

Cost of Care Conversations Guide – Medical Assistants

Using the 4 E Model of Communication (Engage, Empathize, Educate & Enlist)

Encounter	Medical Assistant	Resources <i>(hyperlink all)</i>
Set up/ framing	<ul style="list-style-type: none"> • I see that you are here today for your low back pain. • We want to help answer any questions you may have, including any treatment options, and if you have any concerns about the cost for the different treatment options. • Our goal is for you get the best care with fewer problems and lower costs. • I can go through the educational materials with you now and/or you can review and then ask the provider any questions. 	<p>Provide patient these materials:</p> <ul style="list-style-type: none"> • Choosing Wisely Low Back Pain educational Rack Card &/or patient information sheet • LBP Decision Tool Rack Card for Patients • CompareMaine Flyer
Engage <i>(engage the patient)</i>	<ul style="list-style-type: none"> • We feel that knowing more about how to get the best treatment at a cost that works for you is a crucial part of helping you and your providers make the right decisions for your care. • Are you interested about the costs for different low back pain treatments today? <i>(Here, let's go through this LBP decision tool information before you meet with your provider)</i> 	<ul style="list-style-type: none"> • Social Determinants Questionnaire (if the need arises)
Empathize <i>(understand concerns)</i>	<ul style="list-style-type: none"> • We will try to answer all of your questions during your visit, however if we are unable to address everything, we will make a follow up plan to get them answered for you. • I know that costs for various treatments or procedures are a concern for many of our patients here, and we want you to feel comfortable asking us any questions. • To help you look at different low back pain treatment options and get an idea of the different costs for them, I also want to give you information about a website called CompareMaine (refer to the flyer). • At check out, you can use our iPad/computer to search the site <i>(or work with one of our staff to show you how to get to this website and find the cost information on the different treatments recommended for you today)</i> 	<ul style="list-style-type: none"> • Refer to - "Your Financial Health is Important to Us" letter <p style="text-align: right;"><i>(over)</i></p>

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<p>Educate <i>(use clear, concise language & check for understanding)</i></p>	<ul style="list-style-type: none"> • If you would like to follow up after your visit today, you can work with your health insurer or to go our patient portal @____<i>(do you need help signing up for our patient portal?)</i>, or talk with our patient navigator. • I want to make sure I've been clear about the options. Can you tell me what you understand or what you would tell a family member or friend about what I have talked about? 	<p>TX & Cost Information:</p> <ul style="list-style-type: none"> • LBP Decision Tool Rack Card for Patients • CompareMaine Flyer <p>Additional Patient Information:</p> <ul style="list-style-type: none"> • Choosing Wisely LBP Rack Card • Choosing Wisely LBP Patient Information Sheet
<p>Enlist <i>(partner with patient on their care for best course of action)</i></p>	<ul style="list-style-type: none"> • I know that finding out the cost of health care treatments and services can be very difficult, and we want to work with you to assist you with your questions, or call our office to gain additional information after you have thought about what you would like to do. • If you have some questions now, please let me know – before the provider comes in and I'll be sure that your provider knows about them. 	<ul style="list-style-type: none"> • Remind patient about using the iPad at check out today and that they can also get help from one of the staff members <i>(care manager/ social worker, patient navigator at the practice or the system)</i> to discuss the cost of the treatment options in more detail



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