

HEALTH CENTER MLP PLANNING, IMPLEMENTATION & PRACTICE WEBINAR SERIES



Session 9

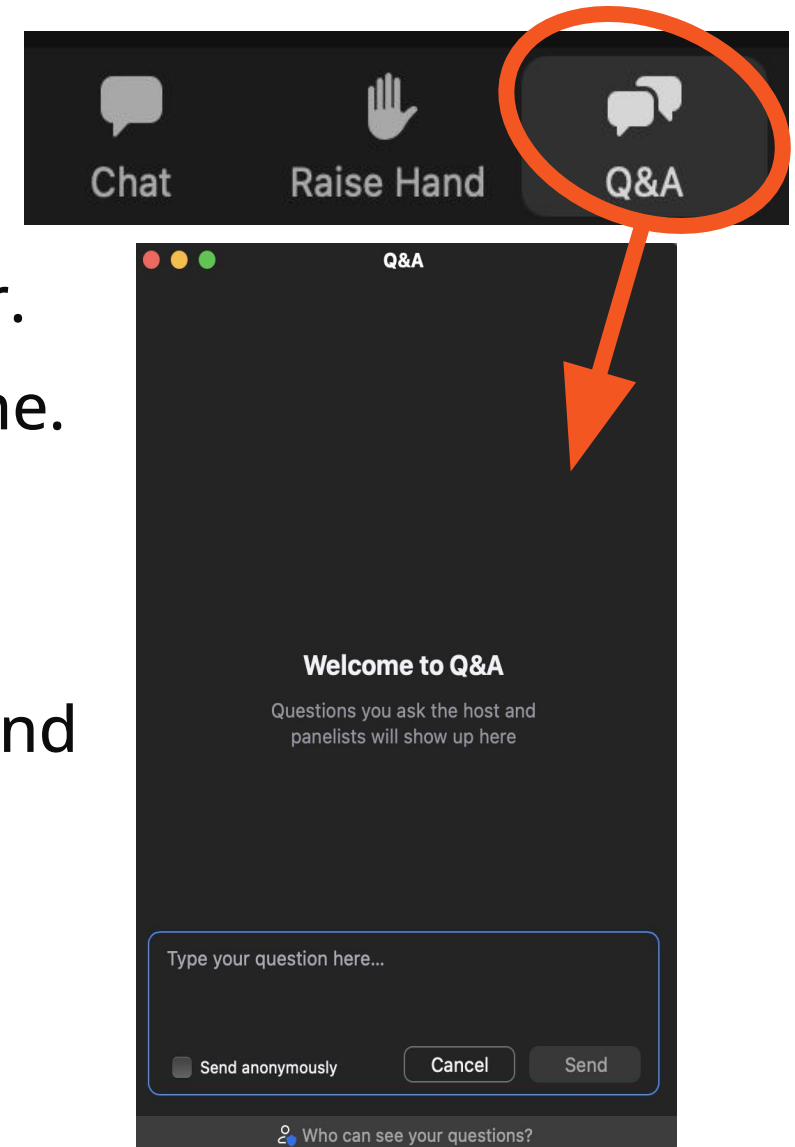
Ditch the (Elevator) Pitch: Building Effective Messaging for Different MLP Audiences



June 13, 2024 | 1 PM ET

Housekeeping

- Attendees are muted throughout the webinar.
- Type questions into Questions & Answers pane.
- The chat will also be open for engagement.
- Send a chat to the Hosts & Panelists for help.
- To activate captions, select “Live Transcript” and “Show Subtitle.”
- This webinar will be recorded and shared at medical-legalpartnership.org/resources/



Housekeeping

We want to hear from you!

At certain points, we'll invite members of the audience to engage. Look out for these icons on the engagement slides.



Raise your hand to unmute.



Respond in the chat box.

Housekeeping



HRSA

Health Resources & Services Administration

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award to the National Center for Medical-Legal Partnership totaling \$602,314.00 with 0 percent financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).





