

## **Communication strategies to reach Oregon Health Plan members**

**AUTHORS:** Olivia Stone\*, Michelle McClellan, Alissa Robbins

**TOPIC/TARGET AUDIENCE:** Public Health Communication Professionals

**ABSTRACT:** The Oregon Health Authority is committed to easing members' experience with the Oregon Health Plan (OHP). In 2015, with State Innovation Model funding through the Centers for Medicare and Medicaid Innovation, OHA explored OHP members' communication needs through stakeholder engagement and member focus groups. This research resulted in recommendations on the most effective messengers, communication channels, engagement strategies, culturally relevant messages and graphic communication to effectively reach OHP members and help them understand their coverage.

This presentation will share the research findings and initial steps OHA has taken to implement the recommendations, and include a discussion of how public health professionals can use these insights to better engage and communicate with Medicaid members across Oregon.

The presentation will provide conference participants with knowledge and information on the following:

- Why and how members get lost along their OHP "journey" and strategies to help them navigate
- Recommended approach to developing and disseminating print communication to members
- How to help members understand complicated health coverage concepts
- Preferred communication channels for English and Spanish-speaking members
- How translations can cause communication breakdowns and recommendations for developing clear translation process and protocols
- Considerations for creating customized communication tools for specific communities

**OBJECTIVE(S):** Evaluate why and how members get lost along their OHP "journey"; Define complicated health coverage concepts in a manner understandable to OHP members; List preferred communication channels for English and Spanish-speaking members; Examine communication breakdowns created by translation challenges; Discuss considerations for creating customized communication tools for specific communities.

### **PRIMARY CONTACT INFORMATION:**

Olivia Stone, BA

Director

Metropolitan Group

5035173757 | [ostone@metgroup.com](mailto:ostone@metgroup.com)