

2015 Defense Health Information Technology Symposium

Communications Planning and Implementation 18 Aug 2015



“Medically Ready Force...Ready Medical Force”

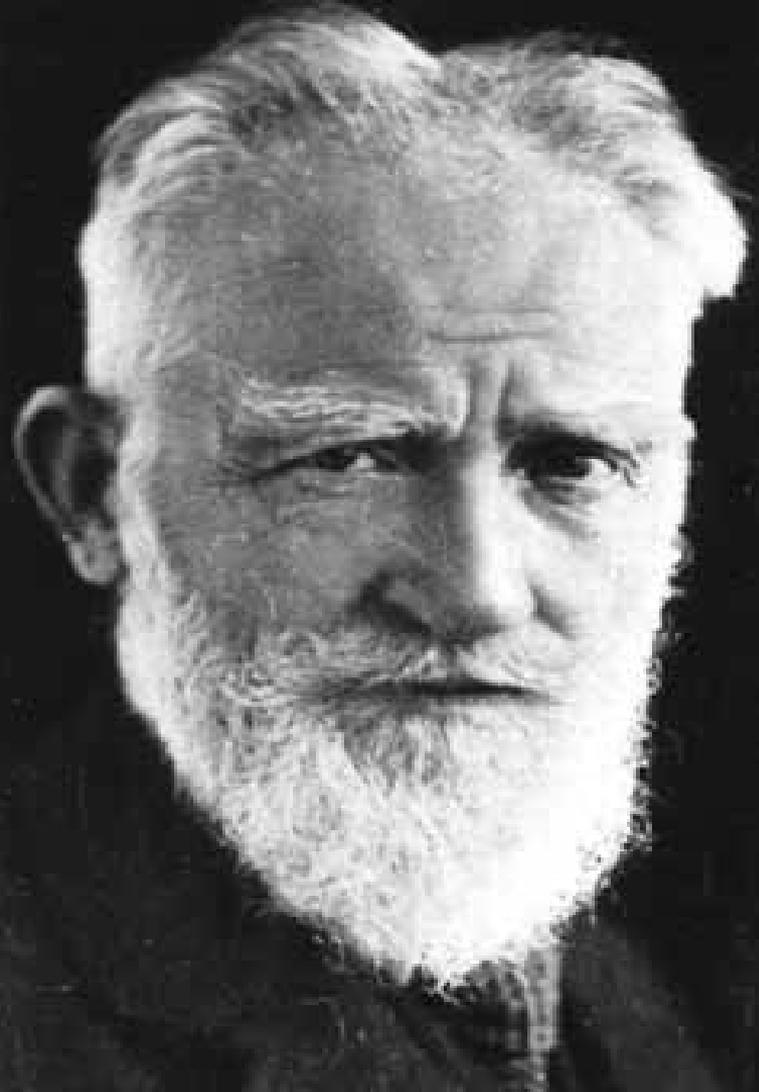
Agenda



- Purpose
- Audience/Stakeholders
- Methods
- Effectiveness and Measurement (Metrics)
- Examples and Discussion

**“The single biggest problem
in communication is the
illusion that it has taken
place.”**

-George Bernard Shaw







 the ONION®

CIA Realizes It's Been Using Black Highlighters All These Years

CIA Realizes It's Been Using Black Highlighters All These Years

NEWS

November 30, 2005

VOL 41 ISSUE 48

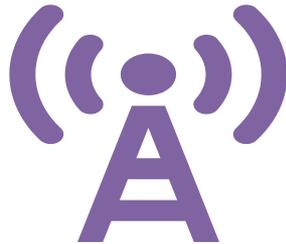
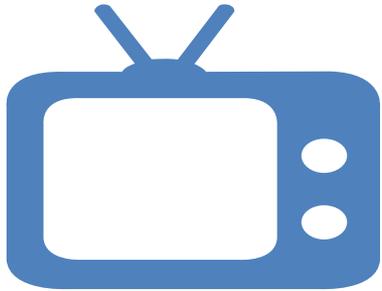
Politics Government

LANGLEY, VA—A report released Tuesday by the CIA's Office of the Inspector General revealed that the CIA has mistakenly obscured hundreds of thousands of pages of critical intelligence information with black highlighters.

