
CDII + DXF PLANNING

May 2, 2023

Strategic Communications



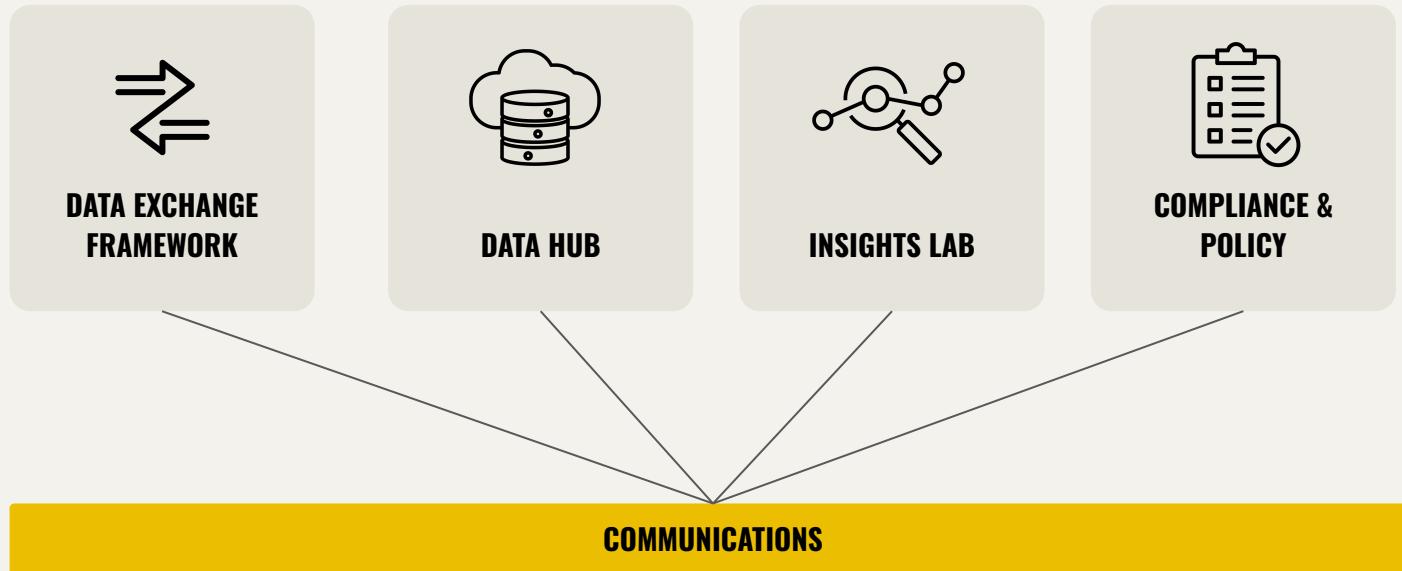
RALLY

TABLE OF CONTENTS

- Pg. 03 CDII REVIEW & LANDSCAPE
- Pg. 11 POTENTIAL RISKS & OUR CHALLENGE
- Pg. 15 AUDIENCES
- Pg. 18 COMMUNICATION STRATEGIES
- Pg. 20 POTENTIAL ACTIVITIES
- Pg. 24 NEXT STEPS

CDII REVIEW & LANDSCAPE

CDII PROGRAM & SERVICES FRAMEWORK



CDII GUIDING PRINCIPLES

CDII 12 Month Roadmap Working Draft



1. FOCUS ON EQUITY

Advise on and lead strategic data initiatives with agency-wide data standards, projects, and outcomes.



2. USE DATA TO DRIVE ACTION

Build tools and provide insight on projects that help deliver quality data and insights to decision makers and provide reporting on key topics.



3. PUT THE PERSON BACK IN HUMAN CENTERED DESIGN

Connect data to see the whole person. Create a more complete picture of an individual's health.



