

COMMISSION ON INVESTMENT IMPERATIVES FOR A HEALTHY NATION

Communications Coalition

Summary: The [NAM Leadership Consortium](#), comprised of public and private leaders from the major health system sectors, is the only national-level entity focused specifically on alignment across the health system. In June of 2020, the Consortium launched a comprehensive initiative to assess the impact of the pandemic on nine sectors (ranging from patients and clinicians to care organizations, device manufacturers, public health, and research), as well as lessons learned. Four critical challenges noted by each and every sector were systemic fragmentation, misaligned incentives, structural inequities, and trust. Detailed findings were released last fall in the NAM's [Emerging Stronger from COVID-19](#) Special Publication. Drawing on these assessments, the Commission on Investment Imperatives for a Healthy Nation (the Commission) will focus on building the cross-sector alignment required to overcome these critical challenges and realize a more efficient, effective, equitable, and resilient health system.

To provide guidance to the Commission on the strategic communication strategies and activities necessary during the Commission's work and at the release of the findings, a **Communications Coalition** (the Coalition) has been formed, comprised of organizations whose thought leaders have particular insights and activities related to various aspects of the Commission's focus. The Coalition will develop strategies for regular outreach to health policymakers, system stakeholders, and the public, with a particular focus on the health and economic impact of the current fragmentation, and the opportunities and benefits of strong system **alignment** for both health system stakeholders and the public.

Approach: The Communications Coalition will advise and guide the Commission's communications strategy in various ways:

- **Guidance** on effective communication and messaging strategies on complicated issues.
- **Convenings** on effectively communicating about the Commission, its findings, and narrative building on the importance of broad, cross-sector alignment for health.
- **Marketing** Commission products to create and test narratives on the importance of alignment.
- **Resource creation** to raise awareness among and make findings resonate with various audiences.
- **Dissemination** of communications-related resources, such as:
 1. Results of narrative-building exercises,
 2. Key takeaways and action items from discussions of communications challenges, and
 3. Guidelines for strategic messaging, including important considerations for marketing materials and strategies for sharing Commission findings.

Members of the Communications Coalition will be routinely engaged and kept up to date on the progress of Commission work, with an emphasis on information pertinent to the Coalition, through regular email newsletters, and virtual meetings.

Participants: The Communications Coalition will be comprised of organizations and individuals experienced with the use of traditional and cutting-edge messaging techniques and outreach tools proven effective with multiple audiences. Examples include representatives from print and electronic health journalism, peer-reviewed professional publications, policy and government organizations, and messaging science. Eric Rubin from the New England Journal of Medicine will serve as the Coalition chair.

Related NAM work: *Emerging Stronger from COVID-19: Priorities for Health System Transformation (2022)*

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Communications Coalition Organizations

- American Diabetes Association
- America's Essential Hospitals
- American Medical Association
- American Medical Informatics Association
- American Public Health Association
- Betty and Smith
- CATO Institute
- Council on Foundations
- Health Affairs
- National Academy for State Health Policy
- National Organization of State Offices of Rural Health
- NEJM Catalyst
- Pro Publica
- Resolve to Save Lives
- ReThink Health
- Third Way
- University of Pennsylvania
- University of Washington



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The three National Academies have a long tradition of providing national advice and leadership, which rests on their ability to convene experts and other diverse stakeholders charged with considering important issues of science, engineering, and health policy in an objective, independent, and trusted environment that assures rigorous analysis. Because the National Academies provide the Federal Government with a unique service, their activities operate under special status by charter and the implementing Executive Orders of the President. *When a department or agency of the executive branch of the Government determines that the Academy, because of its unique qualifications, is the only source that can provide the measure of expertise, independence, objectivity, and audience acceptance necessary to meet the department's or agency's program requirements, acquisition of services from the Academy may be obtained on a noncompetitive basis if otherwise in accordance with applicable law and regulations.* (Executive Order 12832)