ONION V

Communication is everywhere

- Reading or watching the news
- Hearing an ad on the radio
- Getting a letter about your insurance coverage
- Sitting through an IT training



BASIC NEEDS FOR SURVIVAL

“Medically Ready Force...Ready Medical Force”

BASIC NEEDS FOR SURVIVAL

THEN



- FOOD
- WATER
- SHELTER
- CLOTHING

“Medically Ready Force...Ready Medical Force”

BASIC NEEDS FOR SURVIVAL

THEN



- FOOD
- WATER
- SHELTER
- CLOTHING

NOW



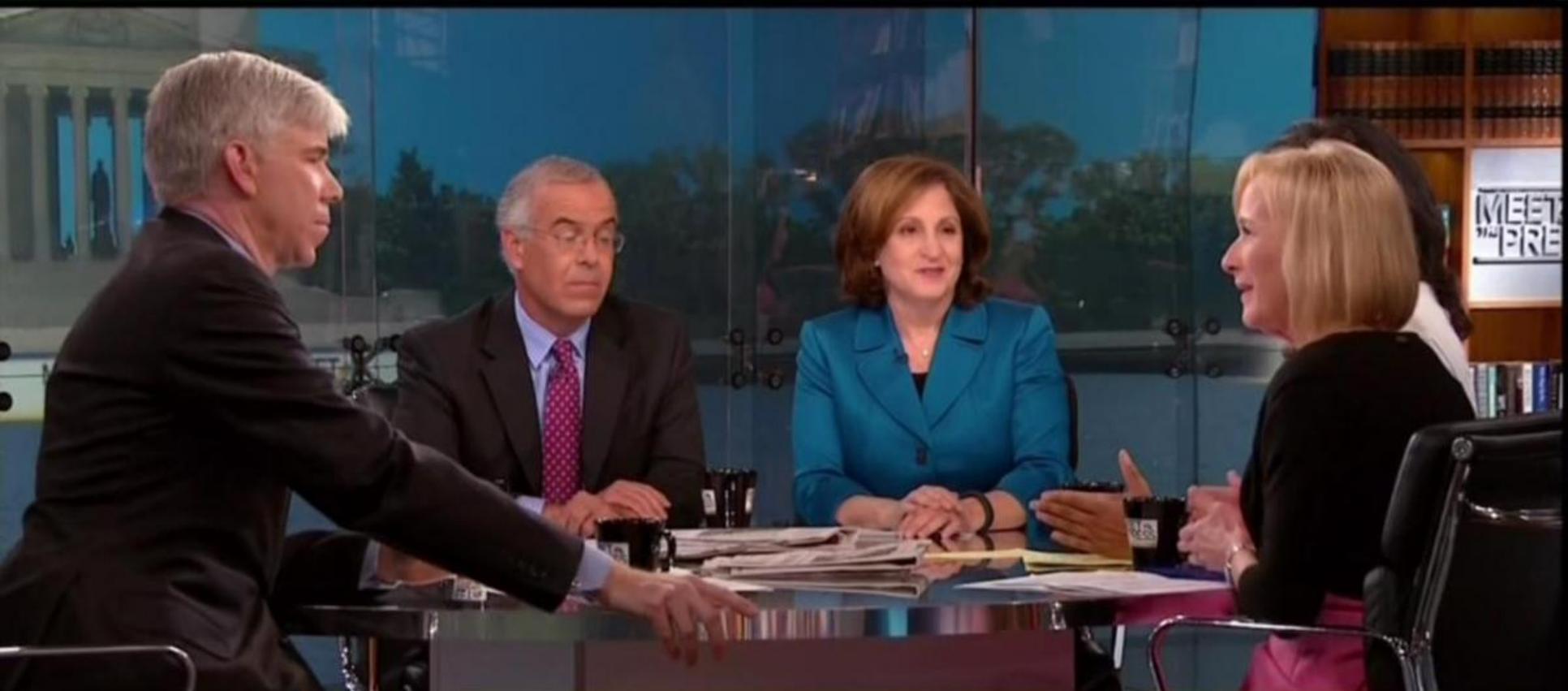
PUBLIC WIFI!!
AWWWW YEAAAHH
STARBUCKS!

