

Talking About Complex Care

Core Messages for Clear and Effective Communications



Complex care seeks to improve health and well-being for people with an array of health and social needs. As the field evolves, clear and consistent language is essential to support this work.

Following are core messages that describe the issues addressed by complex care and the value it provides. These messages draw from [*Talking About Complex Care: A Guide for Clear and Effective Communications*](#).

CORE MESSAGES ON COMPLEX CARE

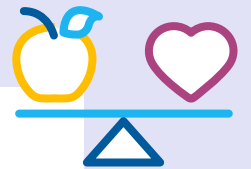
Reframe a narrow view

Our health and social systems typically focus narrowly on an individual's single need and are not designed to work together to address multiple needs, often leading to costly and avoidable care.



Go beyond medical

Many causes of poor health are best addressed through non-medical interventions that require cross-sector and community collaboration.



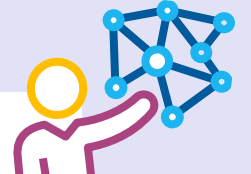
Focus on people

Complex care provides person-centered, whole-person care that addresses the multiple drivers of health and uses a multidisciplinary team to coordinate care across settings, services, and sectors.



Bring it all together

Complex care seeks to improve health and well-being for patients, ensure access to the right services at the right time, reduce costly avoidable healthcare use, and advance health equity.



HOW CAN THESE MESSAGES HELP?



These messaging can help strengthen the field and support complex care programs to:

- ✓ Communicate their goals and priorities
- ✓ Coordinate more effectively with patients, families, providers, and partners
- ✓ Engage leaders and payers to invest in programs
- ✓ Recruit new partners to participate in programs
- ✓ Develop program materials or speak to the media
- ✓ Advocate for policy change

DO YOU KNOW YOUR AUDIENCE?



Tailor these messages to each conversation and individual perspective. Audiences fall into three levels:



INDIVIDUAL



COMMUNITY



SYSTEM

Messages at each level help you talk about **problems complex care addresses, solutions it offers, impacts it achieves, and ways it advances health equity.**

Learn more about how to use language that reflects the values and goals of complex care and the people it serves. Visit nationalcomplex.care/complex-care-messaging-guide.

