

July 9, 2015

Meaningful Consumer Engagement Webinar Series

Consumer Advisory Committees



Transforming Care Delivery Through Consumer Advisory Committees

Recruiting and Retaining Members for Engagement



Overview

- This is the first session of the “Meaningful Consumer Engagement Webinar Series.”
- Each session will be interactive (e.g., polls and interactive chat functions), with 40 minutes of presenter-led discussion, followed by 20 minutes of presenter and participant discussions.
- Video replay and slide presentation are available after each session at: www.resourcesforintegratedcare.com.

Introductions

- William Dean, Moderator, Delivery System & Consumer Engagement Manager, Community Catalyst
- John Ruiz, Consumer Liaison, Commonwealth Care Alliance
- Jacqueline Dowdy, MSW, Member Advocate, Neighborhood Health Plan of Rhode Island
- Bessie Deloach, Consumer Member of the Rhody Health Options Member Advisory Committee



Webinar Outline/Agenda

- Meaningful Consumer Engagement
 - What is it? Why does it matter?
- Toolkit and Technical Assistance
- Examples from Health Plans – focus on successful recruiting and retention strategies
 - Consumer Perspective
- Polls; Q&A

Meaningful Consumer Engagement

- “Meaningful” – CAC meeting agenda; personal and representative stories; diversity; not tokenized
- “Consumer” – focus on member and caregiver input, not “member education” or staff presentations
- “Engagement” – active listening; feedback loop; input leads to systems change, improved outcomes

Toolkit and Technical Assistance

- Toolkit to help health plans, provider groups, advocates and consumers –
<http://www.communitycatalyst.org/resources/tools/meaningful-consumer-engagement>

- Technical Assistance and Consultative Services
 - Strategic Planning for Recruitment/Retention/Support
 - Consumer Training and Leadership Development
 - User-friendly Tools (invite letters, flyers, activities)
 - On-site Assessment and Gaps Analysis of engagement strategies

Commonwealth Care Alliance: One Care

- Massachusetts was 1st state approved for “Duals Demonstration”
- Adults with complex disabilities, ages 21-64
- Enrollment began October 1, 2013
 - 10,305 enrollees as of May 1, 2015
- Commitment to Consumer Engagement
 - Consumer Advisory meetings since 2005 (SCO program)
 - Dedicated staff (part-time or full-time)

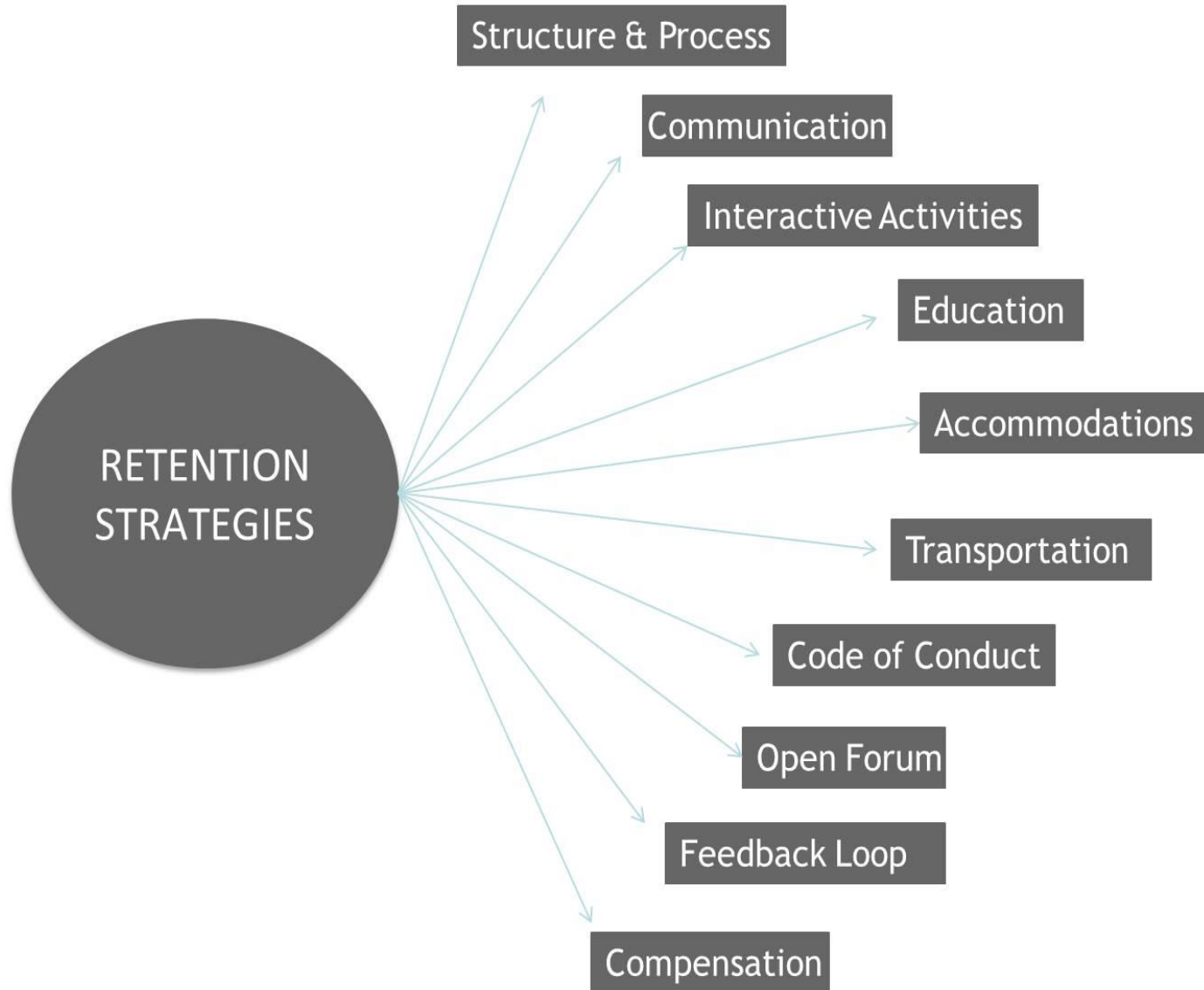
One Care: Consumer Advisory Committees (I)

