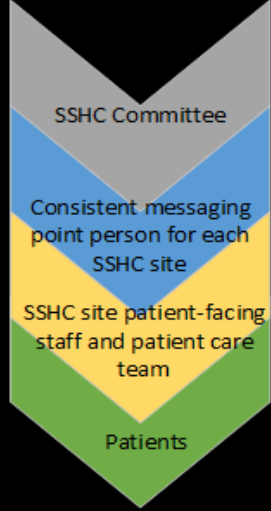


SSHC Consistent Messaging Framework

Information trickles down



Considerations

| WHO is the audience? | WHAT is the message? | HOW to implement |
|---|---|--|
| Consistent messaging point person | How to effectively communicate with patients. | What is the best method to train the staff? |
| -AND- Patient-facing staff and patient care team (Need to define population and various staff) | Importance of using consistent messaging in patient communication along the continuum. How to change behavior? | How and when to deliver message to patient |
| Patients | ER utilization Importance of PCP Learning about your health plan Others (site dependent) | Define opportunities to communicate with patients. |
| Patient input: get voice of the customer for all patient communications | | |

Consistent messaging to patients in all care settings along the continuum

