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## POSTER ABSTRACT

### Communication strategy in Primary Health Care plus project in Poland

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**Introduction:** Coordinated care is planned to be implemented in Poland based on solutions developed in the project "Preparation, testing and implementation of coordinated care in the healthcare system, Stage II. Pilot phase – Primary Care PLUS model" co-financed from the European Social Fund under the Operational Program Knowledge Education Development financed under the European Commission Priority Axis 4 and 5.

Adequate communication strategy is required to prepare Polish society for a significant change in the health care system, and to help all interested parties learning about the changes planned.

**Description of policy context and objective:** Communication strategy is implemented by the National Health Fund (Narodowy Fundusz Zdrowia - NFZ), supported by The World Bank. A general objective is to create a positive approach to changes in the primary health care by promoting coordinated care as an effective form of medical service. Specific objectives of the project include informing medical entities about procedures necessary for the implementation of coordinated care. Participation in the project means taking a part in the change in the health care system. Activities targeted at patients involve informing them about the implementation of coordinated care and attempt to create positive approach to the new system model. Activities targeted at medical entities include providing information about progress and results achieved, whereas activities targeted at the general public aim at showing that outpatient clinics and services provided are changing for the better. Communication channels are: project website, Twitter, Facebook, local and national media, online marketing and conferences.

**Targeted population:** Communication strategy developed is targeted at all stakeholders: Ministry of Health, local administration, public officials, 45 medical entities participating in the pilot project, influencers and public opinion. A communication strategy to patients to be used by participating entities is also prepared and proposed.

**Highlights:** In June 2018 medical entities were chosen for the pilot project. Public opinion and interested parties will become acquainted with the results of the pilot project in October and November 2018.

**Transferability:** Communication strategy can be used in the Stage III of the project – implementation of coordinated care across the country in Poland. Evaluation of the effectiveness of communication strategy can be of value for the future plan of broader implementation and for other countries in the region.

**Conclusions:** Effective implementation of communication strategy requires a well-planned budget and involvement of the NFZ, responsible for the implementation of the strategy. Coherence and effectiveness of the messages depends on the cooperation between the NFZ and the World Bank, which involves meetings and exchange of know-how. Regarding technical aspects of the project, IT support and graphic design support are the most important for developing a project website and preparing information materials.

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**Keywords:** communication strategy; poland

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