



CLAS Talking Points
Underserved CoP Call, August 16, 2006
Grace Martos, Physician Office Manager
Stacey A. Tiele, Lead Provider Liaison Cultural Competency

Individual tasks

- ◆ Follow up on applications of interest
- ◆ Make apt and meet w/practice – verbal pre-assessment – intro to program and OMH Modules.
- ◆ Provide follow-up and troubleshoot when necessary
- ◆ Guide through Modules and provide post-assessment

Build relationships with key organizations and groups

- ◆ IPHCA
- ◆ IAFP
- ◆ Hospital Based Programs/Coordinators
- ◆ Community Based Organizations & Resources
- ◆ Residency Programs
- ◆ Other

Promote Program

- ◆ Internal Publications/Newsletters/Website
- ◆ Mailings: Bulk Applications/Postcards
- ◆ Trade magazines
- ◆ Key Organizations: Exhibit with, newsletters, articles, websites, presentations
- ◆ Become allies or partners with resource groups within state

Barriers:

- ◆ Significance/Value to Practice
- ◆ Provider/staff buy-in – what's in it for me?
- ◆ Time commitment on internet

Advantages:

- ◆ Build networking foundation
- ◆ Cultivate “authoritative” allies for support
- ◆ Develop resources for referrals

