COMMISSION ON INVESTMENT IMPERATIVES FOR A HEALTHY NATION

Communication Coalition

Summary: At the outset of the COVID-19 pandemic in June of 2020, the NAM charged the members of its Leadership Consortium with systematically assessing the impact of the pandemic on nine health system sectors (ranging from patients and clinicians to care organizations, device manufacturers, public health, and research), as well as to identify the core lessons learned. Comprised of public and private leaders from every health system sector, and the only national-level entity focused specifically on alignment across the health system, the NAM Leadership Consortium was well positioned for the work. The assessment, conducted during the first two years of the pandemic was comprehensive and detailed findings were released in the NAM’s 2022 Emerging Stronger from COVID-19 Special Publication. In addition to sector-specific details, the publication identified four critical challenges common to each and every sector: systemic fragmentation, misaligned incentives, structural inequities, and trust. Drawing on these assessments, a follow-on Commission on Investment Imperatives for a Healthy Nation (the Commission) will focus on building the cross-sector alignment required to overcome these critical challenges and realize a more efficient, effective, equitable, and resilient health system.

To provide guidance to the Commission on the strategic communication strategies and activities necessary during the work and at the release of the findings, a Communications Coalition (the Coalition) has been formed, comprised of organizations whose thought leaders have particular insights and activities related to various aspects of the Commission’s focus. The Coalition will develop strategies for regular outreach to health policymakers, system stakeholders, and the public, with a particular focus on the health and economic impact of the current fragmentation, and the opportunities and benefits of strong system alignment for both health system stakeholders and the public. In addition, the various organizations engaged may choose to sponsor related activities and work together on the Coalition will help enhance synergy among them.

Approach: The Communications Coalition will advise and guide the Commission’s communications strategy in various ways:

- **Ad hoc virtual convenings** focused on effectively communicating about the Commission, its findings, and narrative building on the importance of broad, cross-sector alignment for health.
- **Facilitation of commissioned work** to create and test narratives on the importance of alignment.
- **Advise on the creation of resources** to raise awareness among and make findings resonate with various audiences.
- **Provide guidance** on how to effectively communicate and message strategies in times of health care crises.
- **Review and approve communications-related resources**, such as:
  1. Results of narrative-building exercises,
  2. Key takeaways and action items from discussions of communications challenges, and
  3. Guidelines for strategic messaging, including important considerations for marketing materials and strategies for sharing Commission findings.

Participants: The Communications Coalition will be comprised of organizations and individuals experienced with the use of traditional and cutting-edge messaging techniques and outreach tools proven effective with multiple audiences. Examples include representatives from print and electronic health journalism, peer-reviewed professional publications, government, and messaging science. Eric Rubin from the New England Journal of Medicine will serve as the Coalition chair.

Related NAM work: Emerging Stronger from COVID-19: Priorities for Health System Transformation (2022)
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