4. CULTIVATE A CULTURE OF INNOVATION

Increase data literacy across CalHHS by creating communities of data practitioners and promoting data-driven decisions.

CDII COMMUNICATIONS ROADMAP

CONTEXT:

CDII Communications Desk coordinates and manages both internal and external communications for CDII. This includes planning, developing and delivering a range of regularly scheduled and one-time communications across multiple communication channels including:

01

DIGITAL MEDIA PLATFORMS

Quarterly newsletters,
News Bytes - weekly
round-up of data news,
Social media posts

02

INTERNAL EVENTS

Webinars, workgroup
and committee meetings

03

EXTERNAL EVENTS

Director speaking events,
Data job recruitment
events on college
campuses

12 MONTH PROGRAM GOAL:

In CY 2023, Communications will continue to refine and expand use of available platforms to increase internal and external stakeholder awareness of CDII solutions and capabilities, and work with CDII leadership to improve standardization and uniformity of CDII messaging while addressing their unique communications needs.

CDII COMMUNICATIONS ROADMAP

COMMUNICATIONS MILESTONE	DESCRIPTION	TARGET DATE	% COMPLETE
CDII New Website Launch Campaign	Launch CDII's stand-alone website	March 15, 2023	90%
Data Exchange Framework social media campaigns	Promote the DxF activities (webinars, data agreement signing portal, etc.) to external stakeholders.	Dec. 29, 2023	20%
CDII Insider Newsletter	Quarterly newsletter – (4) per year provides a director's message as well as information and updates on CDII's emerging products and current services.	Quarterly	
Centralized Communications Plan	This plan unites all of CDII's units and establishes approval procedures, ensure unified brand and message consistency, and provides transparency throughout the organization.	March 15, 2023	90%
Data Expo (internal Agency event)	This annual internal event updates Agency staff on Agency and Data Subcommittee achievements. It is also a networking event which discusses data topics relevant to agency.	May 4, 2023	10%

CDII COMMUNICATIONS ROADMAP

COMMUNICATIONS MILESTONE	DESCRIPTION	TARGET DATE	% COMPLETE
Legislative report	This year end report of milestones is filed with the California legislature and is part of public reporting	March 31, 2023	30%
Rebrand of Office of the Patient Advocate (OPA) Health Care Quality Report Cards	A campaign to redirect OPA stakeholders to CDII	Dec. 29, 2023	10%
Data Exchange Framework social media campaigns	Update stakeholders on DxF activities, meetings, townhalls, etc.	Ongoing	20%
CDII webinar series	This popular series of internal webinars provides dynamic speakers and subject experts to speak on the topics of humanizing data, person centered design, and data visualization	August through October, 2023	Has not begun
Data Exchange Framework social media campaigns	Promote DxF activities to stakeholders	Ongoing	20%
Year End report	The year end report evaluates CDII's unit's and division's progress through metrics and milestones in a given calendar year end.	Dec. 31, 2023	Has not begun

HOW DO WE INCORPORATE DxF WITH CDII?

