

Communication Strategy for NAPM Message Dissemination

Stakeholder	Audience Reached	Message / Call to Action	Strategies/Medium/ Venue	Contacts / Representatives
Consumers / Primary Audience				
High-Utilizers				
Dual-Eligibles				
Medicare Beneficiaries				
Healthcare Providers				
Hospitals				MHA
Federally-Qualified Health Centers <ul style="list-style-type: none"> • Baltimore Medical System • Chase Brexton • Park West Medical Center • South Baltimore Family Health Centers • Total Health Care • Health Care for the Homeless 				MACHC
<i>Note: List all in state or do not list individually</i>				
Safety Net Providers				
Primary Care Providers				AAFP-MD, MedChi
Behavioral Health Providers				
Specialists				MedChi
Pharmacists				
Skilled Nursing Facilities <ul style="list-style-type: none"> • Keswick Multi-Care Center 	Seniors and family caregivers			Novella Tascoe
Local Health Departments				MACHO
Professional Associations <ul style="list-style-type: none"> • LifeSpan 	Skilled nursing, LTC			

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<ul style="list-style-type: none"> • Maryland Nurses Association • Maryland Hospital Association • MedChi • Maryland Case Managers Association • Maryland Public Health Association • Maryland Association of Counties • Maryland Association of County Health Officers • Maryland Rural Health Association • Core Service Agencies • National Medical Association (3 MD chapters) 				LifeSpan (dkauffman@smwpa.com)
Case Managers	Patients			American Association of Case Managers – MD Chapter
Home Health Care Agencies	Consumers and Providers			Janet Kinney, MB Home Care Services (janethcares@gmail.com)
Health Profession Schools <ul style="list-style-type: none"> • University of Maryland • JHU 				
Social Service Providers and Agencies				

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Social Workers <ul style="list-style-type: none"> • Geriatric 	Geriatric consumers, providers			Rebecca Cornman, UM Geriatrics & Gerontology Education and Research Program (rcornman@umaryland.edu)
Social Services Programs <ul style="list-style-type: none"> • DSS • WIC • SNAP 				
Community Health Workers <ul style="list-style-type: none"> • Minority Outreach and Technical Assistance grantees 				
Community-Based and Civic Organizations				
Community-Based Organizations <ul style="list-style-type: none"> • Action in Maturity • Civic Works 	At-risk, low-income, and disabled seniors			Action in Maturity (ebriscoe@actioninmaturity.org) Civic Works (emillett@civicworks.com)
Fraternities and Sororities				
Housing Providers <ul style="list-style-type: none"> • GEDCO • CHAI 	Low-income seniors Low-income seniors			GEDCO (nbattle@gedco.org) CHAI (mposner@chaibaltimore.org)
Community Villages/Neighborhood Associations				

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Faith Community <ul style="list-style-type: none"> Parish Nursing Networks Ecumenical Leadership Program 	Community leaders and volunteers			
Hospital Patient Advisory Board				
Hospital Volunteer Board				
Consumer Policy & Advocacy Organizations (those who represent key NAPM constituencies)				
AARP				Tammy Bresnahan
The Coordinating Center				Karen Ann Lichtenstein
Maryland Citizen's Health Initiative/Health Care for All				Vinny DeMarco Suzanne Schlattman
Maryland Legal Aid				Jennifer Goldberg - jgoldberg@mdlab.org
Maryland Rural Health Association				Michelle Clark
Maryland Women's Coalition for Health Care Reform				Leni Preston
Mental Health Association of Maryland				Adrienne Ellis & Kim Burton
DHMH <ul style="list-style-type: none"> Local Health Improvement Coalitions 	Local leaders			
DHR <ul style="list-style-type: none"> Area Agency on Aging Local Management Boards 	Case managers and local leaders			
Elected Officials & Decision Makers				
Governor's Office				
Elected Officials & Legislators				Chairmen and Members of Senate Finance & House Health &

				Government Operations Comms.
State Agencies: HSCRC, MHCC, DHMH, DHR (DSS Offices & Programs (WIC & SNAP), BHA, Maryland Health Benefit Exchange, Department of Housing & Community, Baltimore City Office of Social Services Development				
Businesses, Influencers, & Others				
Payers				
Insurance Brokers & TPAs				
VHQC				Carla Thomas (cthomas@vhqc.org)