

COMMUNICATIONS EXHIBITS

1. Sample *Did You Know?* Article
2. Proposed 2005 newsletter planning schedule
3. Recommended chronic disease messages
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Exhibit 1: December 2004 *Did You Know?* Article

PEBB December Newsletter
Did You Know?
Page 3
Draft 11/05/04

Head (banner across page) Talking with your doctor: A prescription for good health

Sub: Did You Know?

Did you know that most people get just 13 minutes to talk with their doctor during a routine visit?

Can you get all your questions answered in 13 minutes?

In the days of Marcus Welby, healthcare was simpler. Today, new technologies, innovative care models and cutting-edge research have created a more sophisticated and complex healthcare system. These days, you can't simply leave your healthcare decisions to your doctor. Nor can you depend on short doctor visits to learn everything you need to know about your health.

You need to educate yourself and become an active partner with your doctor. And you need to demand changes in the healthcare system that would make getting information – from doctors and others – simpler.

Sub: What can you do?

Be prepared.

- Bring a list of your current symptoms and related questions.
- Bring a list of all the medications and supplements you take.

Participate.

- Take notes and ask questions. If you don't understand an answer, ask again until you do.
- Ask your doctor to write down instructions or to give you printed material.

Get support.

- Bring a family member with you to help with questions and remembering details.
- If you still have questions at the end of the visit, ask to speak with a nurse. Or schedule another visit to get your questions answered.
- If you're getting medication, ask the pharmacist how you should take it and possible side-effects.
- Ask your doctor if you can follow up with questions via phone or e-mail.

Take Charge.

- If you're not happy with how your doctor relates with you, say so. Even a busy doctor should listen with respect, clearly explain things, encourage you to ask questions and treat you as a partner in your care.
- Many health plans don't pay doctors for the time they spend answering patient e-mails. Ask your plan if they do or if they would consider doing so.
- "E-prescribing" can save time and make care safer. Ask your doctor about this technology.

Get more info on the PEBB Web site: Oregon.gov/DAS/PEBB/didyouknow.shtml.

Side bar:

Photo caption: Chuck Kilo, M.D.

"I wish I had more time with my patients, but given the realities of my practice, I don't often have the time I want. I ask my patients to be prepared for our appointments. I invite them to bring me a list of symptoms and a set of questions that we can go through together. I encourage them to tell me when they don't understand what I'm saying or if they feel too rushed. And I always follow up with an e-mail summarizing our discussion and just stay in touch. We work together to help them get the best care and learn to take care of themselves as much as possible."



Exhibit 2: Newsletter planning schedule

PEBB Newsletter Content Planning					
October 12, 2004 (draft)					
Month/ Deadline	PEBB Message	Observance	CD Message	Did You Know?	
Nov. 10/11	2005 plans update; look for tobacco cessation program	Diabetes Month Great American Smoke-out 11/18	list diabetes tests; prevent diabetes		
Dec. 11/12	Regence Rx Web; tobacco cessation benefit; preparing to quit; holiday stress; walking well		quit tobacco and don't start	Empowered patients	
Jan. 12/10	Regence dependents survey; check your benefits, check your health; healthcare FSA; Regence Back to Health program		top ten prevention list	How to talk with your doc	
LW 11/26	pick yourself up after the holidays (physical activity)		get 20-30 minutes most days		
Feb. 1/11	pebb.benefits—member training; e-health with HQ; congrats on quitting	Heart Month	know your numbers (cholesterol & blood pressure)	E-prescribing	
Mar. or	portion control;	Nutrition Month (Mar)	follow a healthy	Healthcare costs	

Apr.	BMI calculator on Kaiser Web	Turn off TV Month (Apr)	eating plan	
LW 2/26	Portion control, healthy eating			
May 4/11	Rx costs, OTC, Regence Rx Web; pilots – what they mean to you?	Allergy/Asthma Month World no tobacco day 5/31	Asthma can be controlled	Related to pilots
June 5/13	Board planning (% increase); Healthy Back program	Arthritis Month	Achieve & maintain healthy weight	Unexplained variations
July 6/13	rates; pilots; safety matters (food, sports, fireworks, etc.)		Safety message	Computers to improve safety
LW 6/26	Safety matters (food, sports, etc.)			
Aug. 7/11	Immunizations, back to school physicals; rates; pilots	Immunization Month	Immunizations	Length of doc visits
Sept. or Oct.	Open Enrollment, pilots, flu vaccine clinics; incorporate fruit & veggies in diet; EAP depression screen	Five-a-Day Month Depression Screening Day	Follow a healthy eating plan	Practice makes perfect

Exhibit 3: Chronic disease messages

Take Charge of Your Health

More people want to be in charge of their own health. And, people who engage in day-to-day habits that protect their health are more likely to lead happier, healthier lives.