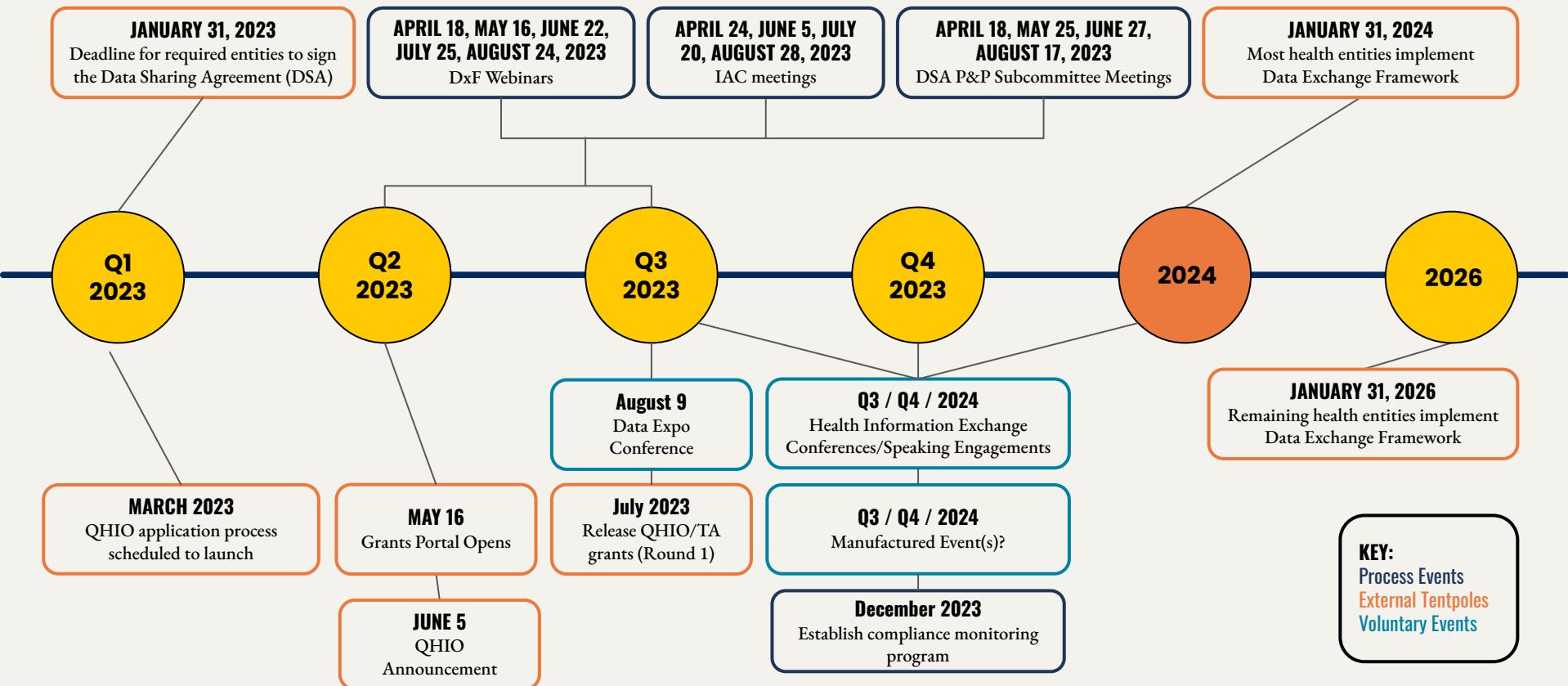
- Operations and Workflow
- Staff Coordination
- Resources
- Branding
- Messaging
- Other?



CDII CENTRALIZED COMMUNICATIONS PLAN:

This plan unites all of CDII's units and establishes approval procedures, ensure unified brand and message consistency, and provides transparency throughout the organization.

RALLY DXF IMPLEMENTATION TIMELINE



POTENTIAL RISKS & OUR CHALLENGE

POTENTIAL RISKS

- A strong, human-centered communications strategy will help inoculate the DxF from potential risks and challenges.
- Failure to proactively communicate puts the initiative in an unnecessarily defensive position if risks and challenges take root.

01

LOSS OF MOMENTUM FOR SIGNING THE DSA

02

BACKLASH FROM REQUIRED SIGNATORIES

03

DISSATISFACTION FROM STAKEHOLDERS & SIGNATORIES

04

RUMORS OF BUMPY ROLLOUT

05

DISENGAGED OR CONFUSED PUBLIC

How do we proactively communicate a **positive, human-centered** vision of the DxF and establish its role as an essential component of healthcare itself?

ANSWERING THIS QUESTION WILL MITIGATE RISK



1. CREATE OUR NARRATIVE

Individuals will understand the DxF through our positive, human-centered vision of the initiative.



