

A Pilot project of implementing P4P for diabetes management: communication strategy

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INTRODUCTION: The transition to value-based healthcare requires transparent, timely, and effective communication among all stakeholders to ensure the successful implementation of new initiatives. This abstract outlines the communication strategy for the proposed pilot project implementing a Pay-for-Performance (P4P) program for diabetes management in Bulgaria.

METHODOLOGY: The methodology focuses on gathering the necessary information to create an effective communication strategy and developing a framework with Key Performance Indicators (KPIs). (FIGURE 1)



RESULTS: Identified key stakeholders, their roles, and informational needs include the Ministry of Health, NHIF, Parliamentary Committee, general practitioners, endocrinologists, patient organizations, and the public.

Communication channels are planned to be direct meetings with high-influence stakeholders to ensure alignment and support, seminars and training sessions for healthcare providers to ensure understanding and participation, email updates for continuous and accessible communication, media campaigns, and public relations efforts to engage the broader community and patient organizations, webinars and online forums to facilitate discussions among healthcare experts and industry stakeholders.

Communication frequency includes monthly updates for progress reporting, quarterly detailed reviews of metrics and outcomes, and comprehensive annual reports. Key messages are focused on the value proposition, metrics transparency, and patient-centered outcomes. Feedback mechanisms include regular surveys and online feedback portals to gather stakeholder input.

KEY STEP INCLUDE

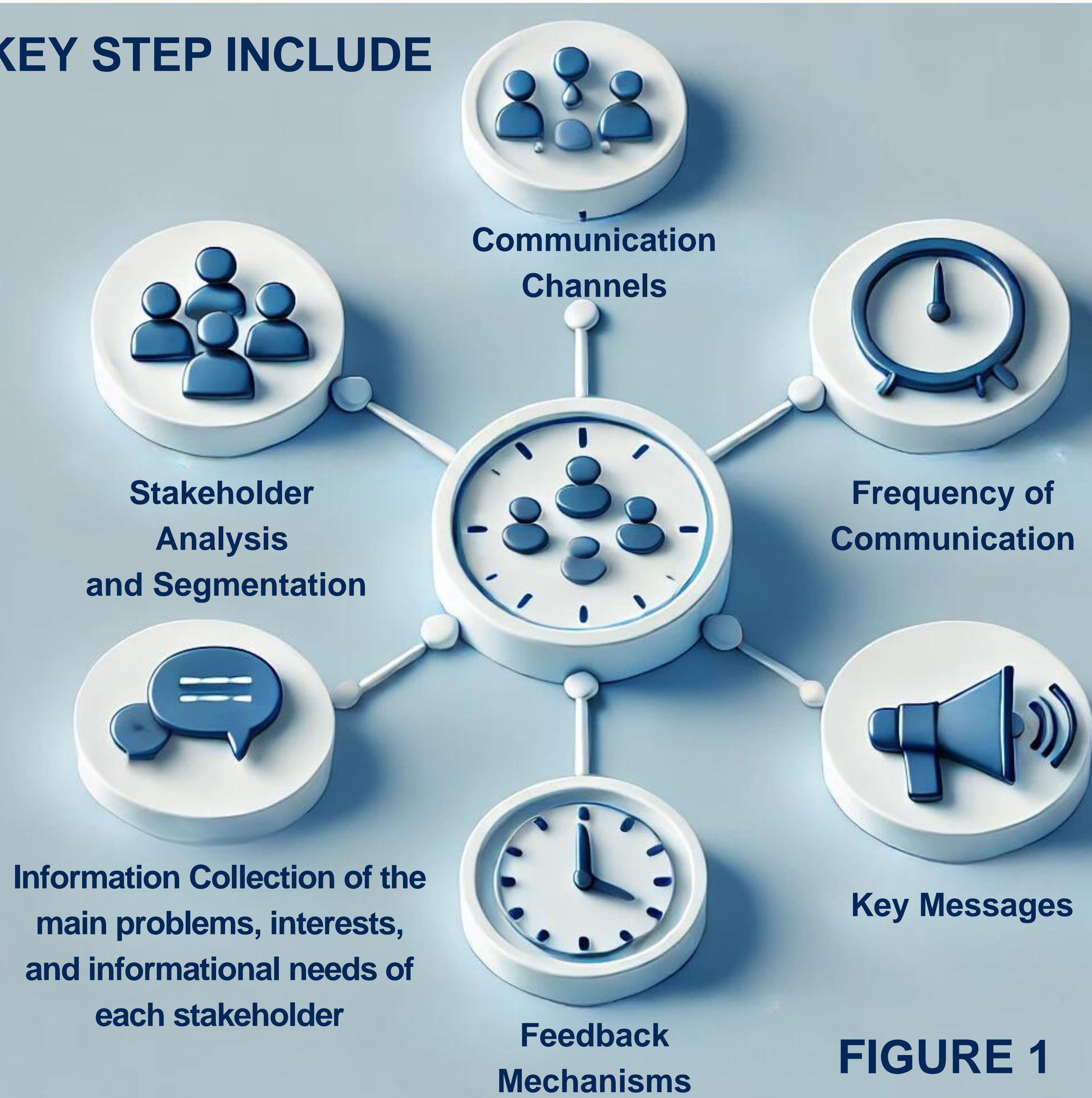


FIGURE 1

CONCLUSION: The proposed pilot project for implementing a P4P program for diabetes management in Bulgaria underscores the importance of a well-structured communication strategy. By systematically gathering the necessary information and developing a comprehensive framework with clear KPIs, the project ensures effective stakeholder engagement. This approach facilitates seamless implementation and aims to achieve desired outcomes, ultimately enhancing patient care and promoting sustainable healthcare practices.