Medical-Legal Partnership Planning, Implementation & Practice (PIP) Webinar Series

February – June 2024

THE WEBINAR SERIES

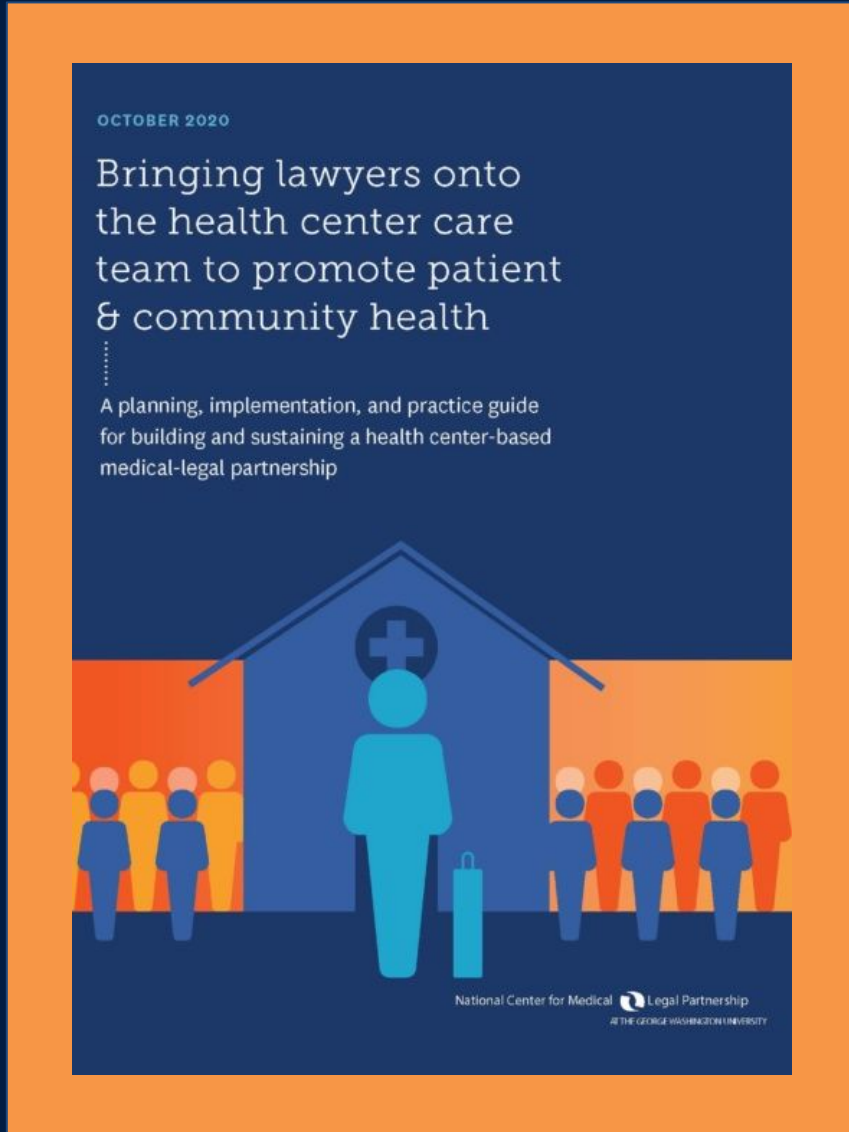
The [National Center for Medical-Legal Partnership \(NCMLP\)](#) is partnering with the [Texas A&M University Institute for Healthcare Access \(HAI\)](#) to offer a webinar series to support health center-based MLP planning, implementation, and practice (PIP series).

USE THE TOOLKIT AS YOUR GUIDE BEFORE, DURING & AFTER THE WEBINARS

The [Health Center MLP Toolkit](#) will serve as a resource for participants throughout the series.

ACTIVE LEARNING

For each webinar in the PIP series, we are going to call on participants from health centers, primary care associations, health center controlled networks, and legal services organizations to share insights regarding the specific domain or topic begin covered during the webinar.



Poll Question: Let's find out who is in the audience today.