Health means more than getting care when you're sick. There's no magic potion to assure a healthy, active, long life. But you can make it more likely.....your lifestyle choices and health habits have a big impact.

Protect your health

Here's a list of 10 important things you can do to protect your health. Getting started is the most important step you can take. If you're not sure how to start or what would work for you, talk to a nurse practitioner at the PEBB Health Center for information, referrals, and other resources.

1. Get 20 – 30 minutes of physical activity on most days of the week.

- Even low-to-moderate intensity activities, when done for as little as 30 minutes a day, can bring benefits. These activities include pleasure walking, climbing stairs, gardening, yard work, moderate-to-heavy housework, dancing and home exercise.
- More vigorous aerobic activities, such as brisk walking, running, swimming, bicycling, roller skating and jumping rope – done most days of the week for at least 30 minutes – are best for improving the fitness of the heart and lungs. (American Heart Association)
- People who have difficulty breathing during any length of physical activity should see their health care provider. People with lung diseases, such as asthma or COPD, can and should be physically active without breathing problems.

2. Follow a healthy eating plan.

- Choose an overall balanced diet with foods from all major food groups, emphasizing fruits, vegetables and grains. Consume at least:
 - 5 daily servings of fruits and vegetables.
 - 6 daily servings of grain products, including whole grains.
- Include fat-free and low-fat dairy products, fish, legumes, poultry and lean meats.
- Eat at least two servings of ocean fish per week.

3. Achieve and maintain a healthy weight.

- Maintain a level of physical activity that achieves fitness and balances energy expenditure with caloric intake; for weight reduction, expenditure should exceed intake.
- Limit foods that are high in calories and/or low in nutritional quality, including those with a high amount of added sugar and salt.

4. If you smoke or chew tobacco, get help to quit—if you get help, you have a better chance of quitting. If you don't use tobacco, don't start.

- Stopping smoking is one of the most important steps you can take to improve your health.
- It is never too late to benefit from quitting.
- Counseling and nicotine replacement therapy will make you more successful in quitting. To get help, call the Oregon Tobacco Quit Line: 877-270-STOP.

Numerous materials are available from the Oregon Tobacco Education Clearinghouse— #OR15 Oregon Tobacco Quit Line Brochure— <http://www.ohd.hr.state.or.us/tobacco/otec/index.cfm>

5. Limit alcohol to no more than 1 – 2 drinks per day.

6. Know your numbers.

- High cholesterol can be a sign of artery disease, a cause of heart attack and stroke. Know your cholesterol numbers and follow your healthcare provider's advice about abnormal cholesterol levels.
- High blood pressure can lead to stroke, heart attack, and other problems. Have your blood pressure checked regularly and follow your healthcare provider's advice about keeping your blood pressure in the healthy range.

7. Get regular cancer screenings.

- Early detection can help prevent more serious health problems. Follow screening guidelines for cervical, breast, colon, prostate, and testicular cancers.

8. Get immunizations.

- **Influenza (flu) Vaccine:** Everyone ages 50 and older should get a flu shot every year. Also anyone with an ongoing medical condition such as asthma, diabetes, heart or lung disease, or kidney disease should get a flu shot each year, as well as pregnant women in their second or third trimester during the flu season. Talk with your healthcare provider during a preventive care office visit.
- **Pneumococcal vaccine:** Everyone age 65 and older should have one immunization. If you're younger than age 65 and have an ongoing medical condition such as diabetes, or heart, lung or liver disease talk to your healthcare provider about a pneumococcal immunization.

9. Take your medications.

- Medication is often needed for illnesses and chronic conditions. Taking your medication as directed by your healthcare provider is an important part of your treatment plan. Talk with your healthcare provider if you have any concerns about your medications.

10. Safety matters.

- Accidents are a leading cause of injury and death. Wear your seatbelt, drive sober, follow the speed limit, wear your bicycle helmet, if you own guns, keep them locked away from children, and change the battery in your smoke alarm once per year.

Limit your risk for disease

If you have a family history of diabetes, cancer or heart disease, or have an existing medical condition or other significant risk factors, it's especially important for you to protect your health. A healthy lifestyle can delay or prevent many illnesses.

If you have a condition that requires ongoing care, learning to manage your symptoms is one of the first steps to better health. You may need to have screenings more often, or you may need additional routine tests. Guidelines usually apply to persons with low risk and are not a substitute for the medical care and advice of your healthcare provider.