- INTERNET
- FOOD, SHELTER, WATER (OPTIONAL)

“Medically Ready Force...Ready Medical Force”

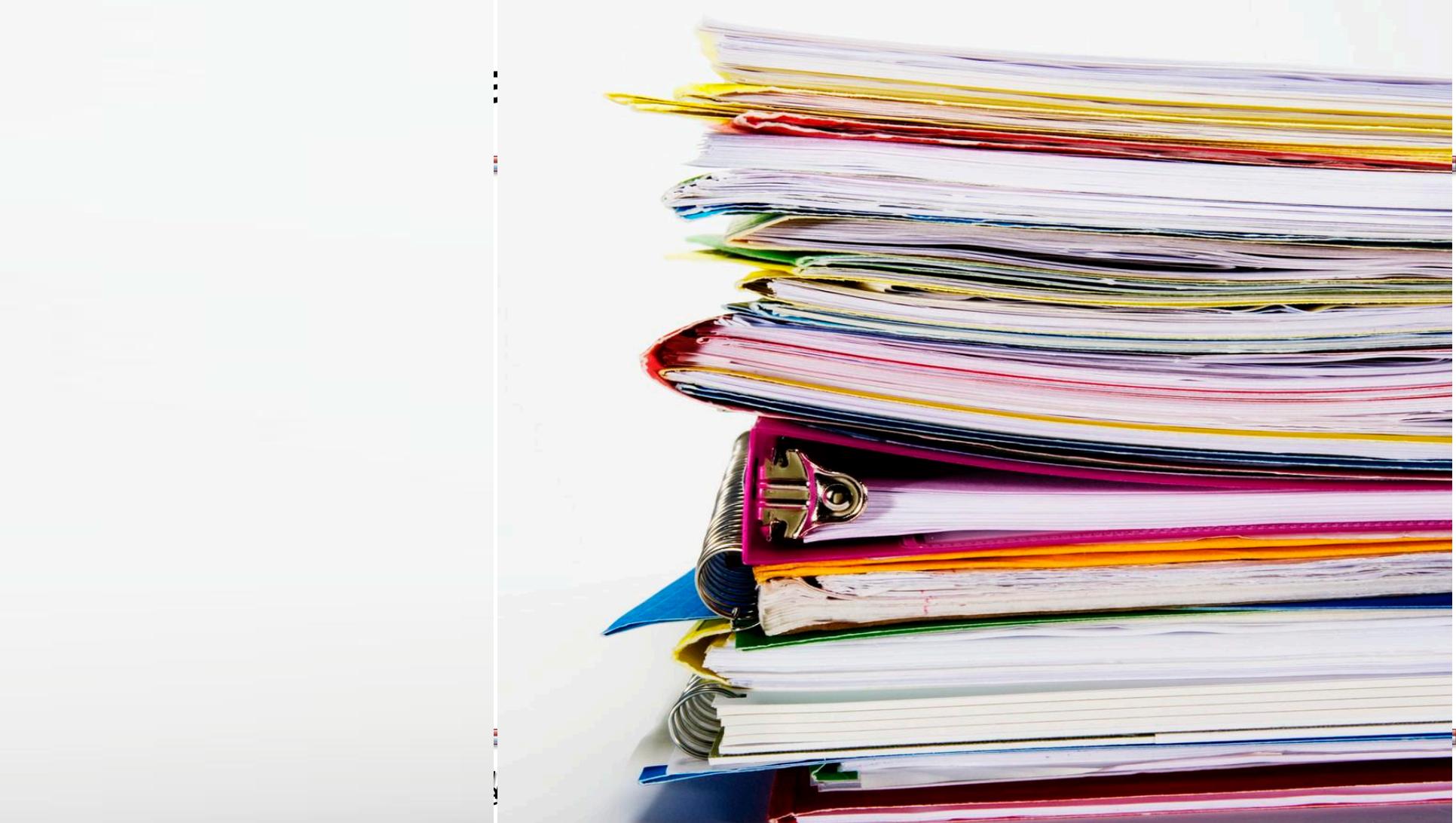


“Medically Ready Force...Ready Medical Force”



DYSFUNCTION IN WASHINGTON
A 'DO-NOTHING' CONGRESS?



