

CONNECTICUT
HEALTHCARE
INNOVATION PLAN



CT SIM Stakeholder Engagement Plan & CAB Activities

May 12, 2015

Agenda

1. SIM Stakeholder Engagement Plan
2. PMO & CAB communication tools

Stakeholder Engagement Plan

How Connecticut intends to continue to engage a variety of stakeholders during the State Innovation Model pre-implementation and test period.

Iterative Document that outlines:

- Core values in engaging stakeholders
- Stakeholder engagement methods
- SIM governance structure, membership, and processes
- Stakeholder information
- Rationale for engagement
- Stakeholder roles and responsibilities
- Potential risks of not engaging

On our website:

http://www.healthreform.ct.gov/ohri/lib/ohri/sim/test_grant_documents/ct_sim_stakeholder_plan_04032015.pdf

Required categories by CMMI:



Communication Strategy

SIM PMO Communications

Employers

Healthcare
Providers

Payers

SIM
Governance

Community
Health
Organizations

- SIM Website
- SIM News
- Cross Stream Updates
- SIM Issue Briefs
- Presentations
- Social Media
- At-a-glance
- FAQs

CAB Consumer Communications and Engagement

Consumers

- Consumer Engagement
- Targeted activities
- Feedback loop

Overlap: Consumer engagement activities should consider adapting SIM PMO vehicles for consumer facing communications or developing entirely new vehicles

CT SIM Communication Vehicles

The PMO is rolling out several communication vehicles in order to:

- ensure all governance participants have a full understanding of SIM related work
- raise awareness among members of SIM governance and the public about SIM initiatives
- frame or educate key issues for governance and/or the public
- communicate national events and initiatives and implications for our work; place SIM work in a national context
- raise awareness of Connecticut SIM related achievements

CT SIM Communication Vehicles

Target Audience	Name of Publication	Frequency	Content
1 Governance and Core Team	Cross-Stream Update	Monthly	Progress on SIM work streams and the work of the Councils and CAB including key milestones and decisions
2 General Public and Governance	Issue Brief	As needed	A description of SIM topics, themes, initiatives, and terminology
3 General Public and Governance	News	As needed, minimum weekly	Healthcare news that relates to SIM with some commentary; major SIM milestones or products (e.g., physician survey)
4 General Public and Governance	Monthly Round-up	Monthly	A summary of SIM-related news/info/context/commentary covered in prior communications