

I. CONSUMER ENGAGEMENT PROPOSED SCOPE OF WORK

The primary objective of the consumer engagement scope of work is to support meaningful integration of consumer perspective and provide outreach and education for consumers about how the planned innovations identified in the CT SIM Model Test will change their experience with healthcare. These CT SIM Model Test innovations will incorporate several major initiatives including transforming primary care, the healthcare workforce and health information technology solutions; building a population health plan; reforming Medicaid quality improvement and shared savings, quality measure alignment, value-based insurance design (VBID); and evaluating of the CT SIM Model Test outcomes. For Connecticut residents, the statewide desired outcomes are improving health, alleviating and eventually eliminating health disparities, improving quality of care and the care experience, engaging and empowering consumers in their care, and lowering health care costs.

The Consumer Advisory Board (CAB) has identified four primary areas of focus that they plan to explore more fully and will likely want to engage consumers about: Chronic Diseases, Behavioral Health, Health Equity, and Workforce. As new issues or concerns are identified by the CAB and other means, it will be important to continually work to seek and use vital consumer input as part of the healthcare innovation process.

The consumer engagement scope of work should encompass at least three primary work streams that include:

- A. Development of a consumer engagement plan
- B. Implementation of multiple activities and means by which to engage consumers, both the advocates within the existing CT SIM Model Test governance structure and the consumer population(s) impacted statewide, and
- C. Establishment of a continuous feedback loop to communicate on issues impacting consumers of health care, and test the effectiveness of our [CT SIM reform and consumer engagement strategy](#) and related outcomes

A. Phase I: Develop Consumer Engagement Plan

This work should encompass confirmation and prioritization of the expected areas of focus for consumer engagement, including specific consumer segments that need to be engaged. Prioritization will be informed by input from key stakeholders and existing research.

The key stakeholders to involve in this process will include the consumer advocate members of the CT SIM governance structure, the Connecticut State Agency leads responsible for implementation of the CT SIM Test Model programs, and other community leaders and networks that interface with the populations that are likely to be impacted by the CT SIM initiatives. Key stakeholders should also be solicited for input on the most effective means by which to engage the identified population(s).

In addition, a literature review should be completed to identify the most effective consumer engagement tools and techniques that have been used by others, including how technology is used as a means of communication and engagement. It will also be important at this stage of

the process to identify, where possible, the desired near term outcomes or goals from consumer engagement.

Seeking input from key stakeholders and evaluating existing research will support a current state assessment of the health system from the consumer perspective and provide an understanding of how the health system can better meet consumer needs. Subsequently consumers will be engaged to refine and adjust our approach to the CT SIM programs so consumers can make the best use of the health system and improve their care experience.

B. Phase II: Implement Consumer Engagement Activities

In this phase of the work, a menu of consumer engagement activities will be developed and tailored to best meet the needs of the population to be engaged and the issues to be addressed. These activities may include:

- Consumer-led learning collaboratives: The learning collaboratives must foster continuous learning and may include webinars, workshops, an online collaboration site, and phone support.
- Issue-driven focus groups: One potential application of focus groups is to gain qualitative insight into how the CT SIM initiatives could be more effective for consumers, which would complement the other planned CT SIM program evaluation tools – including the option of direct feedback to CT SIM participating providers.
- Development and distribution of targeted communications: These communications may include relevant issue briefs and other publications developed and distributed by the CT SIM PMO, in addition to development of other communications tools that are deemed necessary to effectively reach the identified consumer audiences and maximize the communication between consumer advocate representatives across the CT SIM governance structure.

Community engagement activities will be conducted in a manner that leverages the extensive network of community-based organizations that have enabled the state to achieve numerous health and social service program related goals.

C. Ongoing: Establish Continuous Feedback Loop to Test and Monitor Effectiveness

It is envisioned that the consumer representatives on the CT SIM governance structure would collectively serve as the “hub” for internal and external consumer-related communications. The CAB, working in concert with the CT SIM Project Director will identify emerging consumer related issues to address, monitor the progress on implementation of the consumer engagement plan, and serve as the feedback loop to identify and implement adjustments or a change in direction that may be warranted.