



# **Aligning Forces for Quality And The National Partnership for Women and Families**

**January 8, 2013**

**2 – 3:30 pm ET**

**Deborah Roseman, National  
Program Office- AF4Q**

**Presenting to you:**

**Lauren Murray, Deputy  
Director- Americans for Quality  
Health Care**



# Best Practices in Sustaining **Meaningful** Consumer Engagement

**Lauren Murray**  
Deputy Director,  
Americans for Quality  
Health Care

**AF4Q Webinar**  
January 8, 2013

  
national partnership  
for women & families

# About us



**The National Partnership for Women & Families** is a nonprofit, nonpartisan advocacy group dedicated to promoting access to quality health care, fairness in the workplace, and policies that help women and men meet the dual demands of work and family.

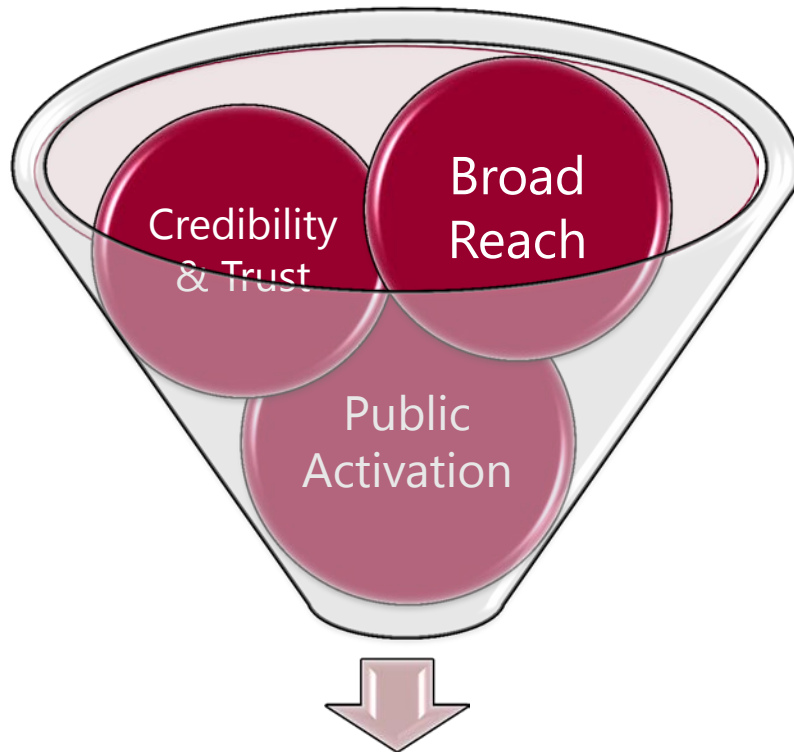
More information is available at [www.NationalPartnership.org](http://www.NationalPartnership.org).



# Webinar Overview

- ▶ **Consumer Engagement Definitions, Purpose, Value**
- ▶ **Core Operations to Sustain Consumer Engagement**
- ▶ **In-Depth Look at Recruitment, On-boarding, & Retention**
- ▶ **Available Resources**
- ▶ **Questions and Discussion**

# Value of Consumer Engagement



Consumer Engagement will help you better meet the needs of the community and achieve the goals of the AF4Q initiative.

**End Results = Meaningful + Sustainable**

# Defining “Consumers”



## **Individual Consumer:**

Patient or family caregiver



## **Consumer Advocate/Representative:**

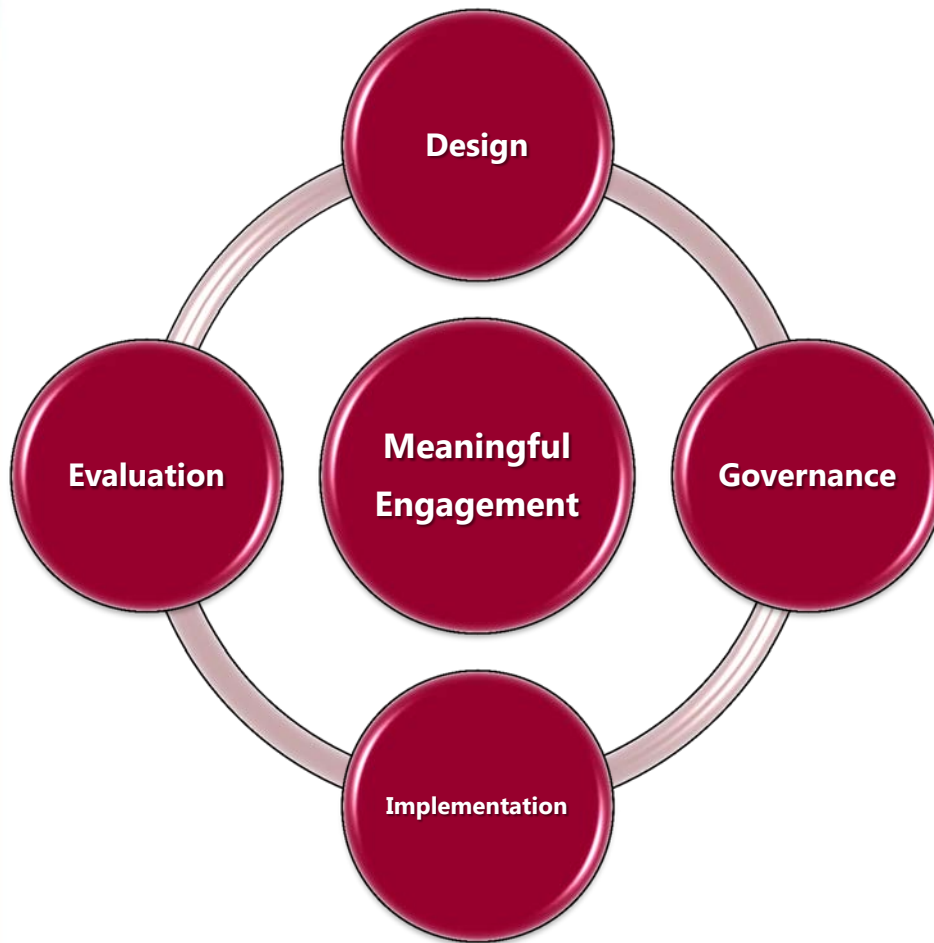
Employee of non-profit organization representing consumer/patient constituency

Individual patients and consumer advocates each bring different strengths – a balance of both ensures benefitting from those different strengths.