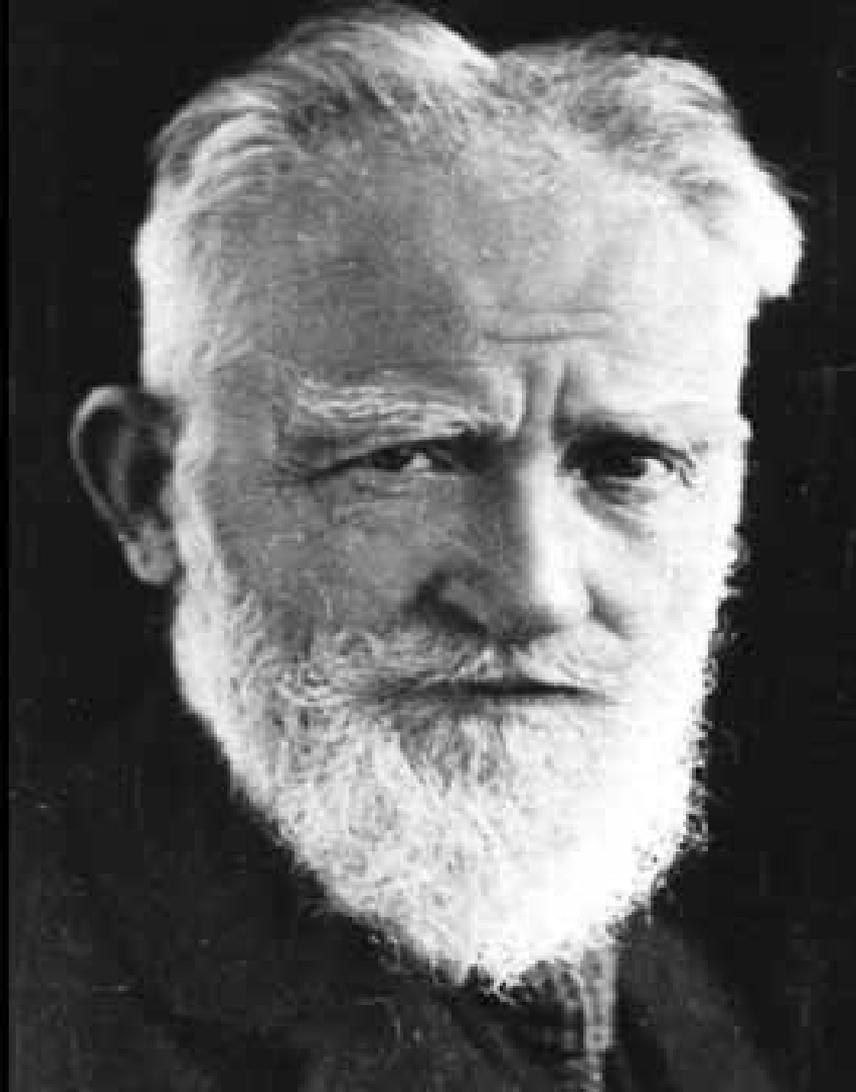






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CHANGE

AHEAD



MEDICAL

- Health Care
- Doctor
- Hospital
- Pharmacist
- Nurse
- Dentist
- First Aid
- Surgeon
- Emergency