2. ARTICULATE A VISION FOR A HEALTHY CALIFORNIA FOR ALL

Everyone in the California health system is coming together to improve health outcomes for all.



3. AVERT NEGATIVE FRAMING

Rooting against the DxF is rooting against improved health outcomes.



4. ALLOW FOR SMOOTHER IMPLEMENTATION

The implementation story is the state is improving health outcomes for all Californians.

AUDIENCES

AUDIENCES

01

INTERNAL

DSA required and voluntary signatories, CalHHS and other government staff, government health and social services leaders, and IAC members/key stakeholders

02

INSIDER/MOMENTUM

Sacramento/Government insiders
(Legislators, Legislator Staffers, Consultants, Lobbyists, Government Agencies staff, Executive Branch Staff)

03

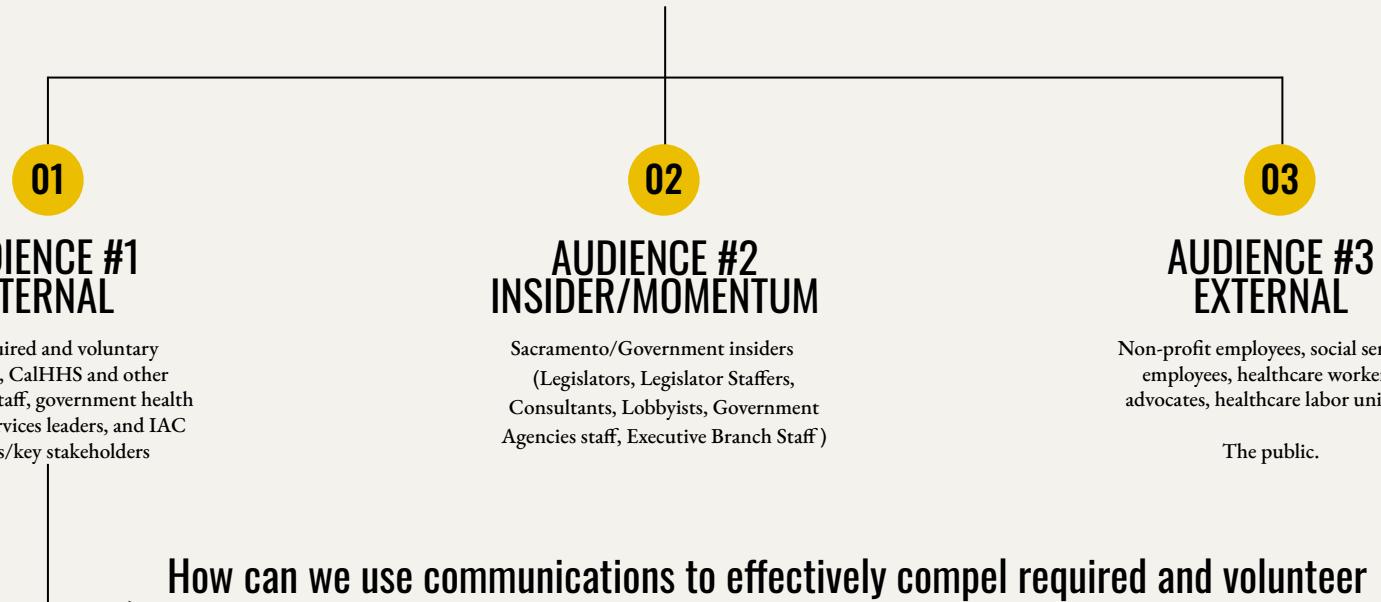
EXTERNAL

Non-profit employees, social services employees, healthcare workers, advocates, healthcare labor unions.

The public.

THE MEDIA

Challenge: How do we proactively communicate a positive, human-centered vision of the DxF and establish its role as an essential component of healthcare itself?



