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NAIRO Expands Education, Engagement With 2015 Cross-Channel Communication Plan *Education and support efforts are top priority for independent medical review leader*

Further establishing its position as a leader in the field of independent medical and utilization review education, the [National Association of Independent Review Organizations \(NAIRO\)](#) announces a multipronged plan to enhance the education and support of its partners within the health care industry through social media platforms, regular publications and other high-touch communication channels.

As more consumers gain entrance into the dynamic health care system, NAIRO remains committed to delivering health education and support to its growing audience, including NAIRO member organizations, consumers and health insurance companies, through a diverse array of platforms and audience engagement methods.

“Health care is continually changing, and we are answering the call from our members and other interested parties to provide clear, practical information about independent medical and utilization review and the claims appeal process,” said Gib P. Smith, NAIRO Executive Director. “These are important topics that directly affect a wide number of individuals, groups and organizations. We look forward to continuing to meet the education and support needs of this diverse audience in new ways.”

Those interested in accessing the latest information and analysis have several opportunities to connect with NAIRO and stay abreast of the latest trends. Recently, NAIRO launched a [company LinkedIn group](#), and a [company LinkedIn page](#), where individuals can stay up to date on the latest guidance and information impacting their role within the field of independent medical review.

NAIRO LinkedIn members will find support tools and timely updates that pertain to this important part of the health care industry across both of these platforms, which will provide information and opportunity for engaging with other professionals. Sign up to the NAIRO LinkedIn group to take advantage of the latest industry information and networking opportunities. You can sign up here: www.linkedin.com/groups?home=&gid=3783326.

Additionally, NAIRO frequently releases original publications on important topics of interest. Such publications cover [legislative topics that concern the vitality of independent review organizations \(IROs\) and utilization review organizations \(UROs\)](#), as well as leading medical review topics such [experimental/investigational treatments](#) and [the expanding scope of IRO business functions](#).

You can access NAIRO Issue Briefs and news releases here: <http://nairo.org/news>, as well as highlights of these briefs across all social media channels.

To stay up to date with the NAIRO LinkedIn group, join the group online by searching for “NAIRO” under groups in the top toolbar at www.linkedin.com or visit the following webpage and click “Join:” <https://www.linkedin.com/groups?home=&gid=3783326>. To connect with the company page, search for “NAIRO” under companies in the toolbar and click “Follow.”

NAIRO [members](#) play a vital role within the health care system, providing third-party medical review and conflict-free decisions that help health organizations better allocate health care resources. As part of our initiatives to broaden outreach efforts, NAIRO strives to communicate with members and health care executives across a variety of platforms that are both convenient for them and provide increased opportunity for information-sharing, networking and interaction.

Stay connected with NAIRO to learn about additional educational and support channels it plans to embark on in 2015.

About NAIRO

NAIRO (The National Association of Independent Review Organizations) was formed by the majority of URAC-accredited IROs. The mission of NAIRO is to promote the quality and integrity of the independent review process at the internal and external levels. Utilizing the expertise of board-certified clinicians throughout the country, NAIRO members embrace an evidence-based approach to independent medical peer review, in order to help resolve coverage disputes between enrollees and their health plans. More information can be found at www.nairo.org.

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