Health Reform in Minnesota: Communications Challenges and Opportunities

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Minnesota’s Vision for a Better State of Health

• Our goals for health reform:
  – Improve the overall health of the population
  – Improve the patient experience
  – Improve the affordability of health care

• Unprecedented collaboration between public and private sector stakeholders
Minnesota’s Vision: Nation-leading Reforms

• In 2008 we passed health reform legislation that takes a comprehensive approach.

• Public health investment
• Market transparency
• Care redesign and payment reform
• Consumer engagement
• E-health
Minnesota’s Vision:
Statewide Health Improvement Program

• Today:

• Tomorrow:
Minnesota’s Vision:
Market Transparency & Provider Peer Grouping

• Today: It can be hard to find and compare information about health care costs and quality.

• Tomorrow: We will have a way to compare providers based on value – both quality and cost.
Minnesota’s Vision: Care Redesign & Payment Reform

• Today: Providers are paid based on the volume of office visits, tests and procedures.

• Tomorrow: Patients will be partners with their providers, care will be coordinated and payment will be based on value, not volume.
Minnesota’s Vision: Consumer Engagement

• An engaged consumer is a key ingredient for health reform.
Minnesota’s Vision: E-health

- We need to use technology to bring health care into the 21st century.
Many Different Audiences

• Broad stakeholder involvement
• Partnering with many organizations
• Some groups don’t like parts of the law or would like to see changes
Multi-faceted Communications Approaches

- Public meetings / forums
- Targeted stakeholder communications
  - Individual meetings
- Commissioner’s voice
  - Perspectives we publish
  - Articles in trade publications
- Speeches
  - Commissioner, Assistant to the Commissioner for Health Reform
- Web site and targeted e-mails
- Publications targeted to specific audiences
  - Providers, consumers, legislators, etc.
- Media
  - More of a consumer focus
Challenges in the Public Sector

- Government must strive for openness, inclusiveness, fairness
- Budget pressures, resource concerns
- Shifting priorities
- Some people just don’t like government
Complicated, Abstract Initiatives

• Very policy oriented
• Behind the scenes
• Creates a need for education and context, along with communication
Pulling the Pieces Together

• Developed umbrella brand bringing components together
• Created related brands for some particular programs
Cultivating Media Opportunities to Reach a Broader Audience

News Release
MDH
FOR IMMEDIATE USE
August 30, 2006

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Minnesota Department of Health awards $47 million in state grants to fight chronic disease
Locally driven plans will create sustainable, systemic changes to support healthy choices

In a nation-leading effort to reduce chronic disease, the Minnesota Department of Health (MDH) has awarded $47 million in state grants to 39 Minnesota communities to help lower the number of Minnesotans who use tobacco or who are obese or overweight.

The $47 million appropriation for the Statewide Health Improvement Program, also known as SHIP, will cover 36 counties and eight tribal governments over the next two years through grants and technical assistance. SHIP is part of Minnesota’s Healthy People 2010 initiative that was signed into law in 2000.

“Minnesota is at the forefront of health care reform,” Governor Tim Pawlenty said. “The Statewide Health Improvement Program will improve the health of Minnesotans and also help contain the spiraling costs of health care.”

SHIP tackles the top three causes of preventable illness and death in the United States: tobacco use, physical inactivity and poor nutrition. Together these three factors have been associated with more than 250,000 premature deaths each year.”

The future is alive and well in Staples

The Star Tribune
State vs. National Efforts

- National health reform efforts have created a lot of interest
  - But very polarized on the national level

- Look for ways to highlight Minnesota’s Vision in the context of national reforms
  - But at the same time keep it distinct
  - A delicate balance
Moving Forward

• Continue to seek opportunities to highlight Minnesota’s reform efforts

• This year, we’ll see more concrete “products”
  – Health care homes
  – Quality reporting
  – Provider peer grouping

• Next phase of health reform in Minnesota