

# 4 Principles to establish your Health Plan Diplomacy

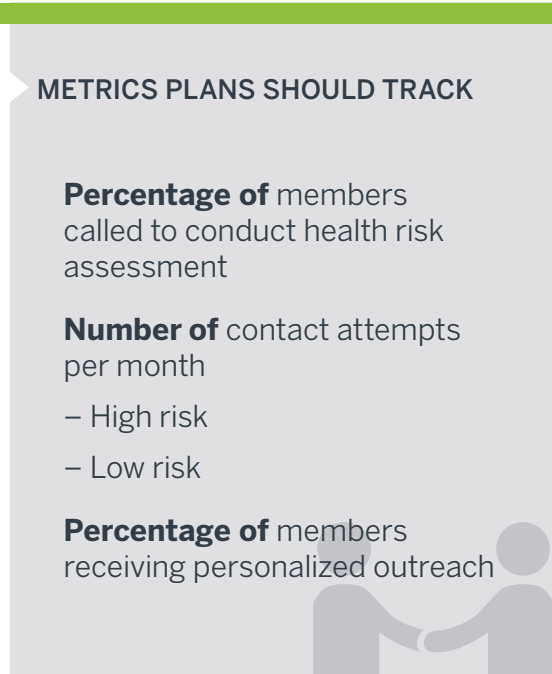
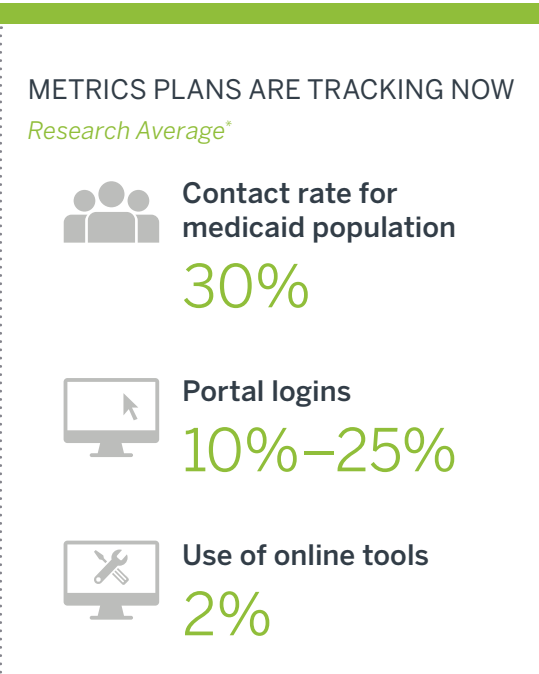
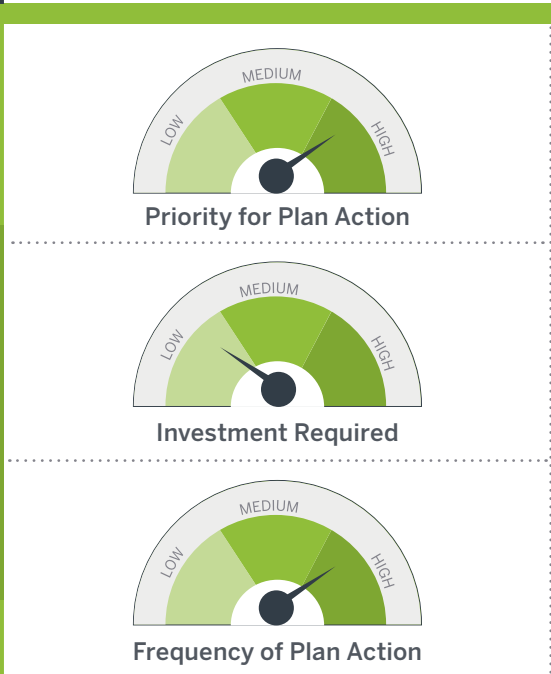
Health plans have a lot in common with the modern diplomat. Diplomats have to be objective, but still empathize with the needs of others. They play a central role in an industry, without directly controlling stakeholder behavior. Finally, they have to persuade their partners to act in the best interest of everyone involved.

Health Plan Diplomacy is about working with members to improve their health outcomes. **Health plans typically track the actions of their members, but for successful Health Plan Diplomacy, health plans should track their own actions.** Below, we've included four diplomatic principles that plans should apply to their member interactions and the corresponding metrics to measure progress.

