



Communications Ambassador Program

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LAC+USC Medical Center**

**Health Education Network Meeting
July 1, 2008**

Communications Ambassador Program (CAP)

- **Began on March 9, 2007.**
- **50 front-line staff from various departments / units disseminate information to their respective areas.**
- **Boost employee morale, provide accurate and up-to-date information on the replacement facility, dispel rumors / myths, and allay any anxiety / stress regarding the big move / transition.**

Topics Covered at CAP Meetings

- **New Hospital Updates**
- **Orientation Updates**
- **Parking / Shuttle Services**
- **State of the Art Technology**
- **Patient Move Procedure**
- **Brain Storm on Appropriate Slogans**
- **Dispel rumors / myths and answer questions**

Routes of Communication

- **Inside Scoop Newsletter**
 - **LAC+USC Intranet**
 - **Flyers / brochures**
 - **Staff Meetings**
 - **Broadcast E-mail**
 - **Face to Face / One on One Communications**
 - **Orientation Sessions**
 - **Replacement Facility Tours**
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Communications with the Community



Communications with the Community

- **LAC+USC Medical Center is one of the largest public hospitals in the nation.**
- **Over 225,000 emergency room visits per year.**
- **Over 500,000 outpatient visits per year.**
- **Largest provider of trauma care in L.A. County. Provides care for over 28% of the county's trauma victims.**

Patient Population at LAC+USC Medical Center

- **Over 75% live below the Federal Poverty Level.**
- **Over 70% are Latino / Latina.**
- **Two-thirds are uninsured.**
- **Almost two-thirds were born outside of the U.S.**
- **Patients face many challenges including poverty, language barriers, lack of health insurance, immigration issues, transportation, and difficulty navigating a complex health care system.**

Road to Good Health / Camino de Salud

- **County-wide Initiative for the Replacement Facility**
- **Key message is “Right Care, Right Place, and Right Time”.**
- **Target frequent users of the Emergency Department for manageable conditions.**
- **Decrease utilization of the Emergency Department for unnecessary admissions.**

Road to Good Health / Camino de Salud Continued

- **Decrease duplication of services for patients seen at the partner clinics.**
 - **Patients who are identified as potential candidates for the program will meet with a Care Manager to identify appropriate primary care providers.**
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Road to Good Health / Camino de Salud Continued

- **Patients who participate in the program will receive their routine care through a network of neighborhood clinics also known as “Medical Care Homes.**
- **The location of the patient’s “Medical Care Home” will be based on where they live or work for accessibility and convenience.**

Group Activity



Contact Information

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