



THE 1·2·3

APPROACH TO PROVIDER OUTREACH



Marketing Chronic Disease Interventions to Primary Care Practices

National Center for Chronic Disease Prevention and Health Promotion
Division of Population Health



Table of Contents

1. Introduction	5
Why Provider Outreach?	8
What Is the 1•2•3 Approach?	9
How to Use This Toolkit	10
2. Developing a Marketing and Promotion Plan.....	11
Getting Started.....	13
Choose Interventions to Promote	14
Choose Locations	14
Identify Providers.....	14
Establish Your Marketing Team	16
Manage Your Outreach Initiative.....	17
Strategies For Success	18
🔄 What You'll Need.....	20
3. Preparing for Provider Outreach.....	21
Train Your Marketing Staff.....	23
Prepare Marketing Materials	24
Customizing and Printing the Materials	25
Provider Materials	26
Patient Materials	29
Templates for New Materials	32
🔄 What You'll Need.....	36
4. Conducting Provider Outreach: The 1•2•3 Approach.....	39
Step 1: Make Initial Contact.....	41
Step 2: Conduct the Outreach Visit	42
Step 3: Follow Up	45
🔄 What You'll Need.....	46

5. Evaluating Your Outreach Efforts	47
Evaluating Provider Outreach: A Real World Approach	49
Assessing Your Level of Effort.....	50
Asking Participants, “How Did You Hear?”	50
Summarizing Your Experience	52
🔄 What You’ll Need.....	53
6. Frequently Asked Questions	55
Section 1: Implementing the 1-2-3 Approach to Provider Outreach.....	57
Section 2: About Self-Management Education and Physical Activity Interventions	64
Appendices	67
Appendix A: Marketing Resources	69
Appendix B: References	69
Appendix C: Training and Marketing Tools	71
Marketing and Promotion Plan Template	
Phone Call and Outreach Visit Scripts	
Slide Presentation	
Provider Outreach Tracking Spreadsheet	
Provider Outreach Tracking Spreadsheet (completed sample)	
Appendix D: Customizable Marketing Materials	145
General Marketing Materials	147
Customized Samples	167
Intervention-Specific Materials	178
Appendix E: Evaluation Tools	261
How Did You Hear? Form—English	
How Did You Hear? Form—Spanish	
How Did You Hear? Data Entry Spreadsheet (completed sample)	
Evaluation Summary Report Outline	