**Coordinated Care Initiative
Los Angeles County
Communications Workgroup**

**Thursday, May 1**

**AGENDA ITEMS**

**3:00-5:00 p.m.**

**Care More**

* **Introductions**
* **Updates on Existing Outreach Efforts**
	+ **Blue Envelope Campaign**
	+ **Plan outreach and education**
	+ **Harbage**
	+ **NSCLC**
	+ **Center for Health Care Rights**
* **Focused Discussion Topics**
	+ **New America Media Roundtable**
	+ **Provider Groups**
		- **LACMA messaging**
	+ **Pharmacies**
* **FUTURE STEPS**
	+ Meeting venue
	+ **Thursday, May 22, 2014, 3:00-5:00 p.m.**