- Microscope icon
- Person icon
- Bar chart icon
- Network diagram icon
- Padlock icon



Health Care

- Doctor
- Hospital
- Pharmacist
- Nurse
- Dentist
- First Aid
- Surgeon
- Emergency



Health Care

- Doctor
- Hospital
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Goals in telling the EHR story



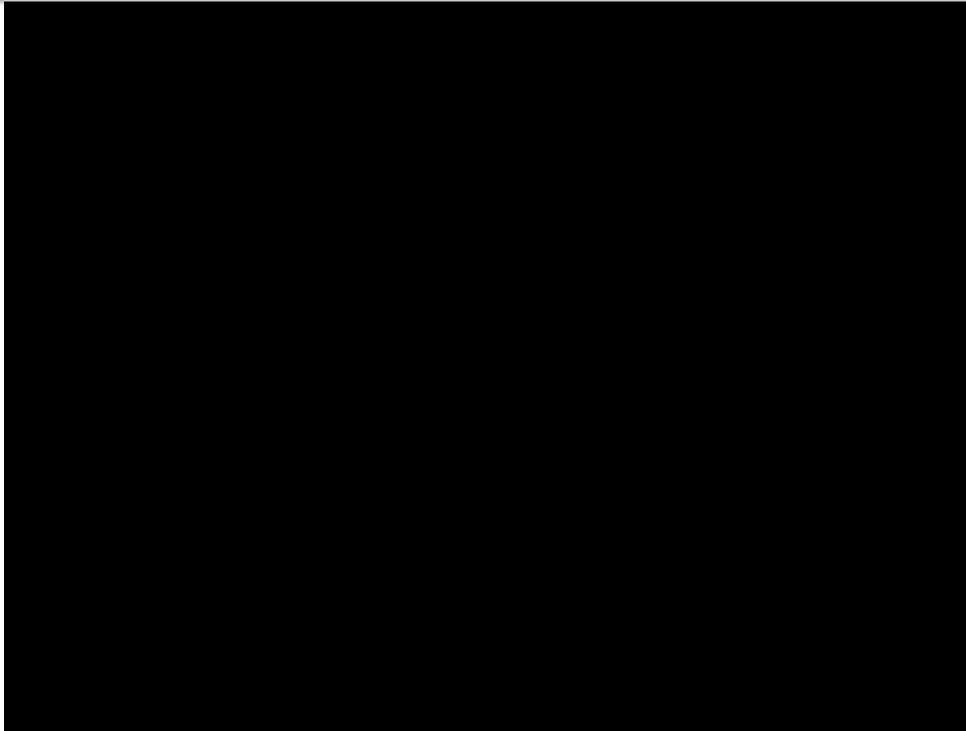
- Create awareness
- Build trust
- Break down resistance to change
- Change the culture
- Recruit champions
- Demonstrate the benefit
- Ease the transition