## 1 ESTABLISH A LASTING RAPPORT



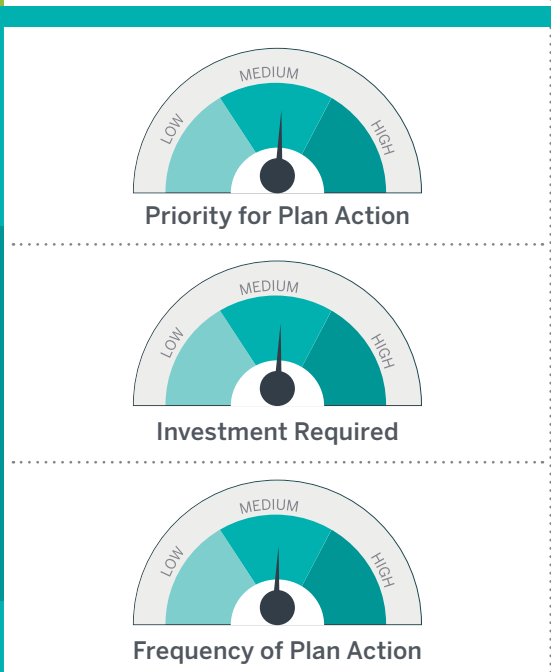
Understand negotiating partners



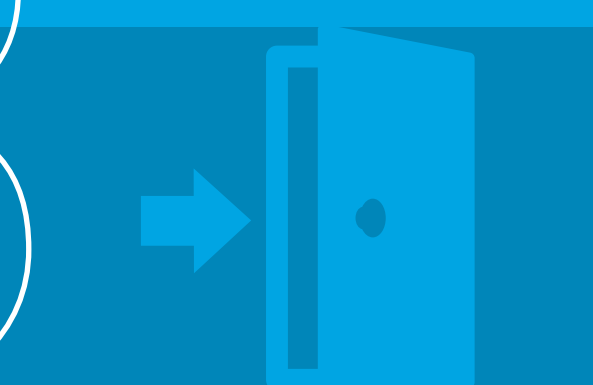
## 2 CREATE A COALITION



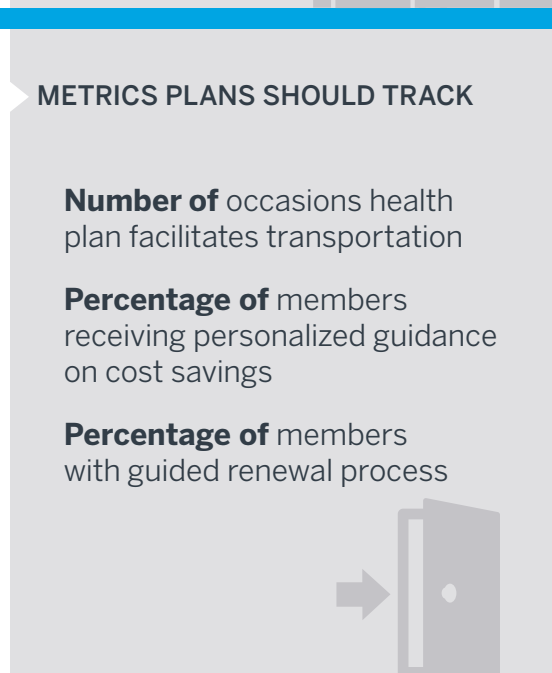
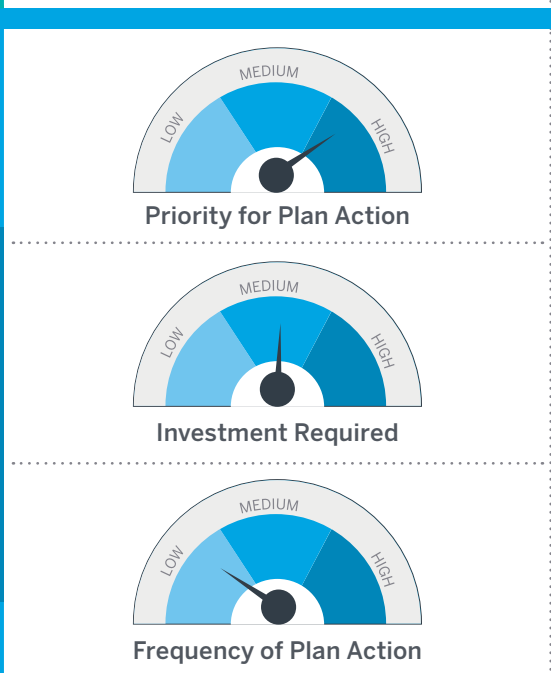
Partner with organizations that have similar goals




## 3 PROVIDE SAFE PASSAGE



Give partners space to change course



## 4 DEPLOY POWER SELECTIVELY



Selectively act to build plan legitimacy

