

State Consumer Advocacy and Delivery System Reform

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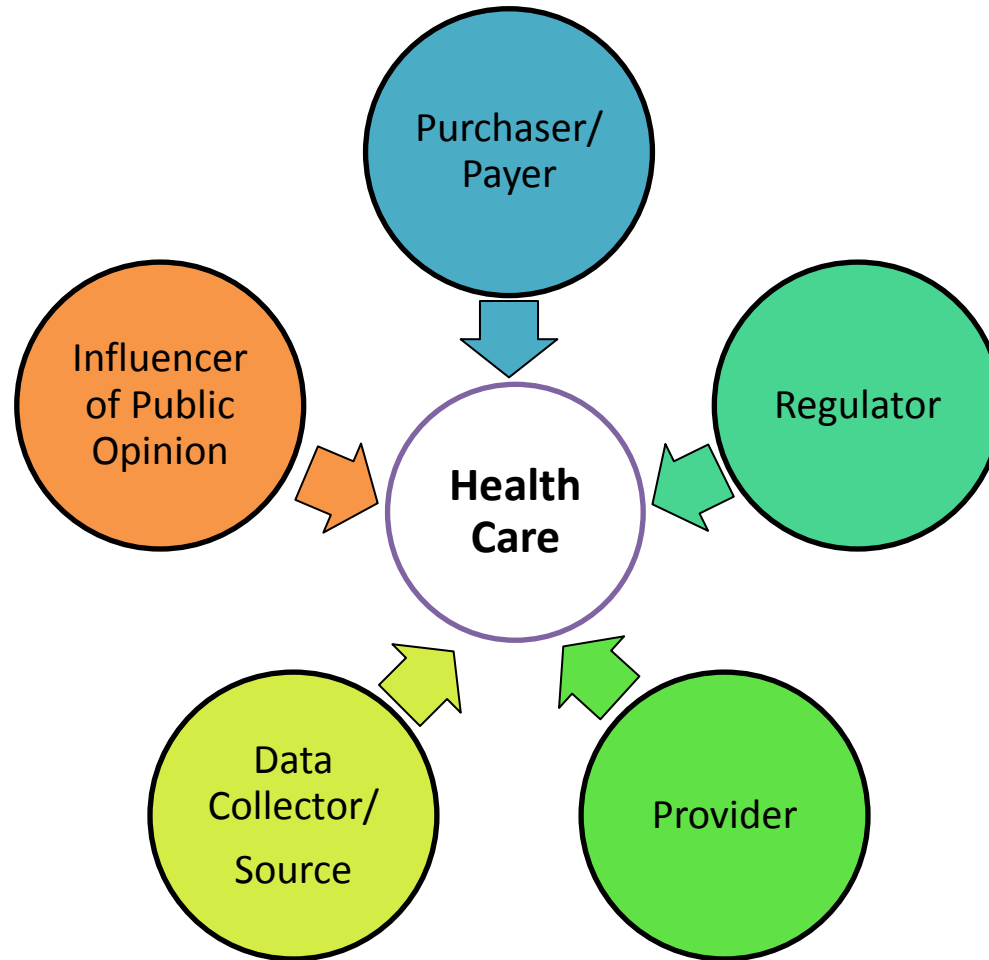
Center for Consumer Engagement in Health Innovation

- Community Catalyst advocates for high-quality, affordable health care for all
- Networks in over 40 states
- The Center focuses on advancing the role of consumers in efforts to improve payment and delivery with a focus on vulnerable populations

Why states?

- Many eggs in many baskets
- Lower barrier to entry
- More flexibility, ability to innovate at state level
- Health care is local—variable market and provider structures
- States dominate health care and especially *health*, particularly for vulnerable populations

States' levers for shaping health care



What is the Center doing?

Advocating for the importance of consumer engagement in delivery system reform



Building a grassroots constituency around delivery system reform

Three levels of consumer engagement

Clinical Setting

- Patients as partners
- Care matched to needs

Health Care Organization

- Governing Boards
- Advisory Councils
- Shape design, implementation, evaluation of programs

State/ Federal Policymaking

- Key stakeholder tables
- Statutory advisory groups
- Shape design, implementation, evaluation of programs

Why engage?

- Need an inside and an outside game
- Balance the vested interests
- Outreach and education
- Field test your messages
- Sustain momentum through transition

Why engage?

- Activated and engaged patients result in better health outcomes
- Health care should be oriented around the needs of those served: if you don't ask, you don't know
- Feedback loop and “early warning” as system transitions
- Important element of quality improvement



What can consumers achieve (examples from the field)

- Active feedback loop that improves implementation of duals demonstration
- Focus on health disparities and mapping social determinants
- Push for workforce diversity, such as community health workers
- Payment system adjustments



How to support consumer engagement

- Establish and strengthen mechanisms for diverse consumer and community input in the planning and design of delivery systems
- Allocate resources necessary for effective outreach, training and support for diverse consumer engagement
- Establish ongoing formal feedback loops with organized consumer efforts and trusted community groups
- Maximize use of patient-focused quality metrics
- Proactively seek input and feedback from vulnerable populations



Thank you!

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