

DRAFT 7.0

# Comprehensive Multichannel Consumer Engagement and Communication Plan



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NORTH CENTRAL REGIONAL MENTAL HEALTH BOARD  
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## I. CONSUMER ADVISORY BOARD GOALS AND OBJECTIVES FROM AUGUST 2015 PLAN

The Consumer Advisory Board (CAB) was created to make sure that the voice of the consumer is heard in all Connecticut (CT) State Innovation Model (SIM) Test Grant activities.

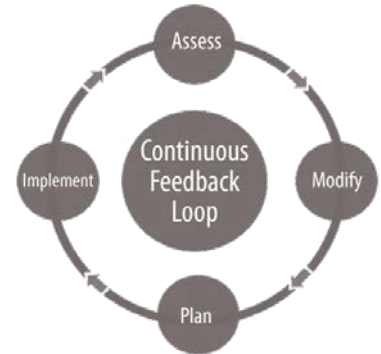
**The overarching vision of the CAB is to ensure that all the planned innovations identified in the SIM will lead to positive health outcomes for consumers across CT, including;**

- Improved health
- Achieve health equity and reduce disparities
- Improved quality of care and care experience
- Consumers engaged and empowered in their care
- Lower health care costs

### CONSUMER ADVISORY BOARD GOALS

To achieve this vision, the CAB established the overarching goal of a Comprehensive Multichannel Consumer Engagement and Communication Plan encompassing **internal and external** processes, including the following:

- Strategies for sharing, collecting, disseminating information within SIM governance and with consumer populations statewide
- Establishment of a Continuous Feedback Loop
- Outreach strategies that include everyone and every community in this process



### CONSUMER ADVISORY BOARD OBJECTIVES

- To develop and implement a multi-channel communication and engagement plan that incorporates in-person and web strategies
- To coordinate communication and activities between consumer representatives across the CT SIM Governance Workgroups
- To implement a process review of selected CT SIM PMO information materials to ensure that information is accessible to all consumers, and linguistically/culturally relevant
- To identify, secure and maintain partnerships with community based organizations and cross-sector stakeholder groups to promote active participation of consumers statewide

## CONSUMER ADVISORY BOARD STRATEGIES

### In-Person Events

- Community Conversations
- Listening Forums
- Educational Forums
- Focus Groups

### Web-Based Strategies

- Meeting Support
- Interactive Website
- Social Media



## II. INTERNAL COMMUNICATIONS AND SUPPORT FOR CONSUMER ROLE IN SIM GOVERNANCE

Strategies in this section will highlight internal communications strategies and needed support, so that SIM CAB and SIM Governance can operate as change agents. Communication and support are important for SIM CAB and for those involved in the SIM Governance process. As part of the Consumer Engagement and Communication plan, we will deploy a multi-pronged strategy to focus on communication and support for effective advocacy and shared learning. The plan involves the following tactics:

- Convene periodic meetings and events for SIM CAB and Governance designed to:
  - Raise awareness and coordinate dialogues to encourage collaboration about the kinds of initiatives we are working on to inform our advocacy efforts.
  - Strengthen strategies and share lessons learned about the advocates' process (for example, Community Catalyst has been engaged in an event to activate SIM CAB's advocacy role).
- Organize quarterly meetings with SIM Governance to share learning and utilize feedback from our interactive community activities, implementation of SIM reforms, and topics of special relevance to healthcare advocacy.
- Develop a website that is accessible, useful, and offers access to all materials for SIM CAB members and SIM Governance, and provides a platform for 2-way communication with consumers.
- PMO communications with SIM CAB and Governance via monthly Work Stream Updates and participation in monthly CAB meetings.

### III. EXTERNAL COMMUNICATIONS AND ENGAGEMENT: THREE FOCUS AREAS

Health equity is a central issue and a desired outcome for SIM CAB. Health equity is the attainment of the highest level of health for all people. Everyone deserves an equal opportunity to lead a healthy life, regardless of their race, gender, sexual orientation, or socioeconomic status. To achieve health equity, CAB works to eliminate avoidable health inequities and health disparities requiring short-term and long-term strategies, including:

- Attention to social determinants of health
- Focus on communities that have experienced major obstacles to health
- Promotion of equal opportunities for all people to be healthy and to seek the highest level of health possible.
- Continuous efforts to involve consumer voices to advocate for health equity after eliminating avoidable health inequities and health disparities.

As the CT SIM Innovation Model moves from initial planning into implementation and evaluation, we need to ask, “How do we prioritize and utilize information from the continuous feedback loop to achieve CAB goals and attain health equity?”