11. Diabetes can be prevented.

- If you are at high risk of developing diabetes, you can delay or prevent it by losing a modest amount of weight, by getting 30 minutes of physical activity 5 days a week and eating healthier.
- You are at risk if you are over 45 years old, overweight, physically inactive, have a family history, or are in an ethnic minority. To take a quick test to calculate your risk, go to www.diabetes.org and check out the diabetes risk test.
- The "Small Steps. Big Rewards. Prevent type 2 Diabetes." campaign spreads an important message of hope to the millions of Americans who are at higher risk of developing diabetes. For information from the National Diabetes Education Program, visit www.ndep.nih.gov (or call Jamie Klein at 503-731-4273), click on Small Steps Big Rewards to find tools for making changes in meal planning and walking.

12. Control diabetes and prevent complications.

- Taking control of your diabetes can help you feel better and stay healthy. Research shows that keeping your blood glucose (blood sugar) close to normal reduces your chances of having eye, kidney, and nerve problems.
- To control your diabetes, you need to know your blood glucose numbers, your target goals, and get the following preventive services as directed by your health care provider:
 - Blood pressure check
 - Complete foot exam
 - Hemoglobin A1c test (fasting)
 - Urine tested for protein
 - Cholesterol Test
 - Flu shot
 - Teeth and gums checked
 - Annual diabetes education update
 - Eye exam
- For a diabetes care card visit: <http://www.healthoregon.org/diabetes/carecard.cfm> or call Jamie Klein at 503-731-4273.

13. Control asthma with quality medical care and good self management.

- When your asthma is under control you are able to work, play, sleep without interruption, and avoid emergency visits—and use quick relief medicine no more than two times a week (other than for physical activity).

- Work with a health care provider to learn to manage asthma.
- The following actions can help keep you active and healthy.
- Use a prescription inhaled anti-inflammatory (controller) medication everyday, even when you feel well.
- After an asthma visit to an emergency department or urgent care, schedule an appointment with a primary care provider within 30 days of the emergency visit.
- Do not smoke if you have asthma, or are around adults and children with asthma. If you smoke, get help to quit. Quit Line: 877-270-STOP
- Know what triggers your asthma and plan accordingly.
- Visit a health care provider when asthma is out of control. Asthma is considered out of control when you experience any of the following:
 - Use a rescue medication more than two times a week to relieve symptoms
 - Wake-up in the middle of the night more than two times a month due to asthma
 - Use more than two canisters of rescue medication in a year
- For more information about asthma visit: www.oshd.org/asthma

14. Keep your heart healthy.

- Take these six steps to a healthier heart:
 - Avoid tobacco smoke & products
 - Monitor high blood pressure
 - Eat food low in salt, cholesterol and saturated fats
 - Be physically active
 - Maintain a healthy weight and
 - Have regular medical exams
- Know your risk factors for a heart attack or stroke and get control:
 - Normal blood pressure in adults is below 120/80 mm hg. Know your number and get control.
 - Your total cholesterol should be below 200 mg/dL, and your HDL (good) cholesterol should be 40 mg/dL or higher. Know your number and get control.
- Know the signs and symptoms of stroke and heart attack and be prepared to call 9-1-1. Minutes count.

Resources:

American Heart Association has extensive materials and specific campaigns. The six steps brochure is at <http://www.americanheart.org/presenter.jhtml?identifier=9249>.

Understanding and controlling your blood pressure can be found at <http://www.americanheart.org/presenter.jhtml?identifier=8997>

Knowing signs and symptoms and being prepared to act is at <http://www.americanheart.org/presenter.jhtml?identifier=1200023>

15. Depression is a treatable, medical illness.

- Depression is an under recognized illness—about 12% of men and 25% of women, most between the ages of 25 and 44, are at risk for major depression.
- It's important to identify people who would benefit from treatment—if you are concerned for yourself or a family member, call the EAP at (503) 588-0777 in Salem, or (800) 433-2320 outside Salem, for a confidential assessment.
- Counseling and medication can be effective in 80 – 90% of all cases that are treated.
- Resources are available at the PEBB Health Center, the EAP and Regence and Kaiser.

16. Physical activity and healthy diet are best long term control for overweight and obesity.

- The number of people who are overweight or obese is increasing at an alarming rate—obesity is second only to tobacco use as a premature cause of death.
- Obesity is associated with adverse health conditions including diabetes, hypertension, heart disease and sleep difficulties.
- If you're not sure whether you need to lose weight, calculate your BMI using at www.kaiserpermanente.org. If it is over 25, consult your health care provider to develop a weight control plan and treatment goals.
- Ask your employer about wellness programs available at your worksite, and opportunities for exercise and healthy food during the workday.
- If you need help getting started, contact the PEBB Health Center, or Regence or Kaiser for resources.