EHR Audiences and Stakeholders



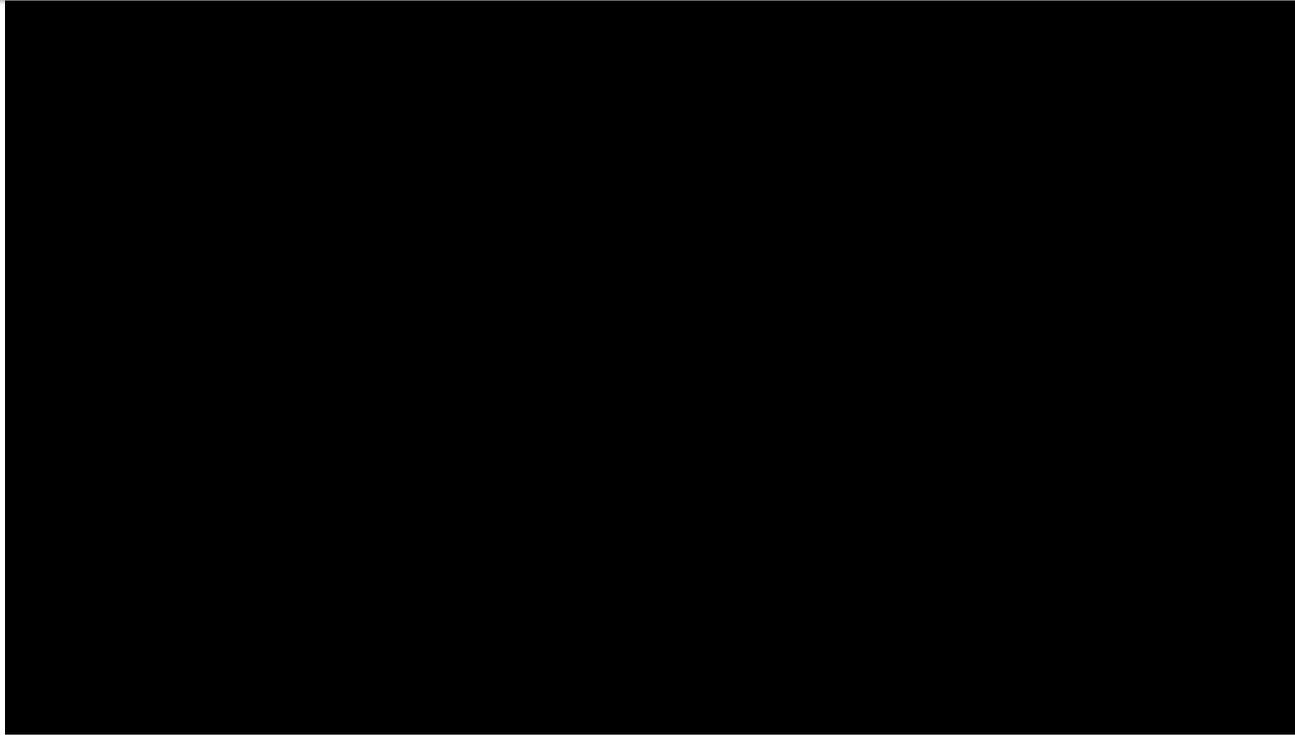
- Complex audience matrix with unique needs
 - ❑ Internal
 - ❑ Medical Staff/ MTF Users
 - ❑ Beneficiaries / Patients
 - ❑ Line/Base Commanders
 - ❑ Population Health
 - ❑ External
 - ❑ Line/Base Commanders
 - ❑ Other Federal Agencies (Starts with VA, but doesn't end there)
 - ❑ Congress
 - ❑ American Public

“Medically Ready Force...Ready Medical Force”



“Medically Ready Force... Ready Medical Force”

- How you should talk about changes in Health Technology
 - Simple human
 - Consider what's in it for the receiver
 - Check for understanding
 - Identify problems or gaps and fix them
 - Sustain trust – Not Selling, We're Telling
 - Repeat



“Medically Ready Force...Ready Medical Force”

Products and Messaging



- Communications products developed in support of EHR
 - Senior leader talking points and key messages
 - Posters, brochures, cards, hand outs, etc.
 - Video/Radio where appropriate
 - Education/training/information sessions, classes, webinars, etc.

- ❑ Products don't communicate on their own

- ❑ Critical element is you

“Medically Ready Force...Ready Medical Force”

Client: Detroit Medical Center
DMC Corporate Creative

Product: EMR/Computerized Orders

Title: "EMR – Med Scanning"

Code: DMC-09-0604-30-04
Length: :30

M2021 6/04/09 *Epiphany*



"Medically Ready Force...Ready Medical Force"

Everyone has a role in communications



- PAO has a responsibility to communicate, but can't be everywhere at once
- You are the trusted link to the EHR in your community – people will look to you
- This is about informing and explaining, not selling or convincing.
- Ensuring you tell the entire story from with a wide lens will help make transition easier.

Questions



“Medically Ready Force...Ready Medical Force”