**The following are three proposed focus areas for future Consumer Engagement and Communications Plan activities along with illustrations and examples of activities for consideration and discussion.**

1. **Influence Systems**: Organize consumers to influence the design and implementation of health care reform initiatives and public policy.
2. **Enable Providers**: Engage healthcare providers in what they need to know about consumer needs. Promote communication and partnership between providers and consumers to support better healthcare and better outcomes.
3. **Empower Consumers**: Identify and share information to facilitate consumer interaction with the healthcare system, particularly for communities facing barriers to effective care.

#### Key Inputs: Information and Expertise that Informs Our Work

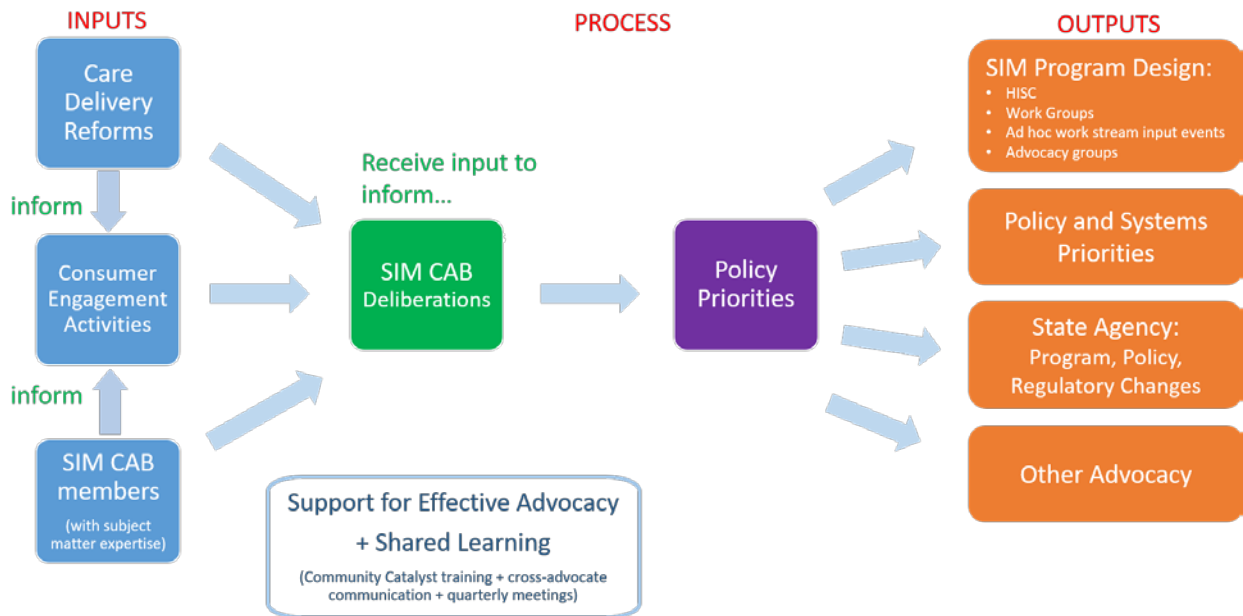
Our work on these three focus areas will be informed by the principles and goals of the care delivery reforms that are already underway through the CT SIM. It will also be informed by the experience and subject matter expertise that each of our consumers and advocates brings to their work on the CT SIM. Perhaps most importantly, the work will be continually refreshed and informed by a range of **consumer engagement activities**, which may include the following:

- Identify communities (i.e., special populations) that providers may know very little about

- Conduct forums which serve as facilitated listening sessions and offering what might be available from published literature about the strengths, needs, and best practices in serving the identified community
  - Communities may be certain neighborhoods, folks who share particular health conditions, or organized on the basis of race, ethnicity, culture, disability, gender identity, etc.
  - The Community Engagement coordinator would create a toolkit/guide for conducting forums
- Create summary learnings from each consumer engagement activity using a variety of media and geared to the healthcare community. Post learnings on website, disseminate through SIM News, present at special events, and/or integrate into technical assistance
- Create a compendium of what was learned at all of these forums. At the end of two years, publish and otherwise disseminate a complete compendium with introduction.

After this entire process, we will engage in an **evaluation plan** of our activities to learn what we did effectively, and what we still need to do. We also need to further consider the role of CAB in evaluating SIM initiatives.

