

HOW TO DEVELOP AN ELEVATOR PITCH

Raising Awareness of The Roadmap for Emotional Health Project

An *Elevator Pitch* is a short speech that shares the importance of The Roadmap for Emotional Health Project. It gets others interested to learn more and take simple action.

Here's how to develop your pitch:

- **Make It Short!** (30-60 seconds)
- **Share Your Why!** Why do you believe The Roadmap for Emotional Health Project is important?
- **Share The Impact!** What is a specific example of the impact of The Roadmap for Emotional Health Project?
 - "We have discussed emotional health with 80% of our patients with a chronic condition and their families."
 - "We have connected some families to resources whom we did not realize were experiencing challenges."
- **Make An Ask!** End with a specific ask for the person with whom you are talking.

Get Buy-in & Support from Others

Tailor talking points to your audience as outlined below:

Leadership may want to know:

- Alignment with subspecialty guidelines, American Board of Pediatrics Entrustable Professional Activities (EPAs), and/or institutional policies
- Adaptability to multiple educational and clinical environments and learner levels
- Clinician competency to address emotional health
- Development of QI knowledge
- Improvement of patient outcomes

Clinicians may want to know:

- Patients and families want their provider to acknowledge their emotional health needs
- Emotional health discussions should be considered part of the clinical encounter
- Clinicians do not have to be a mental health therapist to make a difference
- Patients and families do not expect you to "fix" their emotional health
- Introduction to a framework for discussions about emotional health
- Tools to develop a resource list for emotional health
- MOC credits

Frequent Concerns:

- **I don't have time to add emotional health assessment into the medical visit.** For the majority of patients and families, acknowledgment of the stress of living with a chronic condition and connecting to resources when appropriate is what is needed.

"I've learned that it takes little time to validate the stress that families undergo ... I have the confidence to do that now. And I've learned I don't have to have all the answers in one visit!"

Corey Stiver, MD, Cardiologist

- **My team is already screening for depression and anxiety, so we are already supporting mental health. The Roadmap Project focuses on empathy and relationship-based care.** Though screening is an important aspect of care, patients and families value and benefit from the acknowledgment of the stress of living with a chronic condition. The screening process should include preparation for the screen and closing the loop with a discussion of screening results and next steps. Roadmap may help with these discussions.
- **My time is not reimbursed for assessment of mental health.** The Roadmap Project worked with the American Academy of Pediatrics to develop a template and guidance for billing strategies in the outpatient setting.
- **I don't have the skills to treat mental health diagnoses.** Listening is often the intervention needed. The Roadmap Project provides training for both initiating conversations with patients and families as well as having discussions about treatment.

"I think as pediatric subspecialists, we tend to concentrate on the physical well-being of the child and leave the emotional challenges to the general pediatrician. However, we understand the disease complexity and the possible clinical course of the disease and may be better at managing the fears of the unknown."

Clinician participant

- **Our institution does not have enough resources for patients with mental health diagnosis.** The Roadmap Project provides a template and guidance on finding resources not only in the institution but also in the community. **Peer-to-peer resources are also included.**
- **I have another team (social worker, psychologist) who addresses mental health.** Patients and families really want their physician/mid-level practitioner to acknowledge their emotional needs.

Example Elevator Pitch:

I think we should implement The Roadmap Project here at our institution. I think our patients and families could really benefit if we ask about their mental health during visits.

I hope we can introduce this intervention in our clinic and track our changes over time.

Would you be willing to meet to discuss further?