



Consumer Outreach Taskforce Report

Maryland Citizens' Health Initiative Education Fund, Inc.

Vincent DeMarco

September 2015



Rationale

- ◆ Marylanders are unaware of the state's unique and long-standing status as an all-payer state or of the new state/federal agreement that is further transforming the health system in Maryland.
- ◆ Consumer engagement in these efforts is crucial to make Maryland's new system a success.

Task force members

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Nikki Highsmith Vernick, Horizon Foundation
Rev. Fred Weimert, Central Maryland Ecumenical Council

Forums

- ◆ Format
 - ◆ Welcome from host
 - ◆ Presentation by HSCRC/MHA
 - ◆ Local panel of stakeholders
 - ◆ Presentation of Faith Community Health Network concept
 - ◆ Q&A
 - ◆ Evaluations



Forums



Number of forums	11	
Number of participants	800+	
Evaluation response rate	42% ¹	
Presenters	<ul style="list-style-type: none"> • HSCRC • Local Health Improvement Coalitions • Hospitals and health systems • Community health providers 	<ul style="list-style-type: none"> • Health Departments • Faith communities • MCHI • Foundations
Attendees	<ul style="list-style-type: none"> • Consumers • Government agencies • Community groups • Providers/provider groups 	<ul style="list-style-type: none"> • Hospitals/health systems • Faith-based • Civic organizations • Union Members
Constituents of Attendees	<ul style="list-style-type: none"> • Diverse populations/minorities • Seniors • Low-income populations • Immigrants • Chronically III 	<ul style="list-style-type: none"> • Children • Families • Caregivers • Parishioners • Healthcare providers and workers

¹ Excluding Lower Eastern shore, which did not have evaluation forms.

Consumer Feedback

- ◆ Consumers are eager for more information
 - ◆ **Timely**
 - ◆ Prior to hospitalization
 - ◆ Design phase/launch of care coordination programs
 - ◆ **Consistent**
 - ◆ Esp. in areas with competing providers
 - ◆ **Available in multiple formats**
 - ◆ Primary care providers, faith leaders
 - ◆ Traditional news outlets
 - ◆ Social media



Recommendations

- ◆ Periodically convene stakeholders and consumers to provide updates on the progress of health system transformation
- ◆ Continue to give consumers a voice in the transformation of Maryland's health system
- ◆ Encourage local leaders to develop and join a dynamic Faith Community Health Network
- ◆ Collaborate to educate primary care providers on—and engage them in—health system transformation
- ◆ Maximize communications with consumers via traditional and new media

Thank you!

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