

Meaningful Consumer Engagement Webinar Series

Consumer Advisory Committees

June 3, 2014



Transforming Care Delivery Through Consumer Advisory Committees

Examples and Strategies for Recruitment, Retention and Relationship Building Among Enrollees and in the Community

This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to ensure beneficiaries enrolled in Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to Medicare-Medicaid enrollees, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar series. To learn more about current efforts and resources, visit Resources for Integrated Care (www.resourcesforintegratedcare.com) for more details.



Overview

- This is the first session of a two-part, “Meaningful Consumer Engagement Webinar Series.”
- This session will be interactive (e.g., polls, Q&A, and survey), with 40 minutes of presenter-led discussion, followed by 20 minutes of presenter and participant discussions.
- Video replay and slide presentation are available at: www.resourcesforintegratedcare.com

Introductions

- **William Dean**, *Moderator Manager, Delivery System & Consumer Engagement* at Community Catalyst
- **John Ruiz**, *Consumer Liaison* at Commonwealth Care Alliance
- **Ken Pariseau**, *Manager, External Affairs* at Neighborhood Health Plan of Rhode Island



Webinar Outline/Agenda

- Meaningful Consumer Engagement
 - What is it?
 - Why does it matter?
 - What tools & relationships can help?
- Components of Consumer Advisory Committees
- Examples from Health Plans
- Polling Questions
- Question & Answer Session

Meaningful Consumer Engagement

- Benefits of Consumer Engagement
- Toolkit to help health plans, provider group, advocates and consumers
www.communitycatalyst.org/meaningful-consumer-engagement
- Requirement of Consumer Advisory Committees

Ladder of Engagement



Newsletters
Surveys
Comment cards



Member meetings
Focus groups
Resource fairs



Consumers on board of directors
Consumer advisory board
Committee membership



Critical Components of Consumer Engagement

- Recruitment efforts range from broad to targeted, depending on the consumer engagement strategy.
- Diverse voices are critical.
 - Offer Incentives; Remove Barriers; Community Referrals
- Training and support are often needed.
- A “Feedback Loop” allows delivery system changes to be shared with the consumers who provided input.

Consumer Advisory Committees

- Structure & Composition
- Recruitment
 - Diversity, Incentives, Barriers
 - Community Partnerships – providers, advocates, etc.
- Training & Retention
 - Support, Leadership Development
 - Accessibility
- Feedback Loop

Commonwealth Care Alliance: One Care

- 1st State approved for “Duals Demonstration”
- Only state demo to focus solely on adults with disabilities, ages 21-64
- Enrollment began October 1, 2013
 - As of April 1, over 7,000 enrollees
- Commitment to Consumer Engagement
 - Consumer Advisory meetings since 2005
 - Dedicated staff

One Care: Consumer Advisory Committees

- 5 Regional Advisory Committees
- Meetings held in the community
 - Bimonthly, initially, then quarterly
- Closed to public; larger “Open Forums” biannually
- Stipend, transportation, and refreshments provided

One Care: Consumer Advisory Committees

- Structure/Composition – led by Consumer Liaison; comprised of consumers only; election of officers
- Recruitment – invitation letter; interviews; leverage community partners
- Training/Retention – developed training materials; ensure accessibility; build trust and rapport
- Feedback Loop – Internal agenda-setting and debriefing committee

Neighborhood Health Plan of RI: Rhody Health Options

- Proposal for Capitated Model: MOU pending
- Over 28,000 duals in Rhode Island
- Rhody Health Options
 - Phase 1: Medicaid managed long-term care
 - Enrollment began October 1, 2013. Over 16,000 enrollees.
- Commitment to Consumer Engagement
 - Member Advisory Committees; Member Satisfaction Workgroup
 - Dedicated staff

Rhody Health Options: Member Advisory Committees

- Meetings held bimonthly at NHPRI
- Stipend and meal provided; Transportation can be arranged, if necessary
- Structure/Composition-facilitated by Member Advocate; current RHO Member Advisory Committee is comprised of members

Rhody Health Options: Member Advisory Committees

- Exploring community-based meetings, including with front-line providers, at senior centers and housing, resident and family council meetings, LTSS Association Membership meetings
- Recruitment – Member Advocate contacts, community events, referrals from advocates and community partners, care managers, word of mouth

Rhody Health Options: Member Advisory Committees

- Training/Retention – No formal training; members are very interested in participating . Education from and Input to different health plan departments
- Feedback Loop – Issues raised are:
 - Passed along to business owner for response/resolution
 - Added to agenda for Member Satisfaction Workgroup
 - Heard by Senior Leadership team members who are present at committee meetings
 - Issue follow-ups on the agenda of the next MAC meeting

Poll Question #1

1. Which of these consumer engagement strategies are being used in at least one health care delivery system in your community?
 - A. Surveys/Comments Cards
 - B. Focus Groups
 - C. Member Meetings
 - D. Consumer Advisory Committees
 - E. Consumers on Governing Board

Poll Question #2

2. What other tools are needed as you work to develop active, effective consumer advisory committees?
- A. Outreach, recruitment or retention strategies
 - B. Stronger relationships with community partners
 - C. Training for delivery system staff (“Buy-in”)
 - D. Training for consumers
 - E. Additional financial resources

QUESTIONS



Post Webinar Survey

Thank you for joining the Consumer Engagement Advisory Committee webinar.

Please take a moment and complete a brief survey on the quality of the webinar.