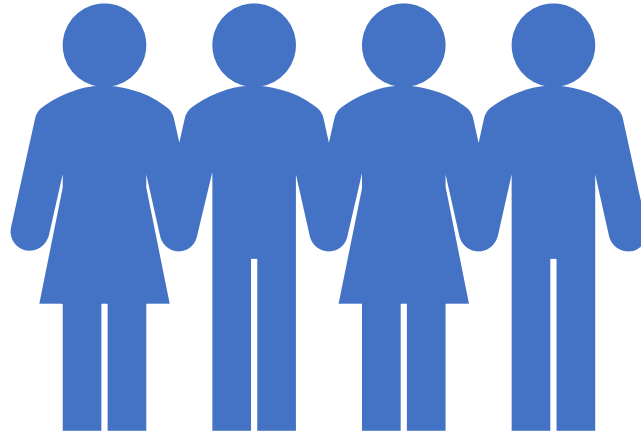


Payor Strategies Communications

Overview of scope, Aug. 28, 2023



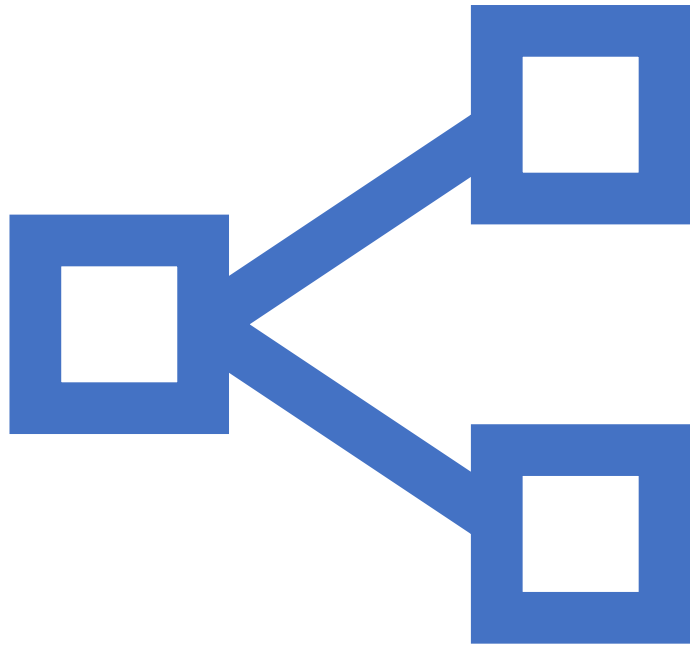
Audiences

Patient/Public

Networks

Community
Benefit
Organizations

OHSU Health
Employees



Payor Strategies Communications

- Health Services Initiatives
- Health Services Communications
- Payor Partner Relationships
- Reputation and Awareness

Health Plans communications

Health Share of
Oregon Housing
Program

I Speak project

IDS network
communications

IDS patient
communications

IDS training
webinars

MSSP patient
communications

THPS network
communications

THPS renaming
project

Trauma-informed
training

Website content:
OHSU Health
Services

Website content:
THPSaco.com

Redetermination

When to reach out



Which logo should I use?



How can I make something I'm working on look more professional?



I need to add something/remove something from the website.



Is there a template I should use?



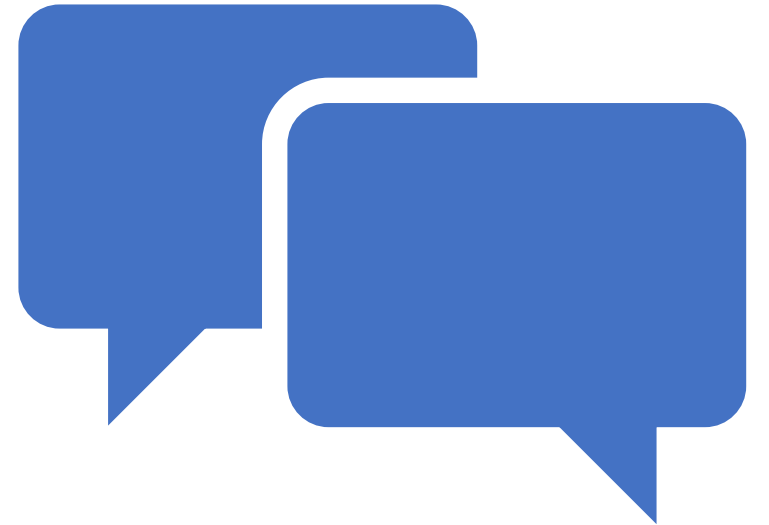
I need to get the word out about something important.



We just won an award, got recognized, have news to share with the greater OHSU audience.

Communications resources

- Proofing review of grammar/style for OHSU external communications. Health literacy review.
- Review of appropriate branding (which logo and how to use correctly).
- Management of the OHSU Health Services and THPS websites.
- Access to design services: flyers, booklets, etc.
- Mailings requiring a production house; estimates, PDFs, etc.
- Assistance with internal/external promotion of meetings/events.