- 1) **What type of organization are you from?**
 - a) Health care
 - b) Legal services
 - c) Academia
 - d) Other
- 2) **Does your organization have an MLP?**
 - a) Yes
 - b) No
 - c) I don't know
- 3) **What sorts of messaging are you developing for your MLP? (check all that apply)**
 - a) Narratives for grant reports and applications
 - b) Patient / client impact stories
 - c) Information about my program for policymakers
 - d) Materials to help healthcare providers understand legal needs and services
 - e) All of the above
 - f) None of the above

PIP Webinar Sessions	Corresponding Toolkit Topic
Part 1: 9 Conversations that Will Help Lay a Strong Foundation	
1. What SDOH problems do we want to address?	Part 1, Conversation 1
2. What staff do we need to meet the need(s) we identified and accomplish our goals?	Part 1, Conversation 2
3. Staffing the Legal Services of an MLP - Should we directly hire a lawyer or contract with another organization?	Part 1, Conversation 3
4. How are we going to pay for it?	Part 1, Conversation 4
5. How do we develop a strong MOU for our MLP?	Part 1, Conversation 5
6. What other partners in the community can be helpful?	Part 1, Conversation 6
7. How will we address patient consent and information sharing?	Part 1, Conversation 7
8. Integrating legal services into the workflows and systems	Part 1, Conversation 8
 9. How can we make sure our MLP is effective and sustainable?	Part 1, Conversation 9
Part 2: Implementing Workflows for Screening and Legal Services & Part 3: Strengthening the Health Center Workforce	
10. MLP Trainings to Strengthen the Health Center Workforce	Parts 2 and 3
Part 4: Moving Upstream from Patients-to-Policy	
11. Using MLP to Move Upstream & Address Emerging Issues	Part 4

Today's Learning Objectives

1

Understand what inspires to people to take action

2

Identify how to build strategic messages for any audience

3

Develop MLP messaging that focuses on outcomes rather than process, with a special focus on health care and funders



Faculty



Keegan Warren, JD, LLM

Executive Director
Institute for Healthcare Access
Texas A&M University Health Science Center



Bethany Hamilton, JD

Co-Director
National Center for
Medical-Legal Partnership

Today's Moderator



Jay Sicklick, JD

Adjunct Professor of Law, UCONN
Former MLP Director
Connecticut Pediatric MLP



TEXAS A&M HEALTH
Institute for
Healthcare Access

National Center for Medical  Legal Partnership

AT THE GEORGE WASHINGTON UNIVERSITY

Guest Speaker



Kate Marple

Principal Consultant
Who Tells the Story?

Support During and Between the Live Sessions

The National Center for Medical-Legal Partnership has funding from the Health Resources and Services Administration (HRSA) to provide free technical assistance to health centers, look-alikes, primary care associations, and health center controlled networks interested in integrating legal services into their care delivery. As you work through this guide and the webinar series, the National Center for Medical-Legal Partnership can answer your questions, connect you with other medical-legal partnerships in your state, and provide additional resources. Contact us at ncmlp@gwu.edu.



Reha Manikandasamy, MS

Senior Research Assistant (Data Science)
National Center for Medical-Legal Partnership
Send questions to Reha at ncmlp@gwu.edu.

Session 8 Recap



Learning Objectives

Crafting Effective Trainings to Strengthen the Health Center MLP Workforce

1

Identify common MLP training needs and goals

2

Demonstrate principles of adult learning and their relevance to MLP trainings

3

Apply training best practices in the MLP context



Conversation 9

Ditch the (Elevator Pitch): Building Effective Messaging for Different MLP Audiences



Let's Interact!



Raise your hand to unmute.

Think about the last time you volunteered,
donated, or got involved in something.

