Consumer Engagement Taskforce

DRAFT

Goal, Objectives, Strategies, and Tactics Summary Table

Vision: Maryland, as a state, embraces a culture of health.

	Strategy	Tactic	Performance Measures
Goal: A consumer-centered health care delivery system with an ongoing role for consumers at all levels .	**I-A** Develop a statewide public education campaign to promote health and wellness	• Establish compelling and memorable brand that complements hospital brands • Ensure materials are consistently branded • Develop templates that can be customized and localized by stakeholders	
	II-A. Foster a consumer-centered health care system with policies and procedures informed by stakeholder involvement	• Consumer representative on the HSCRC • HSCRC standing advisory committee • Educate consumer groups about how best to impact policies • Standardize consumer feedback processes and inform consumers about these processes • Develop a hospital Gold Star rating system of consumer engagement • Incentivize and evaluate consumer engagement best practices	
	IV-C Engage local and regional news media to distribute frequent updates about the NAPM to their audiences	• Distribute frequent news releases and host press events • Issue "report cards" illustrating progress toward meeting NAPM goals • Engage people who command public attention as "champions" to talk about NAPM goals	
Goal: Engage, educate, and activate people in their own health care to promote efficient and effective use of the healthcare system.	**III-A** Incentivize hospitals to support patients and caregivers ability to manage their own care, including access to community based health care resources	• Incentivize collaboration between hospitals and community based organizations • Use Community Benefit dollars to advance consumer engagement initiatives • Active listening and teach-back as part of comprehensive discharge screening • Individualized attention for high risk patients • Emergency Department based navigation to community based resources • Inform patients about average procedure costs • Involve consumers in regional transformation planning grants	
	IV-A Provide consumers with the information and resources they need to make wise decisions and better manage their care.	• Educate consumers about appropriate vs. inappropriate use of hospital services and empower them to seek care in the most appropriate setting for their needs • Develop patient informed care planning resources • Provide a care-transitions roadmap • Create and maintain comprehensive and searchable guide to community based resources • Provide consumers with a health care passport to complement electronic data transfer • Promote use of electronic resources such as tele health, SMS follow ups etc. • Develop clear communication materials about HIE • Focus intensive interventions on geographic locations with high rates of hospital readmission	
	IV-B Create a sense of ownership and involvement in the NAPM for the prime audiences by educating Marylanders about the NAPM and instilling pride and excitement that Maryland is creating a unique model of delivery system transformation	• Create NAPM-specific website is searchable, memorable, and user friendly • Involve public in countdown to meeting NAPM goals. Use dashboard display similar to fundraising campaign • Mobilize grass-roots consumer advocates as "ambassadors"	