

Scripts and Shared Language to Strengthen Integrated Care

October 30, 2025

1:00 p.m. to 1:30 p.m. ET

Submitting Questions and Comments

- Submit questions by using the questions-and-answer (Q&A) feature. To open your Q&A window, click the Q&A icon at the bottom center of your Zoom window.
- If you experience any technical issues during the webinar, please message us through the chat feature or email bphc-ta@bizzellus.com.

Presenter

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Lead, JBS International



Continuing Education (CE)

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Webinar Objectives

Participants in this webinar will be able to:

- Explain the value of shared language and scripting to foster effective communication among integrated teams.
- Identify scenarios in which scripting can increase patient engagement and streamline coordination across disciplines.
- Evaluate how the use of shared language supports team-based care, enhances trust, and reinforces consistency in service delivery.



Health Center Language & Communication

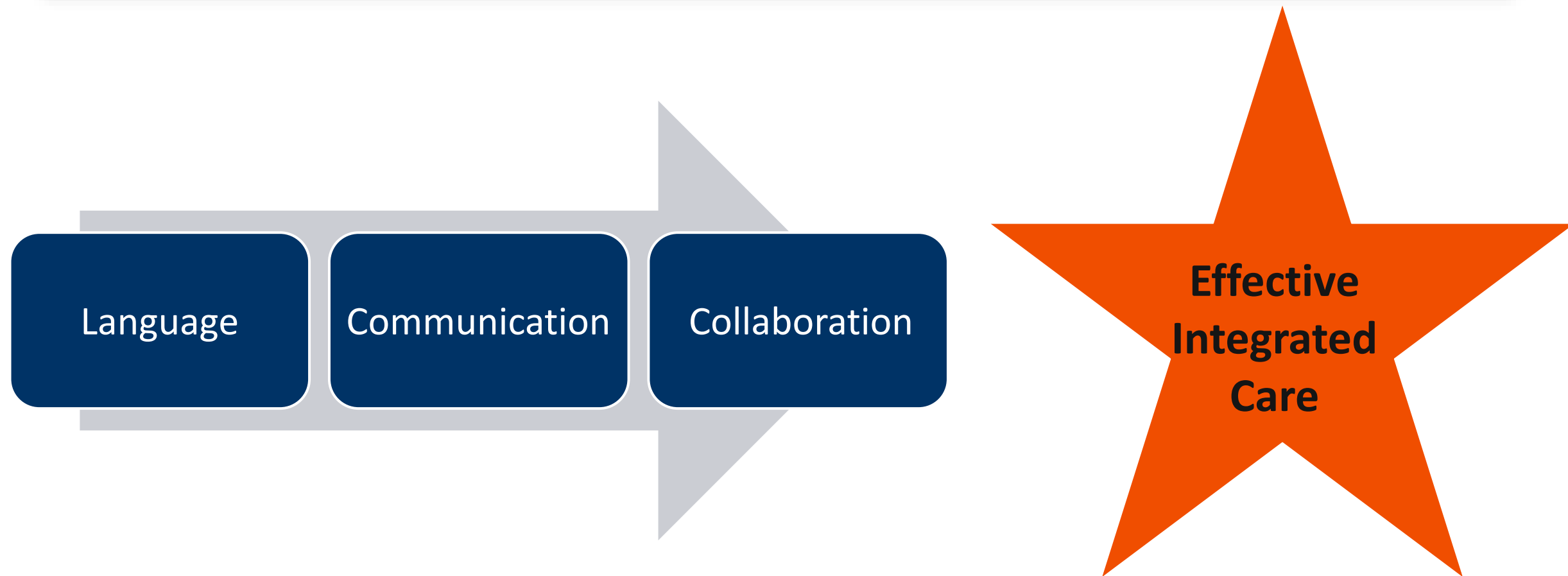
Language & Communication Matter Because Integrated Care Is Team-based

In effective integrated care systems:

- Collaboration with the care team is the expectation, not the exception.
- There are multiple, established, and frequently utilized pathways for closed-loop communication and collaboration.
- Health center operations put resources into opportunities for enhanced communication and collaboration.



