

CETF Consumer Communication Strategy Summary

| Target Population | Messenger/Ambassador (Person/Organization) | Time/Venue Message Delivery | Information/Message | Approach/Medium |
|---|--|---|---|-----------------|
| High-Utilizers: 3+ hospital admissions | | | Do you know your primary care physician? Do you have a care plan? | |
| High-Utilizers: 25+ hospital admissions | (1) Hospital (2) Clinic (3) Social worker/case manager | <ul style="list-style-type: none"> • ER admission • Discharge | Navigation to community resources. Do you have a care plan? Do you understand what to do when you leave the hospital? Do you know who to call when you leave the hospital? | |
| Medicare Chronic Conditions | | | | |
| Medicare Caregivers | | | | |
| <65 - Priority 1 Chronic Conditions | | | | |
| <65 - Priority 2 Family, Friends, Influencers | | | | |
| General Public | | | | |