

DRAFT 10.0

# Comprehensive Multichannel Consumer Engagement and Communication Plan



2017

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NORTH CENTRAL REGIONAL MENTAL HEALTH BOARD  
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## I. ORIGINAL 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 (including caregivers) is heard in all Connecticut (CT) State Innovation Model (SIM) Test Grant activities.

### VISION

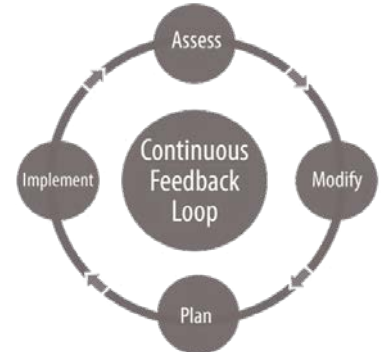
**The overarching vision of the CAB is to ensure that all the planned innovations identified in the SIM will lead to positive health outcomes for consumers across CT, including;**

- Achieve health equity and reduce disparities
- Improve quality of care and care experience
- Engage and empower consumers 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
- Implement a Continuous Feedback Loop
- Outreach strategies that include everyone and every community in this process
- Establish clear lines of communication/connection between:
  - The CAB and the workgroups
  - The Steering Committee and the CAB
  - CAB/Workgroups and consumers in the community



### HEALTH EQUITY

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?”

#### 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 (Program Management Office) 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
- Create bi-directional feedback loop with community, decision-makers, stakeholders
  - Connect the dots across community events to understand themes
  - Revise feedback loop diagram in order to reflect that consumers should be engaged at every level

#### 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. CURRENT CONSUMER ADVISORY BOARD TACTICS AND PRIORITY ACTION ITEMS FOR JULY 2017 PLAN

### THE EVOLUTION OF INTERNAL AND EXTERNAL COMMUNICATIONS AND SUPPORT FOR CONSUMER ROLE IN SIM GOVERNANCE

As SIM CAB has evolved, so have our strategies. This section highlights current internal and external communications strategies and needed support, so that SIM CAB and SIM Governance can operate as change agents. Communication and support continue to be 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 currently involves the following tactics:

- “Inform for Action”- identify actionable items, bring them forward, make decisions, and create/execute an action plan.
- 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).
- 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.

### PRIORITY ACTION ITEMS

CAB members will focus on these priority action items for the next six months, through **December 2017**:

- Clarify CAB’s Role/Authority
  - What are its spheres of influence or impact?
  - Explore restructuring CAB as a “Coordinating Committee”
- Establish a key list of action steps for the coming year that will be informed by feedback gathered through forums, listening sessions, informed by interactions with PCMH+ Committees, etc. (Action steps may include activities like a legislative breakfast, annual consumer convening, etc.) **by 8/3**
  - Conduct and compile background research on PCMH+ Oversight bodies and other Patient/Family Advisory Councils by **9/15**

- Meet with representatives of at least five of the PCMH+ Oversight bodies or other Patient/Family Advisory Councils, as identified through research **by 11/30**
- Identify PCMH+ Oversight body or Patient/Family Advisory Council goals and challenges and determine strategy to empower consumer members of these groups **by 12/31**
- Develop Use Cases to inform CAB Communication Infrastructure Needs **by 9/30**
- Identify and compile key messages from past listening forums and consumer engagement events **by 9/30**
  - Present key messages to the CAB and to issue-based convenings of consumer representatives across SIM governance **by 10/31**
  - Develop a strategy to incorporate key messages into action steps, based on key list of action steps and input from the issue-based convenings **by 11/30**
- Create and publish a compendium of key learnings from all CAB events to date
- Develop 2-3 work products targeting consumers to expand the learnings from past Listening Sessions
- Host two consumer engagement forums on population-specific issues. Utilize the newly established feedback loop to share key messages with SIM consumer representatives and incorporate into action steps

### III. THREE PROPOSED FOCUS AREAS

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:

- **INFLUENCE SYSTEMS CHANGE**: ORGANIZE DIVERSE CONSUMERS TO INFLUENCE THE DESIGN AND IMPLEMENTATION OF PERSON-CENTERED, CULTURALLY-APPROPRIATE HEALTH CARE REFORM INITIATIVES AND PUBLIC POLICY.
- **PROMOTE PROVIDER-CONSUMER PARTNERSHIPS**: ENGAGE HEALTHCARE PROVIDERS IN WHAT THEY NEED TO DEVELOP CULTURALLY-COMPETENT AND RELEVANT KNOWLEDGE ABOUT DIVERSE CONSUMER NEEDS. PROMOTE COMMUNICATION AND PARTNERSHIP BETWEEN PROVIDERS, CONSUMERS, AND CAREGIVERS TO SUPPORT BETTER HEALTHCARE AND BETTER OUTCOMES.
- **ENGAGE AND EMPOWER CONSUMERS**: IDENTIFY COMMUNITY-SPECIFIC ISSUES AND SHARE CULTURALLY-RELEVANT INFORMATION TO FACILITATE DIVERSE CONSUMER INTERACTION WITH THE HEALTHCARE SYSTEM, PARTICULARLY FOR COMMUNITIES FACING BARRIERS TO EFFECTIVE CARE.

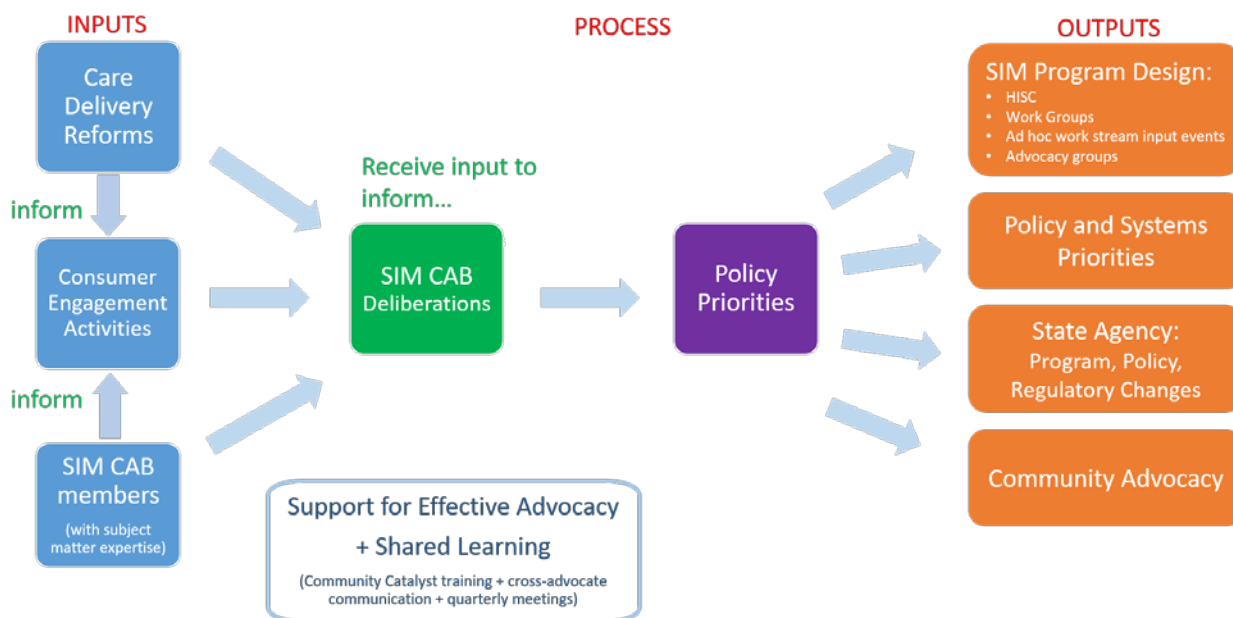
## KEY INPUTS: INFORMATION AND EXPERTISE THAT INFORMS OUR WORK

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. We 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 is available from published literature about the strengths, needs, and best practices in serving the identified communities
  - Communities may be certain neighborhoods, people who share particular health conditions, or organized on the basis of race, ethnicity, culture, disability, gender identity, and social determinants of health.
  - The Community Engagement coordinator would create a toolkit/guide for interested community members to conduct forums and listening sessions
- 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 Change



Our first focus involves influencing the design and implementation of health care reforms and public policy with an immediate feedback process involving the voice of the community. Ways for consumers to influence SIM care delivery reform planning include participating in the work groups, the CAB, and the Healthcare Innovation Steering Committee, and sharing information developed through the continuous feedback loop.