Communications resources

- Newsworthy messages for posting to OHSU Now.
- Monthly newsletter to IDS network.
- Quarterly newsletter to THPS network.
- Broadcast email messages for internal audiences (not patients).
- Part of the Health Share of Oregon Communications Committee.
- Can assist with ordering swag (branded items).

IDS Network Communications

To provide timely and relevant information to IDS providers and clinics to support value-based care.

Next newsletter date: Sept. 12

- Policies, evidence-based practice updates
- Special projects/resources
- Compliance info
- Education opps and webinars
 - Health equity
 - Coding





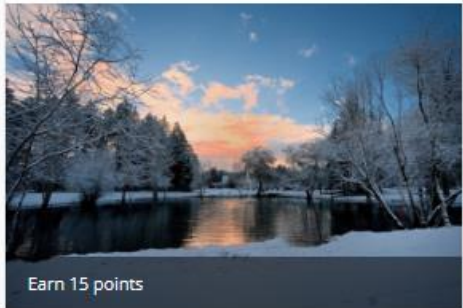
OHSU Now

NATIONAL VOLUNTEER MONTH



Earn 15 points

Volunteering to represent Medicare patients in health care



Earn 15 points

Provider leadership in value-based care determines the future of health care



Earn 15 points

OHSU Health IDS repeats "Best in Class" score



Rare 100%: CICP recognized for providing outstanding care to the vulnerable



Earn 15 points

Cool air for 250 Oregonians at high-risk of health impacts from heat



Earn 15 points

OHSU Health IDS provides \$574,591 in funding to address health disparities



A safety net for thousands of people in Oregon

OHSU's IDS supports 54,000+ Medicaid members



International Overdose Awareness Day
31 August

#ENDOVERDOSE

Carrying naloxone could save a life



Theo Latta, he/him
Health Equity Manager
OHSU Health IDS



Lia Sebring, she/her
Social Communities of
Health Program Strategist
OHSU Family Medicine
at Seaside

OHSU Health IDS

Equity in Action:

Practical strategies for promoting health equity in the clinical setting

Join us for two presentations about practical ways to create a more equitable environment for all patients.

- Theo Latta will share stories of unique and innovative approaches to contextual health equity, cultural safety, anti-discrimination, and affirming language.
- Lia will discuss the implementation and impact of "I Speak" translation cards developed by the Meaningful Language Access team at OHSU Family Medicine at Seaside in 2022. The goal of the cards is to assist patients and clinics obtain an interpreter for health care visits and/or getting appropriate translations on medication labels.

All providers and staff of OHSU Health IDS clinics are welcome to attend this virtual seminar.

Spotter alert: You will be able to order a FREE I Speak kit for your clinic!

About Theo Latta

Theo is an Indigenous researcher, educator and contextual equity lecturer. He has master's degree in Community Psychology. He has previously held professional and board appointments at the Oregon Department of Education, the Native American Rehabilitation Association, the Beaverton School District's American Indian/Alaska Native Education Program and the City of Portland's Office of Equity and Human Rights.

About Lia Sebring

Lia has worked with underserved and systemically harmed communities in health care for the past 10 years. She manages clinic programming focused on addressing social needs and systemic issues that impact health. Lia holds a master's degree in healthcare administration. She has a strong passion for enhancing the health care experience through patient-centered care, patient engagement and health literacy.

Wednesday
July 12, 2023
11:30 a.m. - 12:30 p.m.

