

Next Steps & Key Action Items

- PHS Branding & Communications Updates
- A 12-week campaign will launch to promote the SCN with a goal of 30,000 self-screenings or hotline calls by November.
- Campaign will focus on the 20 major ZIP codes across Manhattan, Queens, and Brooklyn with high Medicaid enrollment.
- MMAC Members: Please help spread the word by using the [SCN Promotion Toolkit](#).

Meeting Notes

- Norms & Group Activities
- MMAC members reviewed group norms and engaged in activities

Communications Updates:

- Target: 30,000 self-screenings by November
- Promotion channels:
 - Shelters
 - Door hangers at NYCHA housing
 - Radio ads in English and Spanish
 - Online ads (keywords: “Medicaid,” “nutrition,” “housing,” etc.)
 - Subways, LinkNYC, bus shelters
- Social Media Ask: Follow PHS, share flyers/videos, comment, and engage with posts to boost visibility
- Flyers and branding examples to be shared
- Recommendation: Partner with HRA to support SCN promotion

Pre-Reading & Discussion

Themes & Recommendations:

- Medical Workforce: Includes doctors, nurses, CHWs, and other frontline professionals
 - MMAC members' roles fall within the workforce
- Accessibility: Varies across hospitals; ADA compliance is critical
- Patient Experience:
 - Long wait times and scheduling barriers were raised as major issues
 - Patients sometimes must travel to the city for better care
 - Race and ZIP code play a significant role in health outcomes
- Trust & Advocacy:
 - Patients often feel more connected to nurses than doctors
 - Need for patient advocates, especially for immigrants and non-English speakers
 - Simplify medical terminology for better understanding

- Equity & Fairness:
 - Financial barriers limit access to quality care
 - Patients want to be heard and understood beyond “quota” systems
- Suggestions:
 - Reach out to MCOs to better understand patient experiences
 - Ensure “patients come first”
 - Explore strategies for reducing wait times
 - Encourage storytelling (newsletters, social media campaigns)
 - Improve cultural awareness in communications—consider translation, generational differences, dietary norms, and culturally sensitive language (e.g., replacing “support” with terms like “bridging gaps” or “additional resources”)
- Tools & Access Points
 - Three ways to complete a screening:
 - Scan QR code
 - Call 1-800 hotline
 - Visit a partner site
- Technology & Data:
 - MyChart for access to results and appointments – sometimes is not the best because it removes the real human connection.
 - AI support and claims reporting – MCO are sometimes under quotas and only have 15 mins per patient
 - Better feedback loops with Unite Us
- Oversight:
 - Ensure CBOs have checks and balances
 - Maintain alignment with community values
 - Incorporate diverse and age-inclusive perspectives

Deep Dive & Next Steps

- Continue discussion on cultural responsiveness and accessibility in communications
- Share examples of branded flyers, translated videos, and messaging adjustments
- Review upcoming pre-reading questions in preparation for next session