



Complex Care Startup Toolkit

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Program operations: **Participant outreach and engagement**

This document is part of the *Complex Care Startup Toolkit*, a practical collection of guides, templates, and other tools to launch and grow a new complex care program. Find the full toolkit at www.nationalcomplex.care/startup-toolkit.

Outreach to and engagement with individuals with complex needs is an important component of complex care coordination and management. These populations are often difficult to contact and engage, therefore proactive and assertive techniques are often needed to make contact and to build long-term authentic healing relationships that foster healing and recovery.

Key considerations

1. Often, outreach phone calls and letters go unanswered but individuals are receptive to in-person outreach that meets them where they are.
2. Therapeutic communication and relationship building are key to initiating and maintaining meaningful connections with individuals.
3. Setting mutually agreed upon expectations and goals allows for responsible boundaries and milestones for success.

Below, find resources you can use as you work through each of these key considerations.



Resources

Key consideration # 1: Often, outreach phone calls and letters go unanswered but individuals are receptive to in-person outreach that meets them where they are.

- **A toolkit to engage high-risk patients in safe transitions across ambulatory settings**
This toolkit helps you to plan and implement an engagement strategy.

Key consideration # 2: Therapeutic communication and relationship building are key to initiating and maintaining meaningful connections with individuals.

- **COACH manual**
This framework helps you to build authentic healing relationships with individuals that empower them to take control of their health. COACH is an acronym that describes the tools and techniques that Camden Coalition care team members use to work with individuals toward sustained behavior change, and to track progress in supporting individuals to reach their goals.
- **Engaging high-risk patients in intensive care coordination programs: The engagement through CARInG framework**
This framework helps you to engage high-risk individuals with complex medical, behavioral, and social needs intensive outpatient care programs.
- **Screening for unmet social needs: Patient engagement or alienation?**
This journal article helps you ensure that your social needs screening programs engage individuals rather than alienate them.

Key consideration # 3: Setting mutually agreed upon expectations and goals allows for responsible boundaries and milestones for success.

- **Value transformation framework: Action guide: Care management**
This guide helps health centers to develop a comprehensive care management program for high-risk individuals that meets the requirements for reimbursement from the Centers for Medicare and Medicaid Services (CMS)



About the Camden Coalition of Healthcare Providers

We are a multidisciplinary nonprofit working to improve care for people with complex health and social needs in Camden, NJ, and across the country. The Camden Coalition works to advance the field of **complex care** by implementing person-centered programs and piloting new models that address chronic illness and social barriers to health and well-being. Supported by a robust data infrastructure, cross-sector convening, and shared learning, our community-based programs deliver better care to the most vulnerable individuals **in Camden** and **regionally**.

The **National Center for Complex Health and Social Needs** (National Center), an initiative of the Camden Coalition, connects complex care practitioners with each other and supports the field with tools and resources that move complex care forward. The National Center's founding sponsors are the Atlantic Philanthropies, the Robert Wood Johnson Foundation, and AARP.