

ACO In Action

ACO Care Managers Help St. Mary's Produce Diabetes Education Videos

Looking for an effective way to communicate important health information to non-English speakers with low literacy, MaineHealth ACO care managers at St. Mary's Health System in Lewiston turned to video as a creative solution.

"We had a real need to communicate diabetes management techniques to our Somali patients, but traditional health education approaches were falling short," says Kari Grant-Gagnon, director of care management at St. Mary's. "We hit upon video as a medium that could overcome language barriers, work around literacy limitations and standardize our teaching."

Last November, MaineHealth ACO care managers Sarah Ranger, RN, Robyn Marley, RN and Raquel Baudry, RN, sat down with Kari and St. Mary's Marketing and Interpreter Services departments to draft scripts for the videos, each addressing a key diabetes education topic like healthy eating, exercise, home blood sugar testing and monitoring lab results. The scripts were based on information presented in "[Understanding Diabetes](#)," a patient and family education booklet published by MaineHealth's Target Diabetes Program. Scripts were refined throughout December, assuring that information was presented clearly in both English and Somali.

In January, St. Mary's brought in a production company to shoot the videos, featuring MaineHealth ACO care manager Sarah Ranger and Azeb Hassan, a Somali interpreter and cultural broker employed by St. Mary's Health System. The team also developed two videos on medication management presented by pharmacist Christopher Nadeau, PharmD, of Bedard Pharmacy. All told, the team produced fourteen diabetes education videos, each between one and three minutes long, and uploaded them to the [St. Mary's YouTube channel](#) early in March. Some of the more generic videos (e.g. physical activity and healthy eating) can also be targeted to a more general patient audience.

"We've made the videos available to all our primary care practices, our practice-based care managers and care managers who visit patients in their homes," says Kari Grant-Gagnon. "We'll be tracking how many views the videos get over the next few months. If they receive significant use, we plan to produce similar videos on other health education topics in the near future. In a community like ours, with a Somali population that is susceptible to chronic diseases including diabetes, we hope the videos are adopted as a go-to tool for effective health education."

Did you know? The MaineHealth ACO care managers embedded at St. Mary's are just three of more than 30 working in practices across our ACO region to help support the care of complex patients and provide additional clinical services. To learn more about how we support practices, please visit [our website](#).