Request link:
ohsuhealthprrelations@ohsu.edu



OHSU Health IDS

Compliance Training 2022

for Providers and Subcontractors of
OHSU Health IDS Network





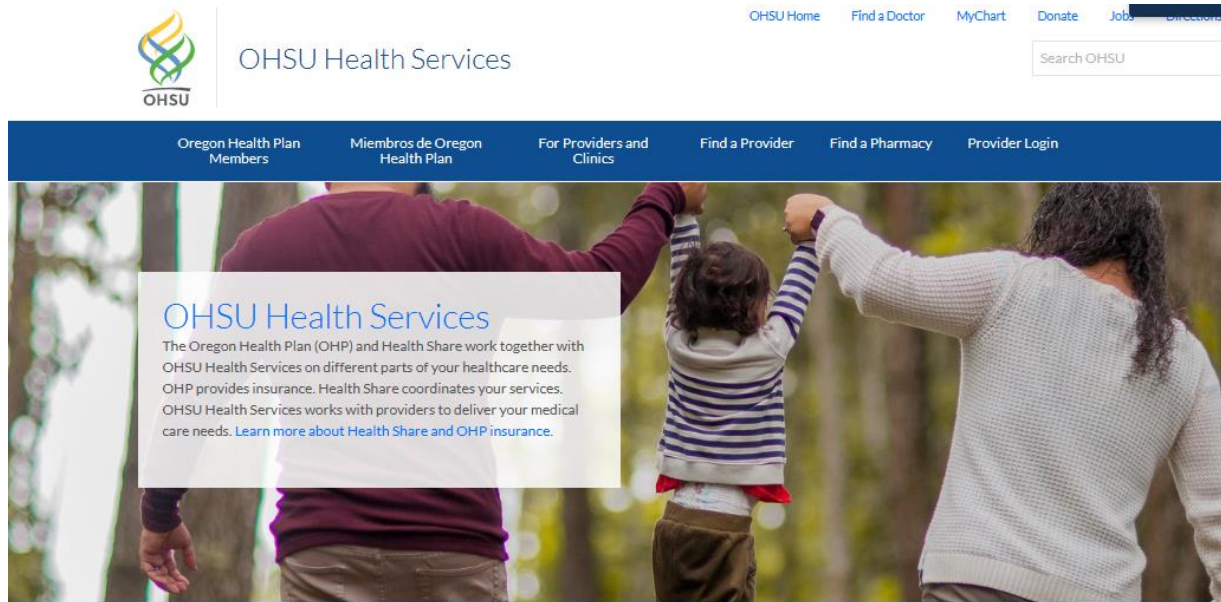
**someone's
DAUGHTER**

31 AUGUST

INTERNATIONAL
OVERDOSE
AWARENESS DAY

**#ENDOVERDOSE
#CARRYNALOXONE**

<https://www.ohsu.edu/health-services>



The screenshot shows the top portion of the OHSU Health Services website. At the top left is the OHSU logo, a stylized flame in green, yellow, and blue. To its right is the text "OHSU Health Services". Further right is a navigation bar with links: "OHSU Home", "Find a Doctor", "MyChart", "Donate", "Jobs", and "Directions". Below this is a search bar labeled "Search OHSU". A dark blue horizontal bar contains links for "Oregon Health Plan Members", "Miembros de Oregon Health Plan", "For Providers and Clinics", "Find a Provider", "Find a Pharmacy", and "Provider Login". The main hero image shows a family of three (two adults and a child) from behind, holding hands and walking in a park. A white text box on the left side of the hero image contains the following text:

OHSU Health Services
The Oregon Health Plan (OHP) and Health Share work together with OHSU Health Services on different parts of your healthcare needs. OHP provides insurance. Health Share coordinates your services. OHSU Health Services works with providers to deliver your medical care needs. [Learn more about Health Share and OHP insurance.](#)



The screenshot shows the "OHSU Health IDS Quality Metric Navigator" page. At the top right are links for "View", "Edit Content", and "Edit Metadata". The main heading is "OHSU Health IDS Quality Metric Navigator". Below it is the section "Featured topics" with a list of six items:

- [Depression Screening and Follow-up Plan](#)
- [Screening, Brief Intervention and Referral to Treatment \(SBIRT\)](#)
- [Well Child Visits](#)
- [Childhood Immunizations](#)
- [Adolescent Immunizations](#)
- [Diabetes HbA1c Poor Control](#)

On the right side, there is a grey box with the text: "Please send your monthly report to the [OHSU Health Services Quality Team](#) [✉](#)".

www.thpsaco.com

Get in Touch



Tuality | Health Plan Services

[Public Reporting](#) [For Providers](#) [For Beneficiaries](#)


English ▼

Providing you access to quality healthcare.

Tuality Health Plan Services is a group of health care providers, hospitals, pharmacists, nurse managers, and wellness providers in the Portland, Oregon metro area who come together voluntarily to coordinate high-quality care for their patients. Our emphasis is on prevention and helping people achieve their health goals.

Medicare Beneficiary

Access MSSP

 Access THPS



General resources

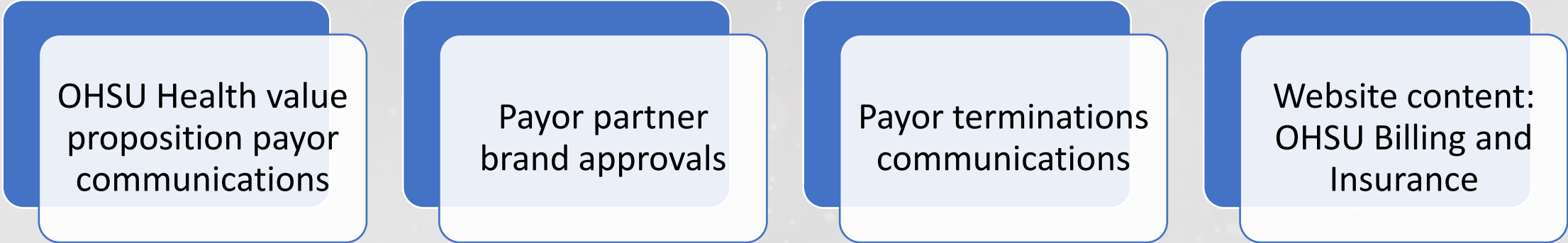
- Go to O2.
- Use the pulldown menu for Communications.
- Find information on:
 - Logos
 - Fonts
 - Photos
 - Templates for PowerPoint, flyers and more
 - How to order stationery and promotional products (swag)



General resources

- [OHSU Inclusive Language Guide](#)
- [OHSU Primary Brand Specifications Guide](#)
- [OHSU Content Style Guide](#)

Payor Strategies relationships



OHSU Health value
proposition payor
communications

Payor partner
brand approvals

Payor terminations
communications

Website content:
OHSU Billing and
Insurance