**Collaborative Overview and Application:**

***Communicating about High-Value Health Care***

**What is a CPR Collaborative?**

A small work group of 5-8 employers and other health care purchasers working together over the course of a year to tackle a health care purchasing challenge.

For this Collaborative, CPR’s Communications partner will serve as the subject matter expert (SME) and provide group and individual advisory services to Collaborative participants.

**Why focus on employee communications?**

Many employers and other health care purchasers today implement innovative strategies, such as narrow or tiered networks, Centers of Excellence, reference pricing, ACOs, or high-deductible health plans that fall short of expected adoption, savings, or results. Why? In many cases, successful implementation relies on effectively communicating these high-value health care initiatives to employees. For example, employees need to understand the rationale and benefits of having their choice restricted to choose coverage through a narrow network. Employers have found employee understanding to be a barrier to adoption, which means they are leaving opportunity on the table.

**What will this Collaborative offer to address the problem?**

* CPR’s Communications SME and CPR will design and field a survey of your employee population to analyze their understanding of variation in cost and quality across health care providers and benefit designs intended to point them to higher value care.
* After reviewing the findings, CPR’s Communications SME will develop a brand-new Employee Communications Toolkit for Employers that summarizes findings, best practices, and provides talking points and messaging for driving adoption of high-value health care behavior among your employee population.
* Over the course of the year, CPR staff and CPR’s Communications SME will facilitate discussions regarding communications strategies, goals, and challenges, and will serve as advisors to Collaborative participants looking to enhance their communications to members regarding high-value health care.

**What can you expect from the collaborative experience?**

* Monthly virtual meetings will take place over the course of 12 months; there will be one in-person meeting (date and location TBD)
* Each meeting will be led by dedicated CPR staff; a representative from CPR’s Communications SME will provide consultation and technical assistance throughout.
* Over the course of one year, the group will:
  + Participate in a roundtable with other Collaborative participants to discuss status of communicating high-value health care to members and challenges in preparation for 2018;
  + Develop an in-depth employee survey and solicit responses from employees;
  + Hear directly from peer organizations about their efforts to communicate high-value health care initiatives to members;
  + Review and provide feedback on the Employer Toolkit that will then be finalized for each participant to leverage.

**How can you apply?**

Interested purchasers should apply by completing the attached application by **April 24th, 2017**.  Upon individual discussions to understand the applicants’ specific interests and goals, CPR will invite qualified applicants to participate in this Collaborative.

The fee to participate in this Collaborative will be $5,000 for CPR member organizations and $20,000 for non-member organizations. This fee covers:

* CPR and CPR’s Communications SME hosting fees;
* Full benefits of CPR membership for non-member Collaborative participants. To learn more about CPR membership benefits, visit <http://www.catalyzepaymentreform.org/get-involved/become-a-member>

**The Collaborative Commitment:**

CPR designed the Collaborative experience with the goal of bringing a small group of active purchasers together to address the biggest challenges in health care. To make the experience valuable for everyone, we require the active involvement of our participants, which includes:

* Committing your organization to participate over the duration of one year.
* Prioritize attending our monthly 90-minute virtual meetings. If you cannot attend, we recommend sending someone from your team in your place to ensure continuity.
* Actively participating in the sessions and sharing with your peers. We understand that some components of your strategy are proprietary, however, we hope that Collaborative participants with be willing to share ideas, lessons learned, and challenges with our group, so we all may benefit from your experiences.
* Attend one in-person Collaborative group meeting (timing and topic TBD). We will discuss this meeting further as the work together ensues.

**What We Would Like to Know from You:**

* Your Name: Name
* Your Role: Role
* Organization Name and Industry: Org Name and Industry
* Organization Size: # of EEs (and retirees if applicable)
* Email: Address
* Phone: (xxx) xxx-xxxx (primary mode of contact will be email)

1. **Explain why this collaborative is of interest to you and your organization. What are your participation goals and what would you like to get out of this experience?**

**Response**

1. **What benefit designs or provider network designs do you currently have in place or plan to implement that will require employee communications and engagement to be successful?**

**Response**

1. **What is your prior experience with communicating to your employee/member population concerning high-value health care initiatives? Would you consider these past efforts to be successful?**

**Response**

1. **To what extent do you anticipate communicating to your employee/member population concerning high-value health care initiatives during your next annual enrollment? During the next 12 months?**

**Response**

1. **When does your annual enrollment take place? Explain your communication efforts during annual enrollment compared to ongoing efforts throughout the year.**

**Response**

1. **Are you interested in learning more about becoming a CPR member organization?**

**Response**

**Please e-mail completed applications to Ryan Olmstead, CPR’s Director of Member Services, at** [rolmstead@catalyzepaymentreform.org](mailto:rolmstead@catalyzepaymentreform.org)**.**

**Thank you for your interest!**