

Empowering with a Communications Blueprint

It's almost go time. The extended deadline for the Cures Act is fast-approaching, and your organization is likely planning an internal go-live before then.

For many scrambling to meet the April 5th due date, the focus has been mostly on the clinical, operational and IT components. With that skeleton and muscle in place, now is the time to layer on the connective tissue to help ensure a smooth rollout of what's been a complex structure to build. The connective tissue comes in the form of an actionable communications strategy for your internal and external audiences conveying that the Act makes healthcare better for all by giving patients real-time, virtual access to certain health information.

Done right, you can build trust between your patients and providers. Yet many organizations lack the communications capacity or bandwidth to orchestrate a rapid and robust communications effort to empower patients and make your overarching mission possible.

We can help.

We have no learning curve in healthcare. We understand the intricacies of today's Cures Act requirements and how, if handled well, you can inspire consumer trust in your organization. Working alongside your team, we develop a comprehensive plan, the message framework and resources for your team plus a trove of patient communications to prepare you for this first requirement.

Our Plan

Our communications plan and message framework is tied to your operational plan and includes:



PHASE I

Create awareness among leaders and physicians of the Cures Act and, most importantly, what it means for your patients.



PHASE II

Educate and equip physicians and team members to successfully navigate the upcoming requirement and talk about it with patients.



PHASE III

Empower patients with information and resources to better understand what this means and how they will have access to their health information in more ways.



Resources for leaders

- » Roadshow deck explaining the Cures Act, how you are meeting the requirement and what the future of information sharing/blocking looks like



Resources for providers and employees

- » Physician guide that makes the case for change
- » Scripts for physicians to use with patients
- » Scripts for team members' use for all patients



Resources for patients

- » Patient emails/letters
- » MyChart (EMR) messaging and notifications
- » Web copy
- » FAQ
- » Overviews/one-pagers

From Operations to Communications to Opportunity

As strategic communications experts, we focus on providers and patients, ensuring your information is clear, concise and you are responsive and ready to meet the next phase of interoperability.

Next Steps

What we can accomplish together in the next 10-14 days:



Meet with your Cures Act steering committee to understand your timeline



Build a supporting communications plan and message framework



Develop supporting materials for your go-live

Our Differentiator: The Chartis-Jarrard Experience

If you would like to boost or amplify your **operational strategy**, know that, in partnership with our colleagues at The Chartis Group, we can provide a holistic roadmap for interoperability transformation – helping you along each step of the way.

Chartis experts can assist with your clinical, operational and IT needs and provide you all you need to know about the nuances of the Cures Act. Powered by our strategic communications expertise, together we:

- » **Assess** workflows, processes and contracts that may need changes for compliance
- » **Navigate** what's needed for readiness in each function across the organization
- » **Rally and align your team** with a coordinated communications strategy and plan tied to your mission and vision
- » **Find the right balance**, managing short-term risk while paving the way for longer-term opportunities that leverage the effort for a competitive edge

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms.

For more information, visit jarrardinc.com or follow us @JarrardInc.

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MyChart Update: Information Sharing (Outpatient)

Convenient access to medical records is an essential way our care teams strengthen their connections to our patients. That's why ABC Health System is working hard to make sure you have the most up-to-date information that will guide your care and allow us to work together to enhance your health and well-being.

Through MyChart, you will now have real-time access to certain medical record information like lab and imaging results, in addition to your provider's notes, as soon as they are available. This access can create a more collaborative relationship with your care team. It also gives you the ability to process your results and prepare questions before you discuss them with your provider.

Here are some of the changes we're making to give you even more access to your health information:

- » **Immediate release of final lab and imaging results**
 - Lab and imaging results like x-rays and blood draws will no longer be delayed before release. When they are final, you can view them.

- » **Immediate release of provider notes**
 - You will have access to progress notes written during inpatient stays and outpatient visits.

What you can expect from your care team

Now that you will receive test results as soon as they are available, it's possible that you will see your results before your provider has had a chance to review them.

We are committed to providing more details about any abnormal test results as quickly as possible – typically within two business days of their release. We know it may feel like forever if something doesn't seem right. Giving your provider time to review your results allows them to be fully informed and consider your results before they contact you.

If you are viewing your health information and have an emergent concern, please contact your provider.

Sign Up for MyChart Today

The MyChart patient portal puts your health information at your fingertips. If you haven't already signed up, access is free and easy:

1. Go to "ABC Health System URL"
2. Click "Sign Up Without a Code"
3. Fill in your information

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Through MyChart, you will now have real-time access to certain medical record information like lab and imaging results, in addition to your provider's notes, soon after your appointment. This access can create a more collaborative relationship with your care team. It also gives you the ability to process your results and prepare questions before you discuss them with your provider.

Here are some of the changes we're making to give you even more access to your health information:

- » **Immediate release of final lab and imaging results**
 - Lab and imaging results like x-rays and blood draws will no longer be delayed before release. When they are final, you can view them.
- » **Immediate release of provider notes**
 - You will have access to progress notes written during inpatient stays and outpatient visits.

What you can expect if You're in the Hospital

Throughout your stay, your test results and provider notes will be automatically available in your MyChart portal as soon as they are final. In some cases, you may see your results before your provider has had an opportunity to review them with you.

If you have questions, you are always welcome to speak with a member of your care team and our providers are committed to meeting with you frequently throughout your stay.

In an emergency, a member of your care team can always reach the appropriate provider through our hospital communication system. There is no need to contact your physician or their office. Once contacted, the provider will review your results and respond as quickly as possible, either in person or through the MyChart portal. If your provider is unavailable, their covering provider will contact you.

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