

Several Major California Health Care Purchasers Form a *Communications Collaborative on Quality Care*

WHAT: SISC is joining with other members of the California Health Care Coalition (CHCC) www.chccnet.org to form a *Communications Collaborative on Quality Care*. CHCC includes over 45 health and welfare pools, employers and unions representing 4.2 million covered lives.

Members of CHCC include SISC, CTA and CSEA.

The participants in the collaborative are implementing communication programs to help plan members gain a better understanding of quality health care. By joining together in this collaborative, the participants are able to communicate a consistent message to all plan members.

WHY: Employees and their families should not take good quality health care for granted. The Institute of Medicine reports that 40% of what we spend on healthcare is for medically ineffective, inappropriate or unsafe services. In addition, hospitals vary widely in quality, as measured by preventable deaths, infections and complications.

Research indicates most of us are largely unaware of these problems and hold beliefs about health care that are not compatible with the facts. Commonly held beliefs include: higher cost is higher quality, doctors always know best, and standards may be used to deny needed care.

OBJECTIVE: We all need help in navigating our way through a health care system that is tremendously complex. Some of the things we should know include:

- What quality health care is and how it is measured
- Tips for getting quality care: what you can do before, during and after appointments
- How to choose higher quality providers for ourselves and our families

This communication campaign is designed to help employees and their families better understand these issues as well as provide motivation to choose quality care and better manage their health.

SISC has developed a communication series with 13 pieces. We plan to send one communication piece electronically each week. Each piece varies in length from 2 to 4 pages.