COMMUNICATION STRATEGIES

COMMUNICATION STRATEGIES

■ INTERNAL AUDIENCE

Signatories

■ MOMENTUM AUDIENCE

Insider/Momentum

■ EXTERNAL AUDIENCE

General Public, Advocates + Media

■ ■ ■ DxF Website

■ ■ One Pagers

■ Webinars

■ ■ Equity Messaging + Stories

■ Program Updates to Legislature,
Legislative Briefs, Panel Discussion

■ Roadshow

■ ■ ■ Social Media

Required and Volunteer Entities sign the DSA and fully participate in the DxF.

The DxF establishes its role as an essential component of healthcare itself.

A positive, human-centered vision of the DxF is communicated.

DISCUSSION: POTENTIAL ACTIVITIES

POTENTIAL ACTIVITIES: INTERNAL AUDIENCE

INTERNAL AUDIENCE
MOMENTUM AUDIENCE
EXTERNAL AUDIENCE

<p>01 Use our communication channels to highlight signatories (<i>social media</i>)</p>	<p>06 Signatory storybanking via grantees</p>
<p>02 Direct email communications; list building (CRM)</p>	<p>07 Promote grantees and signatories to reach new signatories</p>
<p>03 Use state communication channels that reach signatories</p>	<p>08 Develop materials for medical and business vendors (<i>e.g. EHR vendors, medical supplies, etc.</i>)</p>
<p>04 Develop DxF benefits summary infographics (<i>e.g. cradle-to-career one pager</i>)</p>	<p>09 Pitch stories to name and shame</p>
<p>05 Healthcare related conference speaking engagements</p>	

POTENTIAL ACTIVITIES: MOMENTUM AUDIENCE

INTERNAL AUDIENCE
MOMENTUM AUDIENCE
EXTERNAL AUDIENCE

<p>01 Celebratory digital communications</p>	<p>05 Panel discussion for legislative staff</p>
<p>02 Arm stakeholders with supportive messages to share with their legislators</p>	<p>06 Future of healthcare panel, roundtable discussion, cocktail hour or other event</p>
<p>03 Op-eds from HIO's on DxF benefits with testimony</p>	<p>07 Partner organization hosted event</p>
<p>04 Legislative update for lawmakers</p>	

POTENTIAL ACTIVITIES: EXTERNAL AUDIENCE

INTERNAL AUDIENCE
MOMENTUM AUDIENCE
EXTERNAL AUDIENCE

■ 01 Equip advocates with communications tools

■ 02 Use trusted messengers eg: employers, insurance companies

■ 03 Outreach and training to professionals who use health records

■ 04 *Lighter-news* related outlets, policy podcasts

■ 05 CalAIM / CalHHS communications synergy

■ 06 Video celebrating DxF success at key DxF Milestones

■ 07 Lean on doctors to pressure health administrators

■ 08 Encourage Labor to advocate for DxF adoption

NEXT STEPS

COMPLETE OUR FOUNDATION

INTERNAL AUDIENCE
MOMENTUM AUDIENCE
EXTERNAL AUDIENCE



1. STORYBANKING

Human stories that can show the tangible benefits of the DxF are essential to understanding.



2. EQUITY MESSAGING

Telling how the DxF will be transformative for those who are most vulnerable is vital to ensuring broad support.



3. PROACTIVE COMMUNICATIONS

Proactively inform key audiences (including the media) of successful implementation will prevent skepticism and shape our own narrative.



4. EDUCATIONAL MATERIALS

Identifying and creating key educational materials tailored to each of our audiences will allow us to proactively communicate a positive message about the DxF.

STANDARD BRANDED MATERIALS



BRANDING:

- Logo, seal, zoom background, document and presentation templates

ONE-PAGERS:

- DxF DSA, How to Sign, Grants, etc.

COMMUNICATIONS TOOLKITS:

- Grantee, consumer advocates, etc.

DIGITAL PLATFORMS

- Social, email

WHAT ELSE?