

## Making the Value Case for PCMH Development – Key Stakeholders and Value Requirements

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<p><i>We provide this tool for use with your leadership and staff team to consider key stakeholders and value requirements. To use this tool, put a check mark “√” in the boxes where the value requirement applies to each stakeholder. Use the results as a reference for your practice’s PCMH design, including generating solutions to specific buy-in obstacles.</i></p>		<b>Patients &amp; Families</b>	<b>Clinicians &amp; Staff</b>	<b>Management Team</b>	<b>Community</b>	<b>Service Partners</b>	<b>Health Plans &amp; Payers</b>	<b>Grant Funders</b>	<b>Public Officials</b>	<b>Others</b>
<b>Access to Care</b>										
Provide same-day appointment access										
Provide extended hours										
<b>Quality of Care</b>										
Meet or exceed established quality standards										
Use evidence-based guidelines										
Address critical health risks and serious health conditions										
Exceed national benchmarks on selected quality indicators										
<b>Coordination of Care</b>										
Connect people to community support services										
Engage with specialists and other providers										
<b>Patient Engagement</b>										
Engage patients/families as partners										
Help patients/families manage health conditions in home & community										
<b>Patient Satisfaction</b>										
Listen to patients through conversations and surveys										
Receive positive patient feedback										
<b>Patient Flow</b>										
Streamline communications across the care continuum										
Engage team members in pre-visit planning and rooming protocols										
<b>Team Flow</b>										
Formalize team job descriptions and responsibilities										
Help staff operate to the top of their credential										
<b>Cost Impact</b>										
Help patients and clinicians manage unnecessary tests & procedures										
Help patients manage conditions to reduce lifetime costs										
Help patients manage medications										
<b>Revenue Impact</b>										
Position practice for participation in alternative payment models										
Position the practice to payers as a leader in quality & access										
<b>External Relationships</b>										
Position the practice nationally in terms of PCMH recognition										
Collaborate with community partners										
<b>Other Value Requirements</b>										
Maintenance of Certification Credit										

## Gaining Buy-In for PCMH Development: A Strategy Guide

**How can we help our organization ‘buy into’ PCMH development?** This is an important strategic question for practices on the front lines of PCMH development. The answer to this question is equally strategic: *We can help our organizations buy into PCMH development by defining a clear and authentic value case for our patients and other key stakeholders.* Part 1 of this tool outlines a five-pronged strategy for gaining buy-in by making the value case for PCMH. Part 2 outlines a set of example value messages that may be helpful for gaining buy-in from particular audience segments. We recommend using this tool as an overall strategy guide for optimizing PCMH development at your organization. It can be used alongside the tool on *Making the Value Case for PCMH Development* to develop a detailed value case for specific audiences.

### Part 1. A Five-Pronged Strategy for Gaining Buy-In to PCMH Development

#### 1. Engage the Organization in PCMH Development

- Establish visible leadership support
- Educate staff about the transition
- Involve staff in decision making
- Refine staff roles
- Provide coaching and support for late adopters

#### 2. Identify Key Stakeholders in PCMH

- Patients and families
- Clinicians and staff
- Management team
- Board and community
- Service partners
- Health plans and payers
- Grant funders
- Public officials
- Other stakeholders?

#### 3. Define Key Value Requirements for PCMH

- Access to Care
- Quality of Care
- Coordination of Care
- Patient Engagement
- Patient Satisfaction
- Patient Flow
- Team Flow
- Cost Impact
- Revenue Impact
- External Relationships
- Other Requirements?

#### 4. Develop PCMH Capabilities with Value in Mind

- Identify key stakeholders
- Consider their specific value requirements
- Design and develop PCMH capabilities with value in mind
- Test PCMH design with key stakeholders
- Check in with key stakeholders during implementation

#### 5. Collaborate to Gain Buy-In

*At the Organizational Level:*

- Frame PCMH as a value strategy of the organization
- Don't leave one person with responsibility to 'get buy-in'
- Make it clear that buy-in is everyone's job, but welcome identification of specific obstacles to buy-in
- Identify and address specific obstacles to buy-in
- Offer management support and coaching for resolving buy-in issues

#### (5. Collaborate to Gain Buy-In continued)

*At the Individual Level:*

- Engage the concerned individual
- Identify the obstacle(s)
- Frame the obstacle(s) from a patient-centered perspective
- Engage the team in generating possible solutions
- Check in with the concerned stakeholder(s) during design and implementation

### Part 2. Example Value Messages for Gaining Buy-In from Specific Audiences

*These value messages can be adjusted and interchanged to meet the needs of particular individuals and audience segments.*

#### A. For Patients, PCMH can lead to:

- Better access to care
- Better quality of care
- Better coordination of care
- Better engagement and satisfaction
- Potential for better health outcomes

#### B. For Clinicians and Staff, PCMH can lead to:

- Better patient care (see above)
- Better patient communication and flow
- Better team communication and flow
- Better clinical information
- Potential for more effective use of time after initial build-out

#### C. For Management Team Members, PCMH can lead to:

- Better patient care (see above)
- More cost-efficient patient care
- Better positioning for competitive contracts based on PCMH capabilities
- Better positioning for value-based payment
- Better positioning for public and private grant funding

#### D. For Service Partners, Health Plans, and Purchasers, PCMH can help demonstrate how the organization:

- Is accountable for access and quality
- Is equipped for care coordination
- Is equipped for referral management
- Is equipped to exchange clinical information in specific situations
- Is prepared to manage care under value-based payment

#### E. For Community Members, and Public Officials, PCMH can help demonstrate how the organization:

- Addresses local health needs
- Provides access to vital services
- Keeps patients and families first
- Delivers high quality health care
- Strives to control health care costs by providing efficient and effective care