- Random sample of One Care members by: race/ethnicity, age, gender, disability type, sexual orientation
- 5 regional advisory committees, up to 12 members per group
- 3-hour quarterly meetings held in the community
 - 1 hour for CCA's agenda
 - 1 hour for member agenda
 - 1 hour for educational activities
- Stipend, lunch and transportation (provided or reimbursed)

One Care: Consumer Advisory Committees (II)

- Structure/Composition
 - facilitated by Consumer Liaison
 - comprised of members or their proxies
- Recruitment –
 - invitation letter and application for membership
 - advertising materials (flyer, brochure)
 - telephone interviews
 - leverage community partners and clinicians

Retention Strategies



Neighborhood Health Plan of RI: Rhody Health Options

- Proposal for Capitated Model: MOU pending
- Over 28,000 duals in Rhode Island
- Rhody Health Options-The Health Plan option
 - Phase 1: Medicaid managed long-term care
 - Enrollment began October 1, 2013. Over 16,000 enrollees.
 - Approx. 17,200 duals and approx. 450 Medicaid only.
- Commitment to Consumer Engagement
 - Member Advisory Committees (MAC)
 - Dedicated staff to MACs

Rhody Health Options: Member Advisory Committees (MAC) Overview

- Meetings held bimonthly at NHPRI
- Stipend and meal provided; Transportation can be arranged, if necessary
- Structure/Composition:
 - Facilitated by Member Advocate and Manager of External Affairs
 - Current RHO Member Advisory Committee is a mirror of our current member population

Rhody Health Options: Member Advisory Committees Recruitment and Retention (I)

- Recruitment
 - Member Advocate – through member contacts
 - Community events
 - Referrals from advocates
 - Community partners and care managers
 - Ads in Neighborhood's quarterly newsletter
 - Word of mouth

Rhody Health Options: Member Advisory Committees Recruitment and Retention (II)

- Retention – Members feel as though they are making a contribution to a Health Plan that they believe is good
 - They enjoy the connections they are able to build with other members
 - Meal and stipends
 - Members have developed close relationships with facilitators

Rhody Health Options: Member Advisory Committees Recruitment and Retention (III)

A Member's Perspective

Bessie R. Deloach

RHO Member Advisory

Advisory Committee Member

Since March 2014

Poll 1

Please use this time to respond to Poll 1.

Poll 2

Please use this time to respond to Poll 2.

QUESTIONS



Survey

Thank you for joining our webinar. Please take a moment and complete a brief survey on the quality of the webinar.