



## Vermont Integrated Communities Care Management Learning Collaborative

### **Recruitment**

Recruitment of individuals who may benefit from care coordination services can be the most time-consuming aspect of the process.

Once you have identified people likely to benefit from care coordination you will need to speak with them about the program and determine whether they would like to participate. It is important to think strategically about who should approach the candidate and where this conversation will take place. Ideally, the conversation should be initiated by someone who is known and trusted by the person with complex needs.

This type of work requires a fundamental mind-set shift for clinicians: they must think of these individuals as partners in health management. Thus, we need to build new or enhanced capabilities in such areas as marketing, collecting consumer insights, customer relationship management, and innovative ways to collaborate with other partners.

The work of recruitment begins with an introduction that defines care coordination. Below are some tips to consider:

- ✓ Post notices of this resource in appropriate languages on bulletin boards in reception areas
- ✓ Create a brochure that describes what care coordination is and how individuals or families could access that service
- ✓ Create or add to an existing web page with recruitment information on the site. Link with other relevant web sites in the community
- ✓ Use key partners to link individuals to this resource and to encourage participation
- ✓ Include information about opportunities for families to participate as advisors in the practice quality improvement programs



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