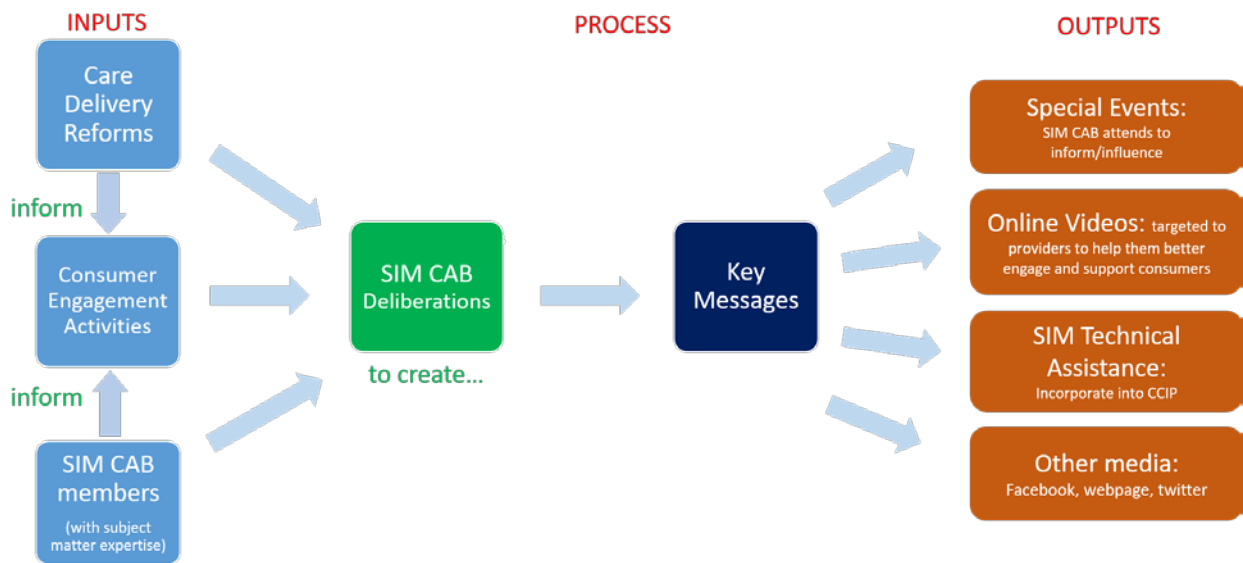
To address these issues and to influence systems, the Consumer Advisory Board (CAB) and Consumer Engagement Contractor (CEC) will involve and engage community members to do the following activities:

- Organize listening forums, focus groups, and other activities to inform adjustments to existing programs or need for other SIM programs.
- Consider collaborative efforts with other specific SIM initiatives.
- Formulate specific policy objectives annually to inform policy makers. Hold Executive forums on matters of interest. Form a monthly awareness workgroup to meet at the Legislative Office Building and inform legislators about relevant healthcare issues.
- Meet with state agencies and state program leads to advocate for program policy
- Propose changes that would enable better care and outcomes.
- Develop a web/social media communication infrastructure: Twitter, Facebook, and other social media platforms 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.



