

# Communication Strategies to Deliver Real Value

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# CIGNA/Intracorp Gallup Survey

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- In 2001, CIGNA commissioned Gallup Organization to conduct a study on disability and the return to work experience of ill/injured employees
- Individuals surveyed had occupational or non-occupational injuries or illnesses in the last three years
- Survey conducted across 10 states
- 506 with occupational conditions
- 510 with non-occupational conditions
- Employee perceptions of and experience with the disability benefits process strongly impact return to work

# Key Findings

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- Employees most likely to return to work if they felt that their communication needs were met
- Employees most likely to return to work if they were satisfied with how they were treated by their employer
- Communication had a direct impact on employee satisfaction
- Targeting communications to certain “critical” segments of injured and ill employees can impact outcomes

# Critical considerations:

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- Critical moments – Employee information needs are highest at the time of injury, when preparing to return to work, when returning to work and after 90 days' absence
- Critical populations – Employees with musculoskeletal injuries, less workplace experience, lower incomes and disabilities with longer durations require special attention
- Critical people – Certain people involved with the disability process whose communication is key. Supervisors and case managers key to effective communication

# Critical People

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- Supervisor communication is key in job accommodation
- Speaking with a nurse case manager is also important for gaining appropriate return to work accommodations
- The nurse case manager facilitated the discussion with the provider, to get the appropriate work accommodation recommendation

# Communication Impacts Satisfaction

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- Timing and clarity are key attributes of communication to effectively address financial, medical and work related concerns
- Led to recommendation at CIGNA to solicit feedback from the employee to validate understanding and clarify questions
- Led to recommendation at CIGNA to train frontline managers and supervisors to initiate earlier and more frequent contact during the employees' disability

# Satisfaction Impacts Return to Work

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- Disability durations twice as long for employees who were **not** satisfied with an employer's involvement while they were out of work
- Employees with work-related illnesses/injuries and who were satisfied with employer treatment returned to work in 63.5 days, compared to 125.8 days for dissatisfied employees

# HEALTHY FEET Memphis

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- More African American (9.2%) and Caucasian (7.6%) Tennesseans have diabetes compared to 5.1% of American adults
- African Americans in Memphis have 4.4 times more major leg amputations than Caucasians
- 56% of adults in the Memphis area read at the two lowest levels of literacy
- Diabetes education materials, even if low literacy, are at too high a reading level

# Critical Considerations

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- Needed to develop evidence-based very-low low literacy and multimodal learning education materials
- Needed to develop Train-the-Trainer education materials and processes for use by faith-based and community health educators (critical people)
- Needed to work within the churches and other community organizations to address the special needs of a critical population

# Very-Low Low Literacy Materials

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- One-page client education sheet
- Goal of  $\leq 3^{\text{rd}}$  grade reading level
  - Essential content
    - Daily foot care
    - What to do if you have a foot problem

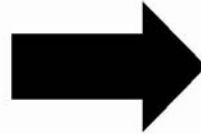
# Diabetes And My Feet



**What do I do?**



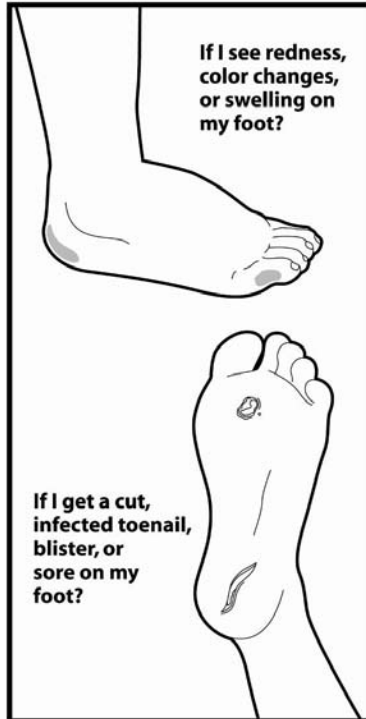
**To keep my feet healthy?**



**Answers**

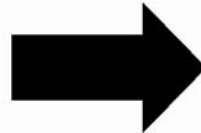


**Check your feet every day.**



**If I see redness, color changes, or swelling on my foot?**

**If I get a cut, infected toenail, blister, or sore on my foot?**



**Wash your feet with soap and warm water.**

**Put on germ killing cream.**



**Call your doctor in 2 days if it does not get better.**

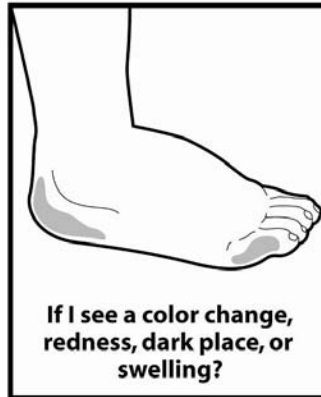
# Foot Problems And Diabetes



**What do I do to keep my feet healthy?**



**Check your feet every day.**



**If I see a color change, redness, dark place, or swelling?**



**If I get a sore, cut, blister or infected toenail on my foot?**



**If it feels hot, has pus or a bad smell, it may be infected.**

## Do This



**Wash your feet with soap and warm water.**



**Put on germ killing cream.**



**Call your doctor in 1 or 2 days if it does not get better.**

# Bridging the Gaps

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- Founded in 1991 –one institution
- Now, all medical schools in Philadelphia participate
- Shared funding and curriculum
- Students spend one day each week in didactic sessions where community members and program faculty help students build skills and deeper understanding of key issues related to working with vulnerable populations
- Didactic sessions cover advocacy and communication skills, including health literacy, innovative health education methods, cultural competency, and use of community resources
- Clinical practicum follows

# Bridging the Gaps

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- To date 2100 students have participated
- > 22,000 documented days of health-related community service to Philadelphia communities
- Program teaches medical students how to communicate with diverse populations
- Reinforces need to consider health literacy and other communication needs and cultural considerations

# Bridging the Gaps- ROI

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- Significantly increased number of requests to implement program
- Community requests
- Anecdotal reports from graduates of program - life changing experiences
- Program has substantial impact on how students perceive themselves, their communities and the role they can play as clinicians

# Bridging the Gaps Contact

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# HEALTHY FEET contacts

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