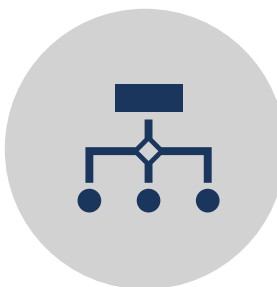
Language, Communication, & Collaboration



Strategies for Building a Collaborative Team Environment



**Common
Purpose/Goal**



Role Clarity

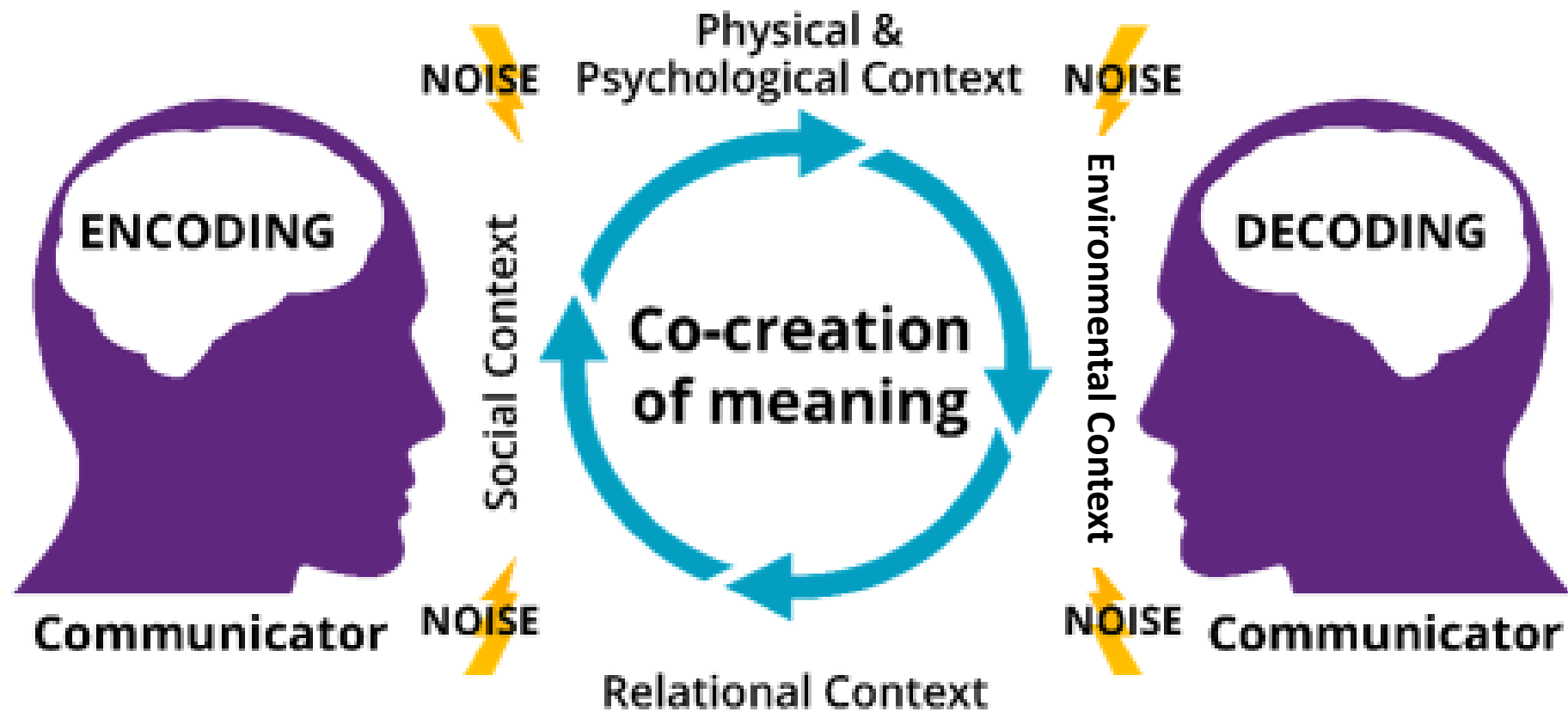


Build Trust



COMMUNICATION

Basic Communication Model



What Contributes to Noise in a Health Center?