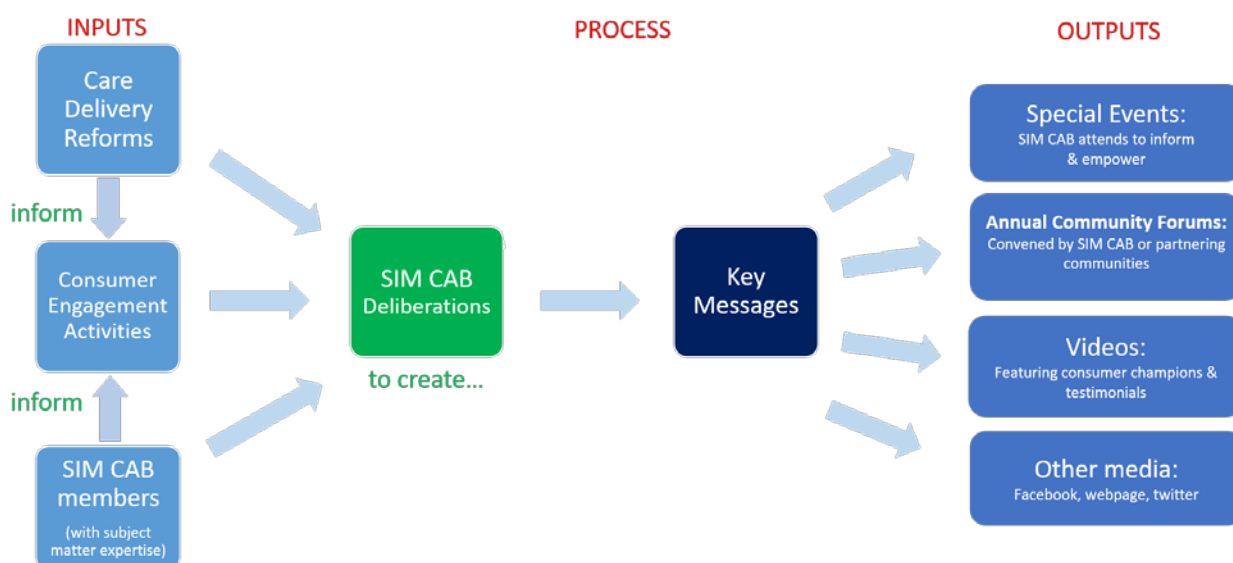
## Focus #2: Promote Provider-Consumer Partnerships



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 involve and engage community members to do the following activities:

- 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 that may offer cost-savings.
  - 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.
- Help CAB members identify special provider events and arrange to conduct forums that promote the CAB's key messages
- Develop specific programs or continuing education requirements to encourage providers to learn about the consumer perspective.

### Focus #3: Engage and Empower Consumers



Our third focus involves organizing consumer engagement activities focused on what information and tools consumers and caregivers 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 and caregivers 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 more effectively with providers. 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 involve and engage community members to do the following activities:

- Create 5-10 summaries of learnings from past Listening Sessions to share with community members and promote the feedback loop
  - 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 or policy makers 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 to inform providers, or a consumer champion with advice for consumers (ex: Southeast Asian Forum, Black faith community, Young Adult KASA group)
  - Develop a message card about SIM CAB to distribute to the community
    - Explain the mission of SIM CAB and the consumer voice
    - Share key messages with consumers
- Continue to organize consumer engagement sessions focused on what information and tools consumers need to know about the health system in partnership with other consumer organizations
  - 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

## GLOSSARY

**CAB:** Consumer Advisory Board

**CEC:** Consumer Engagement Contractor – currently the North Central Regional Mental Health Board (NCRMHB) is contracted to support SIM CAB in its work

**CMMI:** Center for Medicare and Medicaid Innovation

**Consumers:** Community members with healthcare needs; includes caregivers

**PCMH+:** “Person-Centered Medical Home Plus (PCMH+)” means an upside-only shared savings initiative for Medicaid providers and beneficiaries established by the Department of Social Services. The goal of this program is to build on successful Intensive Care Management and PCMH initiatives to improve health and satisfaction outcomes for individuals currently served by FQHCs and Advanced Networks. The name of the program was changed from MQISSP to PCMH+ in 2016.

**PMO:** Program Management Office

**SIM:** State Innovation Model

**Use Case:** XXX