

CONTIGO PLANNING TOOLKIT

From Need to Leadership Support

A practical guide to frame the opportunity, assess the data and launch a focused pilot

1 BUILD THE LEADERSHIP CASE

POSITION THE INITIATIVE AS:

Population Health

Health Equity

Patient Experience

Community Trust

Strategic Growth

Five questions for leadership

- 1 Which populations face the greatest barriers to care?
- 2 Where do utilization gaps exist today?
- 3 Which services present the clearest opportunity?
- 4 How does language affect navigation and experience?
- 5 How does this work advance organizational priorities?

2 ASSESS THE OPPORTUNITY

COMMUNITY & MARKET DATA

- Population size and growth
- Age and household profile
- Preferred language and English proficiency
- Community health needs findings

UTILIZATION & ACCESS DATA

- Primary, urgent and emergency care
- Pediatrics and preventive screenings
- No-shows and referral completion
- Interpreter and call-center demand
- EHR language preference
- Website and campaign engagement

DATA DISCUSSION PROMPTS

- Where is the largest gap?
- Where do patients drop off?
- Which touchpoint can we improve first?

3 UNDERSTAND THE PATIENT JOURNEY

FIND

Can patients find relevant information in their preferred language?

NAVIGATE

Can patients schedule, prepare and understand what happens next?

ACT

Can patients confidently move from information to care?

4 START SMALL. SCALE INTENTIONALLY.

Define a pilot around:

ONE PRIORITY
POPULATION

ONE CARE GAP

ONE TRUSTED
STRATEGY

ONE MEASURABLE
OUTCOME

CONTIGO PLANNING FORMULA

DATA > INSIGHT > TRUST > ACTION > UTILIZATION > GROWTH

TRUST & ENGAGEMENT PLAYBOOK

Listen. Build Trust. Drive Action.

Focus group prompts, scalable strategies and a 90-day action worksheet

1 FOCUS GROUP DISCUSSION GUIDE

TRUST & PERCEPTION

1. What makes you trust a healthcare organization?
2. What causes hesitation or skepticism?
3. What would make you more comfortable seeking care?

ACCESS & NAVIGATION

1. What makes healthcare difficult to access?
2. Have you ever delayed care? Why?
3. What would make scheduling and navigation easier?

LANGUAGE & CONTENT

1. What feels authentic versus simply translated?
2. Which health topics are most valuable?
3. Which channels and voices do you trust?

2 SCALABLE TRUST-BUILDING STRATEGIES

FOUNDATIONAL

Start with the basics

- Audit language-access touchpoints
- Improve translation quality
- Create bilingual brand standards
- Identify internal champions
- Establish community partnerships

DEVELOPING

Build a consistent program

- Conduct focus groups
- Create Spanish-first education content
- Launch dedicated social channels
- Develop a cultural style guide
- Partner with Spanish-language media

ADVANCED

Embed a repeatable capability

- Build patient communication journeys
- Plan for language access earlier
- Activate physician and clinical voices
- Measure engagement and utilization
- Integrate access across touchpoints

3 YOUR 90-DAY ACTION PLAN

BARRIER One access barrier we can reduce:

ACTION One trust-building initiative we can launch:

MEASURE One metric we will track:

FINAL TAKEAWAY

Start where you are. Focus on one population, one barrier and one opportunity. Build trust through consistent action, measure what changes and scale what works.