

Messaging Template for Patient Engagement Panel Recruitment

Thank you for being part of OCHIN's Patient Engagement Panel (PEP) initiative. The materials provided will help you reach out to your community, and include:

- Suggested email content (below), please feel free to personalize to your patient's needs.
- A poster (provided with this document).
- PEP By-Laws (provided with this document).

Patients have an important perspective as recipients of care and community members. The panel strives to be representative of all patients, including (for example): persons coping with chronic disease; a mix of ages, genders, race, and ethnicities; and those with any and all insurance statuses. The PEP gives patients a way to actively advise and guide decision makers, providers and researchers in work to improve patients' healthcare experiences and treatment options. Patient PEP members are sought out to share their insights and suggestions on issues such as:

- Research questions
- Changes to healthcare delivery and how it impacts patients
- How to best share information with the general public
- How to best recruit patients for studies
- Health technology

We ask that you coordinate your outreach and any questions you may have with OCHIN's Patient Engagement Coordinator, Nate Warren, warrenn@ochin.org, 503-943-2568.

Thank you in advance for your help in building these patient engagement panels, and allowing patients to contribute to these important conversations being held across the nation.

Email Template:

SUBJECT LINE: Lend your voice to the national healthcare conversation- Join a Patient Engagement Panel.

SUGGESTED COPY:

Dear _____,

You bring a valuable perspective to issues surrounding healthcare delivery. We are writing to encourage you to share that perspective with other patients and community members. By joining OCHIN's Patient Engagement Panel you can help shape the future.

What Will I Do as a Member of this Panel?

This panel (or "group") includes patients like you who have an important point of view to offer. The Patient Engagement Panel gives patients a way to actively advise and guide decision makers, providers and researchers in work to improve patients' healthcare experiences and treatment options. Patients are sought out to share their insights and suggestions on issues such as:

- Research questions
- Changes to healthcare delivery and how it impacts patients
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What Else Do I Need to Know?

- Patients will meet once a month for one and a half (1.5) hours. Meetings will be in person at OCHIN Headquarters in Portland, Oregon, or via conference call and screen-sharing solutions.
- Patients may choose to be "on-call" to answer questions about research studies. If you do this, you will be contacted no more than 4 times per year.
- Patients have the opportunity to receive gift cards in recognition of participating.

For more information, please contact Nate Warren, Patient Engagement Coordinator at OCHIN, at warrenn@ochin.org, or by phone at 503.943.2568.