## Focus #1: Influence Systems

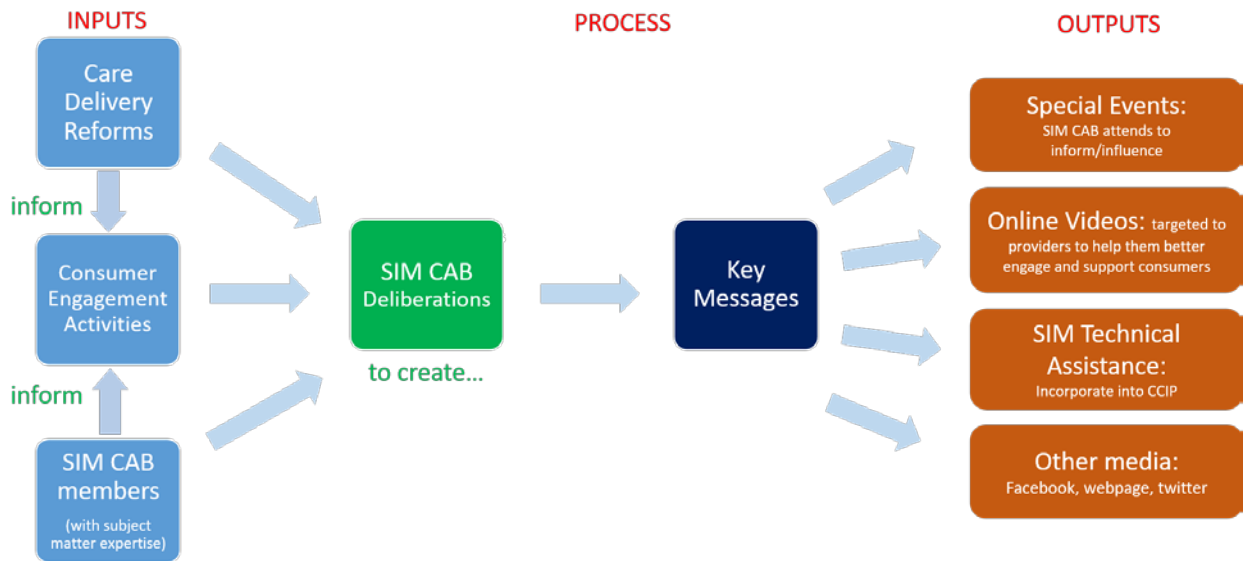


Our first focus involves influencing the design and implementation of health care reforms and public policy. The primary way that consumers influence SIM care delivery reform planning is by participating in the work groups, the CAB, the Healthcare Innovation Steering Committee, and sharing information developed through the continuous feedback loop.

To address these issues and to influence systems, the Consumer Advisory Board (CAB) and Consumer Engagement Contractor (CEC) will do the following for the next **two years**:

- Use information gained through listening forums, focus groups and other activities for feedback to inform adjustments to existing programs or other SIM programs and consider collaborative efforts with other specific SIM initiatives.
- Formulate specific policy objectives annually and inform policy makers. Hold Executive forums on matters of interest.
- Meet with state agencies and state program leads to advocate for program policy and changes that would enable better care.
- Develop a web/social media communication infrastructure: Twitter, Facebook, and other social media are means to promote/message information and support a bi-directional dialogue for continuous feedback loop.
- Create a library of resources that payors, policy makers, state agencies, providers, and other advocates can use to inform their work.

