

Meaningful Consumer Engagement Webinar Series

Member Meetings

June 11, 2014



Town Hall-Style Member Meetings

A Step-by-Step Guide to Engaging Diverse Groups of Consumers 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 second presentation of a two-part, “Meaningful Consumer Engagement” webinar series.
- This session will have interactive 30-40 minutes of presentation, followed by 20-30 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



- **Courtney Mulroy**, *Program Associate* at Commonwealth Care Alliance



Webinar Outline/Agenda

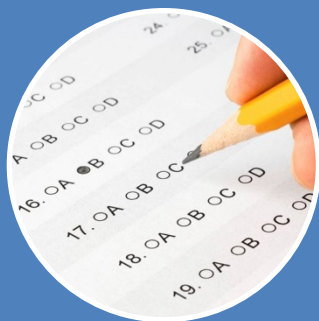
- Review of Meaningful Consumer Engagement
 - Ladder of Engagement
- Components of Consumer Engagement
- Member Meetings
- Step-by-Step Process by Commonwealth Care Alliance
- Polls
- Q&A

Meaningful Consumer Engagement

- Benefits of Consumer Engagement
- Toolkit to help health plans, provider groups, advocates and consumers

www.communitycatalyst.org/meaningful-consumer-engagement

Ladder of Engagement



Newsletters
Surveys
Comment cards



Member meetings
Focus groups
Resource fairs



Consumers on board of directors
Consumer advisory board
Committee membership



Components of Consumer Engagement

- Recruit far and wide
- Bring diverse voices to the many tables
- Train and/or support engaged consumers
- Develop a “Feedback Loop”

Member Meetings

- In the community – where members live
 - Convenient times, locations, comfortable surroundings
- Opportunity for consumer Input + Education
- Recruitment opportunity for advisory committees
- Diversity of engagement achieved more readily
- Analyze feedback and report to/from consumer advisory committee, governing board
 - Assess for absent voices; Plan for more engagement

Commonwealth Care Alliance: Member Meetings

- Since 2005, regular consumer meetings for its Senior Care Options members, their families, and caregivers
- Forum for two-way information flow and feedback exchange
- Some of the topics addressed to date are flu shots, emergency room use, educational opportunities, food stamps, etc.

Member Meetings to Date

- To date we have held **114** meetings:
 - Spanish **48**
 - English **44**
 - Russian **7**
 - Cape Verdean (Portuguese Creole) **8**
 - Vietnamese **5**
 - Hindi **2**
- Meeting size ranges from 5 to 50 attendees per meeting

Meeting Format

- Held in the geographic community of our members
- Facilitated in the language of the population
- Meetings are 90 minutes long
- Transportation is set up by CCA
- Healthy refreshments and mini giveaways are always included

Planning the Meeting

- Choose a convenient time and location
- Recruit in several ways
 - Mail invitation and flyer
 - Follow-up phone call
 - Announcement in newsletter and CCA's website
 - Solicit primary care teams and community partners
- Plan budget and personnel resources

Setting the Agenda

- Introductions, what works, what needs improvement
- Invite members to set agenda items
- Discuss priorities with health plan staff from all relevant departments
- Leave time for socialization
- Make sure the agenda allows members at least 50% of meeting time

Preparing for the Meeting

- Staff assignments
- Design and print handouts
- Agenda and facilitator script
- Room set up and accessibility
- Transportation assignments
- Purchase refreshments
- Confirmation of attendance

Running the Meeting

- Set up room and refreshments
- Directive signs and greeting members
- Member authorization forms for consent to dialogue and photographs
- Previewing agenda and setting respectful guidelines
- Note taking and recording
- Time for socialization
- Transportation pick-up

Documentation, Follow Up & Feedback

- Complaints or items needing immediate feedback are addressed within 48 hours
- Members receive information about follow-up via phone call, email, and/or newsletter
- All feedback is presented to the debriefing committee
- Notes are categorized by type of feedback
- Larger report is used to follow trends
- Closing the feedback loop

Poll 1

- Which of the following incentives would you suggest and/or provide to members in order to increase participation in member meetings? (Select all that apply)
 - a) Meal/refreshments
 - b) Educational opportunity
 - c) Financial stipend or gift card
 - d) Respite/dependent care services or reimbursement
 - e) Transportation services or reimbursement
 - f) Socialization, contribution to plan improvement or similar

Poll 2

- Which of the following benefits of member meetings do you think contribute to improving care delivery?
(Select all that apply)
 - a) General consumer feedback about the delivery system
 - b) Population-specific feedback (members who are seniors, adults with disabilities, racially/ethnically diverse, LGBT)
 - c) Partnering with community-based organizations, providers and/or advocates
 - d) Health educational opportunities
 - e) I don't see the benefits of member meetings

Poll 3

- What type of organization do you represent?
 - a) Health Plan
 - b) Advocacy
 - c) Provider
 - d) State
 - e) Consultant
 - f) Other (please specify)

QUESTIONS



Meaningful Consumer Webinar Series

Next Webinar: Training Consumers

This webinar will walk through the approaches and content necessary for successful onboarding of consumers to advisory committees and/or governing boards.*

Coming this Summer 2014

*Based on Community Catalyst's soon-to-be released tool on Consumer Training.

Post Webinar Survey

Thank you for joining our webinar.

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