

Draft Outline: Strategy Session Priorities and Draft CAB Communications Plan

One of the tasks at our June 27th CAB meeting is to take what we learned at our recent Strategy Session and apply it to the Draft CAB Communications and Consumer Engagement Plan. To help organize our review of the documents, we are providing this brief outline of June 13th Strategy Session Priorities and the Draft CAB Plan. **Please think ahead of time about where Strategy Session Priorities should be applied to the draft CAB Plan.**

<p align="center">Priorities Identified at June 13th Strategy Session</p>	<p align="center">Draft CAB Communications and Consumer Engagement Plan</p>
<p><u>Priority Action Items</u></p> <ol style="list-style-type: none"> 1. Clarify CAB’s Role <ul style="list-style-type: none"> - What are CAB’s Spheres of Influence - Coordinate with all SIM Consumer Representatives 2. Establish clear lines of communication with <ul style="list-style-type: none"> - CAB & SIM Workgroups including Steering Committee - SIM Workgroups & consumers in the community 3. Create a feedback loop with community, decision-makers, and stakeholders <ul style="list-style-type: none"> - Connect the dots across community events to understand trends - Revise feedback loop diagram to engage consumers at every level 4. How to “Inform for Action” <ul style="list-style-type: none"> - Identify actionable items - Bring them forward and make decisions - Create and Execute an Action Plan 	<p>Section 1 - CAB Vision Goals and Objectives p.1</p> <p>Vision Ensure that SIM innovations lead to positive health outcomes for CT consumers</p> <p>Goal Establish a “Continuous Feedback Loop” utilizing internal and external communication strategies</p> <p>Objectives Develop a multi-channel communications plan Coordinate communication with all SIM Consumer Representatives Review SIM PMO Information for readability Establish partnership with community based organization and other stakeholders</p> <p>Section 2 -Internal Communications and Support for SIM Consumer Representatives p.2</p> <p>Strategies Periodic meetings to encourage collaboration Quarterly meetings to share learnings from community activities Develop a website with information resources and two-way communication</p>

<p>Other Items Listed by Community Catalyst</p> <p>Additional Action Items (garnered fewer votes)</p> <p>Meeting and Community Events Improvements</p> <p>To Do Items</p> <p>Parking Lot Items</p>	<p>Section 3 External Communications and Engagement p.3 -9</p> <p>Strategies to:</p> <p>Influence Systems through SIM, health care reforms and public policy</p> <p>Enable Providers to better understand and meet the needs of consumers</p> <p>Empower Consumers through information resources and tools</p>
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