Sources: Regence BCBSO, Kaiser Permanente, Oregon DHS Health Services, Cascade EAP.

Exhibit 5: Positioning statement

Public Employees Benefits Board Positioning Statement **September 24, 2004**

Who we are:

PEBB is dedicated to *assisting members in achieving the best possible state of health with the resources available*. Our members have responsibility for their health and their use of health care services; we provide the opportunity for them to access and use the best available resources. We will identify and make available the highest quality health promotion, health care services and health benefit programs in Oregon. We will help members understand their own health needs, access appropriate and effective services, and exercise control of their own health and how they use the health care system.

- i) We are a partner with our members, working on behalf of their best interests
- ii) We are a responsible steward of the state's and member's resources
- iii) We have the necessary expertise to evaluate wellness and health care services, identify high quality programs, and negotiate the best possible opportunities for members
- iv) Our primary commitment is to making high quality care available to members
- v) We conduct business and make decisions openly and transparently, encouraging input from members and all other stakeholders

Positioning Objective:

We envision a *new state of health* for our members statewide. We support:

- An innovative delivery system in communities statewide that provides evidence-based medicine to maximize members' health and utilize dollars wisely;
- A focus on improving quality and outcomes not just providing healthcare;
- The promotion of consumer education and informed choices;
- Appropriate market and consumer incentives that encourage the right care at the right time;
- System-wide transparency through explicit, available and understandable reports about costs, outcomes and other useful data; and
- Benefits that are affordable to the state and employees.

Audience we serve:

Our primary mission is to serve our members and their families. We also serve the taxpayers of Oregon by using public resources responsibly and supporting a healthier state workforce. We recognize that all Oregonians are affected by and can also affect our ability to serve our members effectively. We respect and take into account the needs of other stakeholders, including health care professionals, other purchasers, organized labor, health system administrators, and health insurance plans.

What we have to offer:

- ***Expertise*** in evaluating health care services, understanding our members' needs, and negotiating with health system representatives.
- Our ***passion*** as volunteers from the community, state employees ourselves, and concerned health care leaders.
- Our ***desire to listen*** to and serve our members.
- Our ***network of relationships*** with leaders in the Oregon health system and with experts and thought leaders nationally.
- Substantial ***financial resources***.
- A commitment to careful ***stewardship*** of those resources.
- ***Political influence*** from the governor, legislature, and organized labor.
- Our ***leadership stature*** as the state's largest employer-based health care purchaser.

How we value members:

- We take action on their behalf.
- We listen to them often and carefully.
- We hold ourselves accountable for producing results – improved health outcomes.
- We communicate with them often and honestly.
- We understand the diversity of our members – culturally, geographically, economically – and we provide options to meet their range of needs.
- We insist that the health care system share information about its own quality, safety, and cost and we share all available information with our members.

Exhibit 6: Recommended vocabulary

Vocabulary

We should use these terms to reflect our core message and organizational commitment in every newsletter article, “did you know” component, etc.

- Health outcomes
- Listening
- Respect
- Responsibility
- High quality care
- Safe care
- Appropriate care
- Transparency

Exhibit 7: Talking points

PUBLIC EMPLOYEES' BENEFIT BOARD VISION 2007 TALKING POINTS

NEED FOR CHANGE

- PEBB is facing rapidly rising costs and questionable quality of care.
- PEBB believes that stabilizing costs and having safer, higher quality care for its members will require changes in the current way of doing business.

PEBB'S ROLE IN SUPPORTING CHANGE

- PEBB feels a responsibility to take action and to provide leadership to others concerned about the growing health care crisis in the state.
- PEBB is committed to helping members achieve the best possible health with the available resources.

PROCESS/TIMELINES FOR CHANGE

- PEBB is in the middle of a process – spanning several years – to change the way it works with the health care sector and get better opportunities for members.
- PEBB consulted widely throughout the state, and looked at innovative approaches elsewhere, to develop its “Vision 2007” which outlines some of the changes that need to take place.
- This process has involved extensive and continuing discussions with every health care stakeholder group, including members, plans, providers, and other purchasers.
- PEBB anticipates that major changes that align with its Vision will be implemented beginning January 2006.

GOALS/COMPONENTS OF THE CHANGE

- The cornerstones of the new Vision include creating incentives for providers to follow evidence-based medicine, to achieve increased transparency and to emphasize wellness and prevention.
- PEBB believes that members need information to allow them to take increased responsibility for their health and for making informed decisions about their health and health care services. PEBB expects the health system to support informed decision-making.
- A delivery system which implements these practices is expected to offer more stable pricing over time and lead to better quality of care.

Revised 11/19/04

Exhibit 8: Communications Advisory Committee members

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