

Consumer Engagement and Communication Plan: Discussion Agenda (1 hour)

Guidelines for discussion: (3 minutes)

- 1) Let's cultivate an atmosphere where everyone feels heard.
- 2) Step back if you're talkative, step up if you're quiet.
- 3) Please feel free to contact Quyen Truong after the meeting with any thoughts that didn't come up in our discussions.

Clarifying Goal #1: (12 minutes)

Last time, we discussed changing Goal #1:

"To improve and change, as consumers and consumer advocates, how we interface with our healthcare system *as change agents*"

- 1) Can we get agreement on #1 as framed?
- 2) What do we mean by "change agents"?

Fleshing out goals and strategies for Goal #1: (45 minutes)

- 1) Describe the typical healthcare consumer *today*. What do we mean when we say that many consumers are not engaged or empowered? How do consumers vary across different communities?
- 2) Describe the engaged and empowered consumer of *tomorrow*. How are they different? What would we like to see in our communities?
- 3) How do we shift the behaviors of consumers today, so that they become the empowered consumers we'd like to see tomorrow?