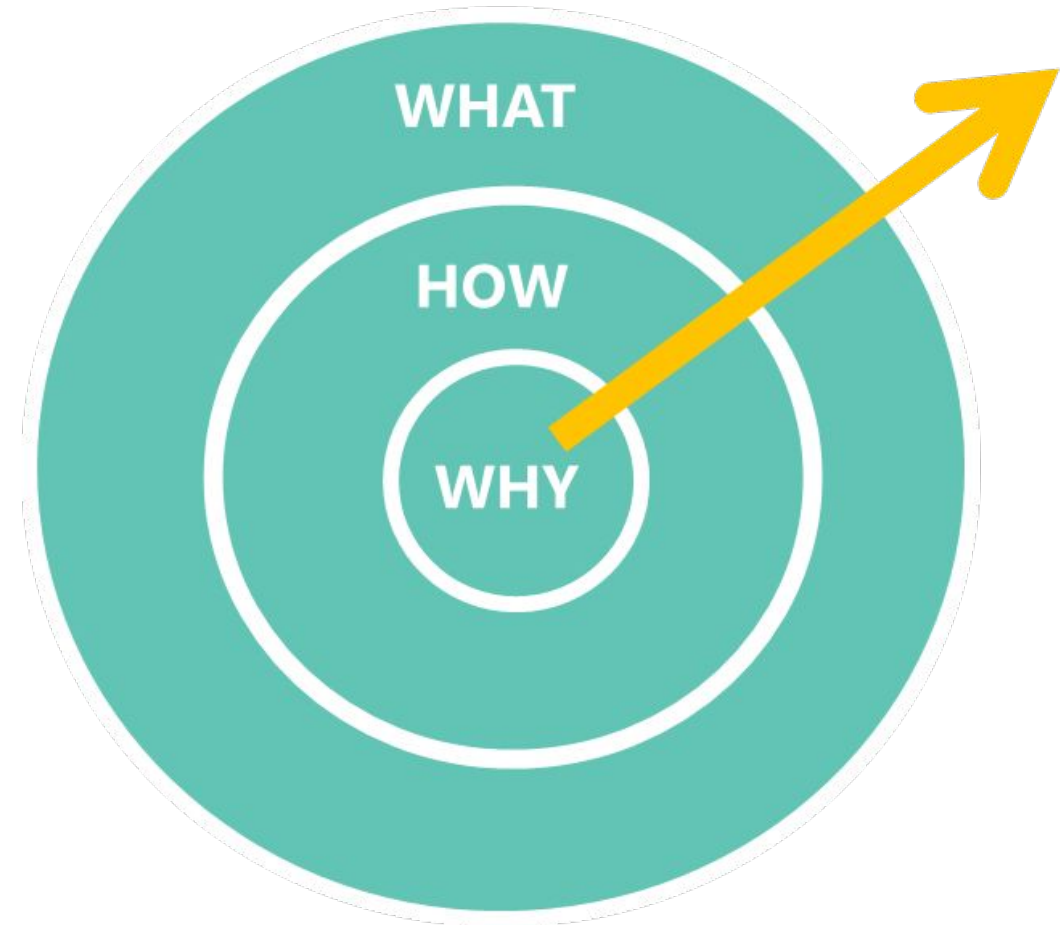
Why did you do it?



“Leading with the Why”

WHO TELLS
THE STORY?

Simon Sinek's Golden Circle*



*Source: *Start with Why: How Great Leaders Inspire Everyone to Take Action* (Sinek)

WHO TELLS THE STORY?



Every person, organization, and situation is different. A one-size-fits-all ELEVATOR PITCH doesn't respond to that.

The goal is to connect your work with something they already value, understand, and prioritize. In the case of organizations, **marry it to their mission.**



Strategic Communications

WHO TELLS
THE STORY?



Goal ● Audience ● Message ● Messenger ● Tactic



HELPFUL RESOURCE:
Spitfire Strategies SMART CHART
smartchart.org

Let's Interact!



Raise your hand to unmute.

What is a moment where you felt really successful talking about MLP?

Who were you talking to? What was your message and/or strategy?

Let's Interact!



Respond in the chat box.

Respond in the chat with the first word or phrase that comes to mind...



Common Health Care MLP Messages

Pair one compelling statistic with one story that illustrates it.
Focus on **outcomes**, not **process**.