## Focus #2: Enable Providers

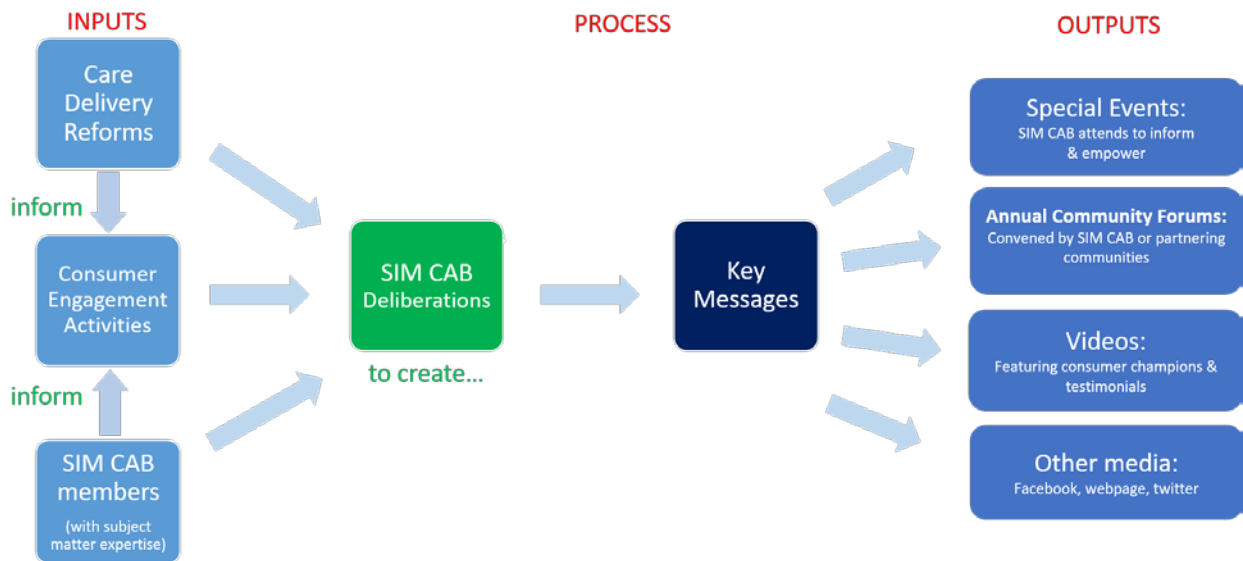


Our second focus involves identifying and engaging healthcare providers to learn about specific consumer communities and best practices related to providing more culturally-appropriate and person-centered care. Culture in this context extends beyond race/ethnicity to country of origin, gender identity, health literacy, disability status, etc. Person-centered care must encompass physical and behavioral health.

To address these issues and to enable providers, we will do the following for the next **two years**:

- Develop a collaborative approach that involves a patient advisory council to coordinate dialogues between providers and consumers, offer key messages to providers to better serve or communicate with consumers, identify consumer needs, and create a shared decision-making health experience
  - A collaborative effort empowers the consumer voice to influence providers and other consumers in that practice. (One way of empowering consumers is through engaging consumers on other advisory boards.)
- Learn more about patient-advisory councils to understand the extent to which they can be used in our CAB activities
- Engage one or more patient advisory councils to better understand the process to assess the potential to effectively collaborate (or effect change) with them.
- CAB members identify special provider events and arrange to conduct forums that promote the CAB's key messages, **such as...**

### Focus #3: Empower Consumers



Our third focus involves organizing consumer engagement activities focused on what information and tools consumers can use to maximize their health outcomes and get what they need from the health system. Person-centered care is at the heart of our SIM CAB activities yet little information is available to consumers about their health, their choices, or how to play an active role in the coordination of their care.

Due to our focus on health equity, SIM CAB prioritizes the communities most disenfranchised by the healthcare system. These communities face health literacy issues and socioeconomic challenges, and struggle with coverage costs and inclusion. The healthcare system is not responsive to these consumers' challenges. Provider behaviors may be off-putting and create barriers for open and honest two-way communication. We want to empower consumers to communicate effectively with providers more. We want them to achieve that partnership or joint decision-making level. We believe that healthcare reform requires working with groups that face the biggest barriers to healthcare because this will result in the greatest impact to the greatest number of people and result in the largest change in outcomes and cost reduction. To address these issues and to empower consumers, we will engage in the following activities for the next **6 months**:

- Create 5-10 summaries of learnings from past Listening Sessions
  - Highlight background of community reached and importance of targeting that community
  - Describe challenges faced by the targeted community and opportunities for improvement



- Share specific advice or key messages from and for community members, and separately for providers, in plain language
- Develop 2-3 work products to expand the impact of learnings from past Listening Sessions
  - Create videos featuring community members giving testimonials, or a consumer champion sharing advice (ex: Southeast Asian Forum, Black faith community, Young Adult KASA group)
- Continue to organize consumer engagement sessions focused on what information and tools consumers need to know about the health system
  - Conduct interactive forums with a focus on using the healthcare system: what you need to know about your doctor, preparing for a visit, you at the center of care, etc.
  - Be a good conduit for patient-centered care
  - Build out on the initial set of materials and tools based on early experience in the field
  - Organize focus groups to get feedback, identify issues, and address them
  - Offer for easy access the tools and resources that empower consumers, such as how to use a public scorecard, consumer experience surveys, Choosing Wisely, etc. Make statewide healthcare resources accessible and available to consumers
- Give CAB an identity that is accessible to the greater public; figure out a way to make CAB work products, events, and community known to the greater public; make above materials available through website and perhaps social media
- Develop a plan to ensure that the CAB process can sustainably continue to support consumers into the future