

Ensure Your Health: The Way to Better Health Care

Project Description

HealthInsight Utah is working with four community organizations to design an innovative campaign educating newly insured Spanish-speaking residents in the West Valley City area on how to navigate the health care system, utilize preventative services, and provide support to meaningfully interact with their health care providers. Together, the organizations developed a customized program that brings ABIM's Choosing Wisely campaign, prevention education, and "how to use the health care system" messages to transform the community to an atmosphere of informed, active patients, consumers and families who understand the health care system and how to find high quality treatment and services. This intervention is based on a collective impact model between HealthInsight and the Utah Health Policy Project, Head Start SLCAP, Association for Utah Community Health, and Alliance Community Services.

Methods and Products

- **Consumer Assessment:** Each partner conducted focus groups, one on one interviews, or distributed surveys to consumers that assessed knowledge gaps in health care and revealed critical areas to address. Information gathered from these interactions guided curriculum development and content.
- **Curriculum Development:** Based on the findings from interviews and surveys, tools and resources were gathered from the community or created by the partners to embed seamlessly into existing educational formats in each organization. They incorporate aspects of Choosing Wisely, shared-decision making, and healthy system navigation assistance.
- **Tools:** Each organization distributed tools through Community Health Workers and patient navigators during enrollment sessions, at Health Fairs, Health Improvement Program trainings, and ongoing community outreach events. The tools include:
 - Refrigerator Magnet with Choosing Wisely's 5 QUESTIONS to Ask Your Doctor Before Any Test, Treatment or Procedure and lines to write in phone numbers for an enrollment assistor, primary care provider, and insurance plan carrier.
 - Webpage that provides information on Choosing Wisely, engaging in dialogue with your doctor, and health insurance tools and appropriate use. Articles and excerpts are also incorporated from this site into a booklet of resources.
 - Resource Booklet: Each booklet contains information that consumers can use to make informed decisions about where to go for healthcare and how to interact with healthcare providers.
 - Flow chart to direct consumers to each partner organization for specific resources and guidance
 - User-friendly checklist on when to visit an ER versus an Urgent Care Center
 - Low cost clinics and Urgent Care Centers in the West Valley City area with hours and insurance taken
 - Nurse Helplines, community resources, pharmacy, emergency, and health care program helplines
 - Choosing Wisely articles and helpful information for interacting positively with doctors
 - Follow up System: Post enrollment, each organization checks back in with their population to assess consumers understanding and usage of preventive services, primary care, and health insurance.

Messaging

Each organization distributed outreach and messaging materials throughout their communities through portals that include social media, community newsletters, radio public service announcements, and partnerships with businesses and provider clinics.

Projected Outcomes

This intervention is promoting a growing community of informed and active patients, consumers, and families who understand how to interact with the health care system and find high quality treatments and services, a health care community that supports shared decision-making and conversations between providers and patients, and a local health care ecosystem that is committed to reducing waste and promoting high value care.

This grant is funded by the Cambia Health Foundation, dedicated to transforming the way people experience health care and committed to partnering with others to create a more person-focused and economically sustainable health care system.

