

California's Statewide Emergency Room Collaborative

What Doctors Can Do to Educate Parents About Using the ER

The Emergency Room (ER) Collaborative, made up of all 22 Medi-Cal managed care plans need your help and commitment to reduce the rate of avoidable ER visits by Medi-Cal Managed Care members. The Collaborative designed and tested a poster and brochure to assist you in educating members with children, ages 1-19, since 74 % of avoidable ER visits in this age range are due to earaches, sore throats, coughs, colds and flu.

ER Poster - "Not Sure It's an Emergency?"

- ❖ The poster is designed to encourage parents in the waiting room to ask you about when to use the emergency room and when to call your office for non-emergency conditions such as earaches, sore throats, cough, cold and flu.
- ❖ Be sure to place the poster in a visible location in your patient waiting area(s).
- ❖ Posters can also be placed in exam rooms or other areas visible to your patients.

ER Brochure - "Not Sure It's an Emergency?"

- ❖ The tri-fold companion brochure was designed to assist you to educate parents about appropriate ER use and URI prevention and self-management strategies.
- ❖ Please use the information in the brochure, as well as the member's unique medical history to provide advice about URI prevention, self-management, and symptoms/ conditions that require emergency care.
- ❖ Encourage the parents to use the space on the back of the brochure to write down the advice that you provide during the office visit.
- ❖ Your name, office hours, your phone number, and phone numbers(s) for after hours, weekends and holidays should be added to the back of each brochure.

Tips & Recommendations:

- ✓ Be sure to share the brochure with all your patients who visit your office.
- ✓ Be sure to inform your patients about what to do and who to call if they cannot reach your office for advice regarding an urgent condition or when they are not sure their condition is an emergency. Your Blue Shield of California Promise Health Plan patients can call the Blue Shield of California Promise Health Plan Nurse Advice Line at 800-605-2556. It is free and available 24 hours a day, 7 days a week.
- ✓ Encourage parents to schedule regular check-ups for their children.
- ✓ Discuss with parents the importance of keeping immunizations up-to-date.
- ✓ Counsel parents on how to minimize the spread of infections in their children.
- ✓ Contact Blue Shield of California Promise Health Plan for questions, assistance or when you need more posters or brochures.