- Patients and health center staff speak many different languages and come from many different places.
- Health centers are busy and chaotic places; there is a lot of literal noise.
- Many health center staff feel conflicted between two mandates: providing high quality, whole-person care and meeting productivity standards for billing and reimbursement.
- Where personal 'weather' collides, storms often result.



A Spectrum of Communication Approaches

**Structured,
Procedural**

**Guided,
Illustrative**

**Narrative,
Thematic**

- 
- Cross-disciplinary team members use a variety of communication approaches with each other and with patients.
 - A misalignment of communication approaches among care team members can lead to miscommunication.

Tools for Effective Communication



Closed Loop Communication e.g., Check-Back



Situation **B**ackground **A**ssessment
Request or recommendation



Patient Handoff and/or Referrals

Using Language to Support Effective Integrated Care

- How an integrated care team and organization refers to themselves influences:
 - Patient perceptions of their care and the health center
 - Staff cohesion and ability to work as a team
 - Organizational environment and commitment to integrated care
 - Community perceptions of the health center
- The language we use impacts how effectively we communicate
- Communication is necessary for team-based collaboration and integrated care

Who Are We? Leveraging Language to Support Your Integrated Care Environment

The language staff use to introduce themselves strongly influences:

- How patients think about their care
- How staff think about themselves
- How staff and colleagues think about one another

Notice the difference:

- Example: "I'm going to refer you to our (therapist/substance use counselor/etc.)." vs. "I'd like to refer you to another member of our integrated care team."
- Example: "I am a social worker with behavioral health." vs. "I am a member of our integrated care team who supports patients with health behaviors."

Polling Question #1:

How much do you think the language used to talk about behavioral health conditions and treatment impacts how willing patients will be to engage in behavioral health services?

- A lot
- Somewhat
- A little
- Not at all
- Unsure



Polling Question #2:

Does your health center have a shared phrase or term that your entire staff/care team identifies with?

- Yes...if so, please enter it into the chat
- No
- I'm not sure



Language & Communication Discussion



- What language does your health center use to describe your approach to care and the range of services you provide to patients?
- What language does your health center use to introduce your care team and team members?
 - Is there consistency among all members of the team?

Indicators that Language & Communication Work Effectively in Your Health Center



1) Patients and providers have the same care expectations and know what integrated care is.



3) Integrated care is visible in your health center.



2) All care team staff and patients use a common language.



4) An integrated care, team-based approach is the North Star toward which care decisions are made.

Scripts for Integrated Primary and Behavioral Health Care

Polling Question #3:

Do you currently use scripts to introduce or discuss integrated care or behavioral health services?

- Yes...if so, please enter it into the chat
- No
- I'm not sure



The Value of Scripts in Health care



Standardize
communication



Support
training &
onboarding



Educate,
engage, &
activate
patients



Provide
structure in
new or
difficult
situations



Brand &
market a
care
approach

Script Tips



Keep scripts short and simple.

Consistency matters more than exact words/phrases.

Ensure scripts used by different team members all refer to the care team in the same way.

Use specific staff names whom the patient knows, trusts, or has worked with.

Make sure the script language communicates trust and respect between care team members.

Ask the patient for permission or their thoughts so they can advocate for their own health.

Polling Question #4:

Do you think using scripts could be helpful at your health center?

- Yes
- No
- I'm not sure



Q&A



Accessing Training and TA Opportunities



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Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.



Thank you for your time!

<https://www.surveymonkey.com/r/LanguageWebinar>

Thank you!



Resource/Reference

- Agency for Healthcare Research and Quality (AHRQ). (2023). *Section 1: Overview of Key Concepts and Tools | Agency for Healthcare Research and Quality*. [www.ahrq.gov. https://www.ahrq.gov/teamstepps-program/curriculum/communication/overview/index.html](https://www.ahrq.gov/teamstepps-program/curriculum/communication/overview/index.html)