique visitors who utilize FloridaHealthFinder.gov and FloridaHealthPriceFinder.com annually.***
- b) Increase customer satisfaction with the Agency’s online consumer resources and available information.***

STRATEGY:

Inform, educate, and raise awareness among health care consumers, providers, payers, and stakeholders of the Agency’s available health care transparency resources.



What Are Our Primary Products?

FloridaHealthPriceFinder.gov

- Price/Cost estimates for common services and procedures
- Typical “bundles” of services associated with common procedures or conditions
- Available Datasets

FloridaHealthFinder.com

- Suite of tools
 - Facility Locator
 - Compare Tools
 - Regulatory Information
 - Health Care Information
 - ADAM Health Navigator
 - Consumer Awareness Series
 - Query Tool
- Available Datasets for Research



Who Are Our Audiences?

Consumers

- Florida Residents
- Caregivers
- Employers
- Providers
- Payers
- Others?

Primary Impacted Stakeholders

- Health Plans
- Hospitals
- ASCs
- Physicians
- Other providers

Other Stakeholders

- Various providers
- Policy makers
- Researchers
- Government Agencies



Consumers

Audience Members

- Florida Residents/Patients
- Caregivers
- Employers
- Payers
- Providers

Ways to Reach Them

- Press Releases (Media)
- Social Media
- Partners
- Events (Including Health Fairs)
- Providers
- Other?



Primary Impacted Stakeholders

Audience Members

- Hospitals
- ASCs
- Health Plans
- Physicians
- Other?

Ways to Reach Them

- Associations
 - FHA
 - FSASC
 - FAHP
 - FMA, FOMA
- Press Releases
- Webinars
- Agency Email “blasts”
- Events / Speaking Engagements



Other Stakeholders

Audience Members

- Other Providers
- State Agency Partners
- Policy Makers

Ways to Reach Them

- Press Releases
- Associations
- Webinars
- Events



Key Messaging for Consumers

Topic Area

- What tools are available?
 - FloridaHealthFinder.gov
 - FloridaHealthPriceFinder.com
 - Health plan cost calculators
 - Facility personalized estimates
- What information is available?
- How can they use it?
- How to use the tools together
- **How can it help them?**
 - **For Employers – demonstrate value of APCD**

Sample Message

- *Did you know that you can estimate the out of pocket costs for your knee replacement? Here's How... (video tutorial)*



Key Messaging for Primary Impacted Stakeholders

Topic Area

- What data are the numbers based on?
- How are the numbers calculated?
- What's a Care Bundle/Service Bundle?
- How are bundles created?
 - Can I see what's in them?
- What's published on the website?
- What protections are incorporated?
- Is the data available?

Sample Message

- *A service bundle represents the typical set of services a patient receives as part of a specific type of service or for a particular condition.*
- *The typical or “average” consumer experience is determined based on millions of health care claims submitted to insurance companies.*



Key Messaging for Other Stakeholders

Topic Area

- What tools are available?
 - FloridaHealthFinder.gov
 - FloridaHealthPriceFinder.com
- What information is in each tool?
- What data is available?
- How do they request data?

Sample Message

- *(FloridaHealthFinder.gov) Researchers and Professionals: Use our Patient Data Query Tool to gain self-serve access and create custom reports from the Agency's facility discharge datasets...*

