



## Marketing Chronic Disease Interventions to Primary Care Practices

### What is the 1-2-3 Approach?

- The Centers for Disease Control and Prevention (CDC) Arthritis Program has developed the 1-2-3 Approach to Provider Outreach to help raise awareness among primary care practices of the benefits of self-management education and physical activity interventions for arthritis and other chronic diseases.
- The strategy is rooted in the principles of social marketing and adapts strategies from academic and pharmaceutical detailing. Central to this approach is a personal outreach visit with the primary care provider during which the marketer makes a “pitch” for the interventions.
- The goal is to encourage more providers to recommend self-management education and physical activity interventions to their chronic disease patients and help increase participation in locally available classes.

### Who is it for?

- The 1-2-3 Approach was designed for community organizations, local agencies, and their partners to help them establish and maintain relationships with local providers.
- Professional marketing experience is not necessary. The 1-2-3 Approach is easy to follow and feasible for organizations with limited resources.

### What is included in the toolkit?

- A turnkey marketing toolkit provides suggestions, tips, and tools for implementing the 1-2-3 Approach. The toolkit includes:
  - A how-to guide;
  - Tools for training staff, including phone and outreach visit scripts and a video showing a simulated visit;
  - Customizable leave-behind fact sheets for providers and their patients; and
  - Tracking, evaluation, and reporting tools.

### Where can I learn more?

- Information on the 1-2-3 Approach and all toolkit materials are available on the CDC Web site at [www.cdc.gov/arthritis/interventions/marketing-support/1-2-3-approach](http://www.cdc.gov/arthritis/interventions/marketing-support/1-2-3-approach).