

Ensure Your Health *Asegure su Salud*



Allie Miraglia, Project Manager
HealthInsight

Project Design

- Customized intervention bringing prevention education, health system navigation, and health empowerment messages to newly-insured, Spanish-speaking consumers in West Valley City, Utah.
 1. Focus groups, surveys, key informant interviews to pinpoint gaps in understanding & interacting with health care system
 2. Developed navigation toolkit based for Community Health Workers to use in enrollment sessions, health fairs, & community events
 3. Spread and evaluate impact in community



Project Findings

Cost is confusing


Misuse of health settings

Lack of trust between patient and provider



Tools and Products

- **Choosing Wisely Webpage** providing information on Choosing Wisely, how to engage in dialogue with your doctor, and links for health insurance tools that promote appropriate use.
 - <http://healthinsight.org/choosing-wisely>
- **Follow up System:** CHWs check-in post-enrollment and answer questions



Ensure Your Health

The Way to Better Health Care

Stay healthy with up-to-date medical information!

Primary Care Provider (Name & Phone):

Enrollment Assister (Name & Phone):

Insurance Plan (Insurer & Phone):

SCHEDULE regular check-ups & preventive services to help you avoid emergency room visits.

TALK to your doctor to make sure you end up with the right amount of care.

5 QUESTIONS to Ask Your Doctor Before You Get Any Test, Treatment or Procedure

- 1 Do I really need this test or procedure?
- 2 What are the risks and side effects?
- 3 Are there simpler, safer options?
- 4 What happens if I don't do anything?
- 5 How much does it cost, and will my insurance pay for it?

For more information: www.healthinsight.org/choosing-wisely

HealthInsight Utah | Choosing Wisely | ConsumerReports

2016 Utah Health Resource Guide

Spanish version available - see back page for more details

Results & Outcomes

- **Trained Community Health Workers (promotoras, certified application counselors, patient navigators, and AmeriCorps volunteers)**
 - 61 CHWs trained
 - 13,066 consumers trained in person
 - Reached over 64,423 consumers via radio, newsletters, & TV
- **Used community partners to expand message and engage new partners**
 - Jordan School District, academic groups (Unidos en Utah), Community Clinics, Mexican Consulate to spread message
- **Assessed impact during 4-6 month post education.**
 - 15% to 20% of consumers needed post-enrollment assistance to help them properly connect to the health care system



Lessons Learned

- **Meet the community where it is**
 - Listen to your audience to address actual needs and gaps
- **Be flexible to adapt and tailor as needed**
 - Cultural competency training and follow up campaign were late-game additions
 - Act intentionally when engaging new partners- Mexican Consulate was unexpected but vital partner
- **Relationships are #1 important factor**
 - Be aware of cultural preferences, many communities respond best to in-person communication and trust built over time



Thank You

Allie Miraglia, Project Manager
HealthInsight Utah
amiraglia@healthinsight.org

