



## Campaign Materials

Resource	Source	Description	Link
Poster about Appropriate Emergency Department Use	Greater Detroit Area Health Council, Inc.	A poster illustrating when it is appropriate to visit an emergency department (ED), urgent care facility, or primary care physician.	<a href="http://gdahc.org/sites/default/files/Stop%20Light%2024x36%20GDAH%20Download.pdf">http://gdahc.org/sites/default/files/Stop%20Light%2024x36%20GDAH%20Download.pdf</a>
Radio Ads and Posters for Emergency Care / Urgent Care Public Awareness Campaign	New Mexico Coalition for Healthcare Quality	Samples of radio advertisements and posters from a public awareness campaign to reduce ED overuse in Albuquerque.	<a href="http://www.nmhealthcarequality.org/content/?id=45">http://www.nmhealthcarequality.org/content/?id=45</a>

## Care Coordination Tools

Resource	Source	Description	Link
Welcome Letter for New Primary Care Patients	Greater Detroit Area Health Council, Inc.	A sample welcome letter for new patients to primary care practices, including office hours, contact information for an urgent care facility, and instructions for care after-hours.	<a href="http://www.gdahc.org/sites/default/files/Sample%20Welcome%20letter102811.pdf">http://www.gdahc.org/sites/default/files/Sample%20Welcome%20letter102811.pdf</a>
Telephone and Appointment Scheduling Policies for a Primary Care Practice	Greater Detroit Area Health Council, Inc.	Sample office protocol for primary care staff about responding to patient inquiries, scheduling same-day appointments, and following up with patients who recently visited the ED.	<a href="http://www.gdahc.org/sites/default/files/Access%20to%20Care%20Office%20Policy%20Sample.pdf">http://www.gdahc.org/sites/default/files/Access%20to%20Care%20Office%20Policy%20Sample.pdf</a>
After-Hours Telephone Script for Primary Care Office	Greater Detroit Area Health Council, Inc.	A sample script for outgoing telephone messages to direct patients to the appropriate after-hours care provider.	<a href="http://www.gdahc.org/sites/default/files/EDU%20After-Hours%20Telephone%20Script.pdf">http://www.gdahc.org/sites/default/files/EDU%20After-Hours%20Telephone%20Script.pdf</a>
Letter to Patients Following an Emergency Department Visit	Greater Detroit Area Health Council, Inc.	A sample letter for patients who recently visited the ED, reminding them to schedule a follow-up appointment and informing them of after-hours availability.	<a href="http://www.gdahc.org/sites/default/files/Patient%20Letter%20Post%20ED%20Visit.pdf">http://www.gdahc.org/sites/default/files/Patient%20Letter%20Post%20ED%20Visit.pdf</a>
Toolkit for Implementing a Practice's Access-to-Primary-Care Policy	Greater Detroit Area Health Council, Inc.	An implementation guide providing step-by-step instructions and tools for informing patients about after-hours access.	<a href="http://www.gdahc.org/sites/default/files/ImplementationGuidePCPAccessPilot112012.pdf">http://www.gdahc.org/sites/default/files/ImplementationGuidePCPAccessPilot112012.pdf</a>

## Case Studies

Resource	Source	Description	Link
How Collaborations Can Reduce Emergency Department Overuse	<i>Aligning Forces for Quality</i>	An overview of a Wisconsin program connecting patients who are most likely to overuse EDs with medical homes.	<a href="http://forces4quality.org/small-tests-change-grow-big-results-reduction-ed-overuse">http://forces4quality.org/small-tests-change-grow-big-results-reduction-ed-overuse</a>
How Data Can Improve Appropriate Emergency Department Use	<i>Aligning Forces for Quality</i>	An overview of an Oregon initiative providing ED utilization data in a timely, easy-to-understand format for providers.	<a href="http://forces4quality.org/removing-blind-spots-seeing-all-data-supports-high-valuepatient-centered-care">http://forces4quality.org/removing-blind-spots-seeing-all-data-supports-high-valuepatient-centered-care</a>
Educating the Public on Appropriate Emergency Department Use	<i>Aligning Forces for Quality</i>	An overview of an Albuquerque public awareness campaign helping patients understand when they should visit an ED or an urgent care facility.	<a href="http://forces4quality.org/af4q/download-document/5245/2309">http://forces4quality.org/af4q/download-document/5245/2309</a>
Tools to Reduce Emergency Department Use	<i>Aligning Forces for Quality</i>	An overview of a Detroit primary care initiative working to improve scheduling protocols and awareness of after-hours availability.	<a href="http://forces4quality.org/af4q/download-document/5246/2310">http://forces4quality.org/af4q/download-document/5246/2310</a>
How “Hot-Spotting” Cut Health Care Charges by 50 Percent	Robert Wood Johnson Foundation	An overview of “hot-spotting” programs identifying and coordinating care for high-utilization patients.	<a href="http://www.rwjf.org/en/about-rwjf/newsroom/features-and-articles/Brenner11.html">http://www.rwjf.org/en/about-rwjf/newsroom/features-and-articles/Brenner11.html</a>
Raising Awareness on Emergency Vs. Urgent Care	Robert Wood Johnson Foundation	A case study on an awareness campaign using public service announcements and template materials to reduce non-emergency visits to EDs.	<a href="http://www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html">www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html</a>
Coordinating Care for At-Risk Patients	Robert Wood Johnson Foundation	A case study about a program connecting high-risk patients with medical homes to encourage primary care visits and avoid unnecessary trips to the ED.	<a href="http://www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html">www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html</a>
Using Primary Care Practices to Decrease ED Overuse	Robert Wood Johnson Foundation	A case study about primary care practices incorporating easy-to-implement system changes to accommodate patients’ urgent care needs.	<a href="http://www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html">www.rwjf.org/en/research-publications/find-rwjf-research/2013/09/quality-field-notes-case-studies-for-reducing-inappropriate-eme.html</a>

## Additional Resources

Resource	Source	Description	Link
Quarterly Report on Emergency Department Care Coordination Project	Milwaukee Health Care Partnership	A sample newsletter providing ED care coordination strategies.	<a href="http://mkehcp.org/wp-content/uploads/2012/07/MHCP%20EDCC%20Q12013.pdf">http://mkehcp.org/wp-content/uploads/2012/07/MHCP%20EDCC%20Q12013.pdf</a>
Evaluating an Intervention to Reduce Unnecessary Emergency Department Services	Robert Wood Johnson Foundation	A report evaluating the effectiveness and return on investment of interventions reducing unnecessary ED visits.	<a href="http://www.rwjf.org/en/research-publications/find-rwjf-research/2012/11/evaluating-an-intervention-to-reduce-unnecessary-medical-service.html">http://www.rwjf.org/en/research-publications/find-rwjf-research/2012/11/evaluating-an-intervention-to-reduce-unnecessary-medical-service.html</a>