- 1 Legal services / MLP improves patient health and/or wellbeing.**
Stats and stories about how MLPs help people maintain [safe, affordable](#) & [stable housing](#) and [keep utilities turned on](#). MLPs [improved health](#) in [asthma patients](#), improved [glycemic control](#) in people with Diabetes, [reduced stress](#), and improved [mental health](#).
- 2 Legal services / MLP provide a tangible intervention to what is unearthed by social needs screening.**
- 3 Legal services / MLP increased patient engagement.**
Stats and stories about patients who [better adhered](#) to [medical treatment](#) or [connected with a "medical home."](#)

Common Health Care MLP Messages

Pair one compelling statistic with one story that illustrates it.
Focus on **outcomes**, not **process**.

- 4** **Legal services / MLP improved healthcare workforce knowledge and/or satisfaction.**
Stats and stories about how MLP increases the likelihood healthcare providers will [screen for SDOH](#) and see that screening as [part of their job](#). MLP also increases healthcare providers' [job satisfaction](#) and helps them work at ["top of license."](#)
- 5** **Legal services / MLP save healthcare institutions money (more than it costs).**
Stats and stories about [reduced hospitalizations](#) and increased access to insurance benefits that allow healthcare institutions to [recover unreimbursed clinical services](#).
- 6** **MLP policy work has a broad impact on equity.**
Stats and stories about patients-to-policy work, like those that [improve housing](#) and [access to care](#).

Messaging Resources for Health Care

**Framing Legal Care
as Health Care**



**Going Beyond ROI to
Capture MLP Value**



**NCMLP Website
Impact Page**



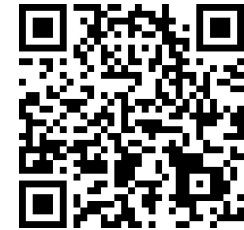
**Patients-to-Policy
Story Series**



**Texas MLP Case
Study**



**NACHC Magazine
Article**

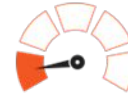


FINDING THE RIGHT DOSE OF Legal Care

There are a number of ways a lawyer can help a patient with a housing or other legal issue. Just like surgery isn't necessarily better than a pill, representing a patient in court isn't necessarily better than providing a patient with advice. The treatment depends on the severity of the problem and what solutions exist. Low intensity interventions are common and can have high value!



Lowest
Intensity



Information & Advice (Could take as little as a day)
Lawyer informs patient of their rights. *Example: Landlord makes comments about selling the property. Lawyer helps patient understand their rights if the property is sold.*



Brief Service
Lawyer does research on the patient's specific situation and provides advice. *Example: Lawyer advises patient that a lockout is not legal and advises them which papers to file in court to get a judge to force the landlord to unlock the door.*



Negotiation (Could take weeks)
Negotiate with a landlord or agency on behalf of a patient to resolve an issue. *Example: Lawyer negotiates a new lease or dismissal of medical debt case on behalf of the patient.*



Administrative Representation
Lawyer represents patient in an administrative hearing or preps the patient to represent themselves.



Court Representation (Could take months to year)
Lawyer represents patient in a court proceeding. *Example: Patient's landlord files for an eviction in court. Lawyer goes to court with the patient to fight the eviction.*

Highest
Intensity

WHEN COMMUNICATING

To catch attention:

- Tell a story
- Share a bold fact
- Ask a question

To increase understanding:

- Connect to cultural cues
- Use analogies
- Use familiar language

Be Prepared to Answer

- What's **YOUR** story?
- Why is this **URGENT**?
- What **QUESTION** can you ask someone that will help them connect to what you are sharing?
- What makes MLP / your approach **DIFFERENT**?

Questions & Answers



Raise your hand to unmute.