Distinctive from other stakeholders:

- ▶ Primary emphasis on needs & interests of consumers and patients.
- ▶ Typically do not have a financial stake in the health care system (i.e., they are not paid by the health care system).

# Meaningful Engagement



**It is...**

- ▶ **Effective**
- ▶ **Equitable**
- ▶ **Purposeful**



# Meaningful Engagement



## ▶ **Every Level, Every Stage**

- ▶ **Policy/Governance**
- ▶ **Redesign of systems and practice**
- ▶ **Individual patient and family engagement – “point of care”**
- ▶ **Community involvement**

# Core Operations for Sustainability

- ▶ **Recruitment**
- ▶ **Strategic Planning**
- ▶ **Relationship-Building**
- ▶ **Facilitation**
- ▶ **Evaluation**

# A Closer Look: Recruitment



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**It's continuous, not a one-time event**

# A Closer Look: Recruitment

**Get to know the landscape:**

**At first...**



**Then...**



**And...**

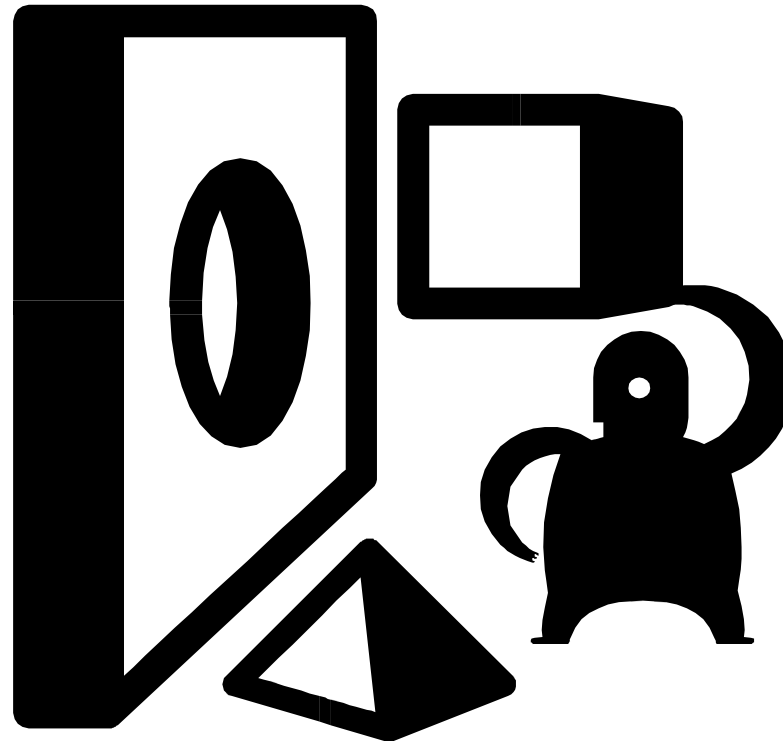
**How will I find consumers here?**

**How do I get to the right ones?**



# A Closer Look: Recruitment

**Find the right fit...**



# A Closer Look: Onboarding

**Avoid this...**



**...and this**



# A Closer Look: Onboarding



**Make it...**

- ▶ **Systematic**
- ▶ **Comprehensive**
- ▶ **Collaborative**

# A Closer Look: Retention



- ▶ **Address barriers to engagement**
- ▶ **Provide meaningful opportunities for involvement as well as ongoing support**
- ▶ **Celebrate achievements and spread the word**
- ▶ **Strive for integration of CE**



# Overcoming Challenges



**Examples of Alliances that have successfully overcome these common consumer engagement challenges:**

- ▶ **High turnover**
- ▶ **The wrong fit**
- ▶ **Difficulty determining roles**
- ▶ **Siloed consumer engagement**

# Resources



- ▶ [Defining Consumer Representation](#)
- ▶ [Core Operations for AF4Q Consumer Engagement Staff](#)
- ▶ [Guide to Building Consumer Orientation Materials: Preparing Consumers for Successful Work in Health Care Improvement](#)
- ▶ [Creating a Consumer Advisory Council](#)
- ▶ [Best Practices: Consumer Engagement in a Multi-Stakeholder Group](#)
- ▶ [Leverage Community Partnerships](#)
- ▶ [Supporting Consumers in AF4Q Alliances through the Four Stages of Consumer Engagement](#)
- ▶ [Consumer Engagement Best Practices](#)
- ▶ [Consumer Engagement Survey](#)
- ▶ [Guide to Engaging Consumer Advocates in AF4Q Alliances](#)
- ▶ [Lessons Learned: Engaging Consumers to Improve Ambulatory Care](#)

# Q & A



## ▶ Questions and Discussion

# For more information



## Contact me:

Lauren Murray  
[lmurray@nationalpartnership.org](mailto:lmurray@nationalpartnership.org)

Jennifer Sweeney  
[jsweeney@nationalpartnership.org](mailto:jsweeney@nationalpartnership.org)  
202-986-2600

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