State Consumer Advocacy and Delivery System Reform

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Center for Consumer Engagement in health innovation
A better way to better health. For everyone.

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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

- Purchaser/Payer
- Regulator
- Provider
- Data Collector/Source
- Influencer of Public Opinion
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

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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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