

The Communicator-to-Communicator (C2C) partnership is a network for collaboration between the Health Care Payment Learning & Action Network's (HCPLAN's) communications team and communications, marketing, outreach, and public affairs professionals in HCPLAN-affiliated organizations.

Goals:

- Expand the reach of HCPLAN communications efforts to accelerate greater investment in and adoption of effective accountable care arrangements.
- Connect with partnering organizations to exchange and share content related to accountable care, health equity, and health care reform through communication channels (social media, listservs, etc.).
- Through the C2C partnership network, the HCPLAN and its affiliated organizations can reach more of the people who are working to transform health care.

What to Expect:

The HCPLAN and communications professionals from partner organizations share information about and amplify their messages through the C2C network. This information will be available on the [HCPLAN's C2C webpage](#). You will receive an email notification when new information is posted — up to twice a month.

We will develop content for upcoming events, new guidance documents, and initiatives that can be easily shared via:

- X (Twitter) with one click
- LinkedIn
- Newsletters
- Listservs

These items can be copied and pasted for distribution. You may tailor content to meet the needs of your specific channel.

Have Content to Share?

C2C partners may submit social media posts, infographics, or newsletter content for consideration from their organizations to LANC2C@rippleeffect.com. The HCPLAN may share through social media channels and over 10,000 subscriber listservs.

Want to Become a C2C Partner?

Email Zachary Terseck at LANC2C@rippleeffect.com.



Frequently Asked Questions:

QUESTION 1: This is the first time I am hearing about the C2C. What is it?

Answer: The C2C partnership is a network for expanding the reach of communications information developed by the HCPLAN and its affiliated organizations. The HCPLAN shares communications materials with partners, who consider sharing the information through their channels. The HCPLAN also invites partners to share their organizations' communications materials, which it will consider for dissemination through its channels.

QUESTION 2: Who can become a C2C partner?

Answer: Communications professionals from HCPLAN-affiliated organizations may become C2C partners. Please send an email to LANC2C@rippleeffect.com stating your interest in the C2C partnership network.

QUESTION 3: As a C2C partner, am I required to share all the information provided by the HCPLAN?

Answer: No. C2C partners are not required to share all the information provided by the HCPLAN. Partners decide whether to share it based on their organizations' goals, calendars, capacity, and interests.

QUESTION 4: As a C2C partner, do I have guaranteed, unfettered access to HCPLAN's social media, newsletters, and listserv?

Answer: No. The HCPLAN will determine how and when to share your organization's content based on its goals, activities, calendars, and schedules.

QUESTION 5: Will the HCPLAN provide a report on communications materials shared on behalf of C2C partners?

Answer: Yes. The HCPLAN will send engagement metrics regarding shared communications materials to partners biannually (in June and December).

QUESTION 6: Can C2C partners edit the HCPLAN communications information before disseminating?

Answer: Yes. Minor edits to the communications information (e.g., to incorporate it into a partner's newsletter) are acceptable, as long as they do not substantively alter the message. Reach out to LANC2C@rippleeffect.com with any questions or to confirm whether changes are acceptable if you have concerns.

QUESTION 7: What are the HCPLAN's plans for the C2C partnership network?

Answer: Since its initiation in 2023, the C2C partnership network has demonstrated the potential to help the HCPLAN reach new and larger audiences. The HCPLAN would like to further expand the network, making it easier and more beneficial for partners to participate and support each other's work.

QUESTION 8: What types of topics or materials is the HCPLAN likely to help disseminate for C2C partners?

Answer: The HCPLAN will review all submissions from partners and make a determination on a case-by-case basis. Non-political content related to accountable care and health care payment reform is more likely to align with the HCPLAN's communications program requirements.