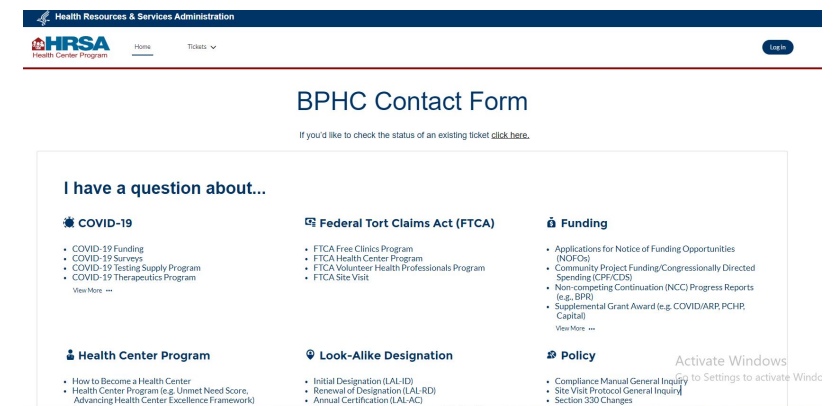


Key Resources



Health Center MLP Toolkit: ["Bringing lawyers onto the health center care team to promote patient & community health"](#)

Health Center Program Support:
[BPHC Contact Form](#)



Screenshot of BPHC Contact Form at <https://hrsa.my.site.com/support/s/> (Accessed on Jan. 29, 2024)

HEALTH CENTER MLP PLANNING, IMPLEMENTATION & PRACTICE WEBINAR SERIES



Session 10

UP NEXT  **Moving OUD/SUD Care Upstream through Partnership with Legal Aid**



June 20, 2024 | 1 PM ET

UPCOMING SESSIONS!

- **Moving OUD/SUD Care Upstream through Partnership with Legal Aid**

June 20, 2024 | 1-2.30 PM ET

- **MLP Townhall: Interactive Forum on MLP Planning, Implementation, and Practice**

June 27, 2024 | 1 - 2:30 PM ET

Health Center MLP Planning, Implementation & Practice (PIP) Webinar Series | February – June 2024

By National Center for Medical Legal Partnership

[Youtube Playlist](#)

Overview

As part of its work with the Health Resources and Services Administration (HRSA), the National Center for Medical-Legal Partnership (NCMLP) is partnering with the Texas A&M University Institute for Healthcare Access (HAI) to offer a webinar series to support health center based MLP planning, implementation, and practice (PIP Webinar Series). The [Health Center MLP Toolkit](#) will serve as a resource for participants throughout the series.

For each webinar in the PIP series, NCMLP will seek input or examples from a health center and/or PCA with experience in the specific domain or topic to provide insight and commentary and respond to audience questions.

The series will address the following T/TA needs:

1. Understanding the core components of medical-legal partnerships;



The registration links for upcoming webinars and the archives of past presentations will be shared at https://medical-legalpartnership.org/mlp-resources/pipwebinarseries_2024/

New Resource

New Publication!

[Fostering Sustainability through Performance Measurement in Health Center Medical-Legal Partnerships: Insights from a Diverse Learning Collaborative](#)

AUTHORED BY

James Teufel, MPH, PhD
Consultant for the National Center for Medical-Legal Partnership

JUNE X, 2024

Fostering Sustainability through Performance Measurement in Health Center Medical-Legal Partnerships: Insights from a Diverse Learning Collaborative

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OPUS Design

What is a health center?

HEALTH CENTERS:

- Are community-based and serve more than 30 million people, about 90% of whom have incomes less than 200% of the federal poverty level.
- Provide access to medical, dental, behavioral, and other health care services.
- Provide care for all, with special initiatives for people experiencing homelessness, agricultural workers, and residents of public housing.
- A public or nonprofit entity can become a HRSA-supported health center by applying for Health Center Program funding or receiving designation as a Health Center Program look-alike. HRSA's Bureau of Primary Health Care (BPHC) oversees the

Summary

This paper underscores the vital role of sustainability in clinical settings, focusing on medical-legal partnerships (MLPs) within health centers (HCs). Drawing insights from a learning collaborative initiative facilitated by the National Center for Medical-Legal Partnership (NCMLP), supported by the U.S. Health Resources & Services Administration (HRSA), we introduce performance measures and metrics



Thank you!

Please help us improve future sessions by completing our short evaluation.



<https://www.surveymonkey.com/r/86X7V32>



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