



# Special Needs — — Plan Alliance

**Maximizing the Benefit of Consumer Advisory Committees: Creating Value, Voice, and Impact for Plans and Members**  
**04/15/2024**

# Speakers

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- **Melinda Karp**, Founder and CEO, The Center to Advance Consumer Partnership
- **Abha Puri**, MPH, Program Manager III, Member Experience, Community Health Plan of Washington State

- SNP Alliance to add a few slides, including session title slide and overview of partnership

Working with innovative health care and human services leaders to develop capabilities, build infrastructure, and cultivate relationships that ensure people with lived experience become enduring organizational partners.



# We envision a health care system where...



The **lived experiences of individuals** with complex health and social needs are recognized as indispensable ingredients in **designing care and services that best meet their needs.**



**Broad and deep collaboration** between consumers as experts by experience and professionals as experts by training is woven into the cultural fabric of every organization serving people with complex needs.



**Together as partners, leaders and consumers** are inspired to build trust, share power, and co-design solutions that **improve outcomes, enhance experiences, and manage cost.**

# Engagement is only new to health care....



## TECHNOLOGY/ SOFTWARE

- Lead users
- Crowdsourcing
- Open innovation
- User communities



## PRODUCT OR SERVICE DESIGN

- Applied empathy
- User involvement
- User innovations
- Consumer design
- Customer co-creation
- Customer co-innovation



## MANUFACTURING/ OPERATION

- External sources of innovation
- Mass customization
- Customized products
- Customer participation
- Customer empowerment



## MARKETING

- Customer involvement
- Early customer input
- Co-creation
- Collaborative product development



## HOSPITALITY INDUSTRY

- Customer integration
- Radical service innovation

## How far along are you with implementing and effectively engaging with your DSNP Consumer Advisory Council?

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- Haven't formed yet
- Actively planning or in process but haven't convened yet
- Convened, but early days
- Having impact on strategy, programs, or experience



# Turning a mandate into key factors for success



## Build better products and services

- Design more effective and impactful programs
- Align services with community needs and priorities
- Better understand what is driving disparities and how to address them
- Measurably improve quality



## Increase satisfaction and loyalty

- Improve member experience and community perception
- Enhance member acquisition and retention rates
- Build trust, empathy, relationships with those you serve



## Improve operational efficiency/effectiveness

- Understand early indicators of member friction, changes in needs
- Understand where members (and staff) experience the most frustration



## Recognize positive financial impact

- Reduce the opportunity costs of designing programs and processes that aren't effective



# How We Shape Our Work



**Customize the approach to the client journey:** We meet organizations where they are, bringing an asset-based approach to building capabilities and capacity

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**Design restorative and mutually beneficial engagement:** Gift cards and a free lunch are the bare minimum

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**Use creative ways to engage and listen:** We continually innovate approaches to hear voices that often aren't at the table.

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**Make insights from lived expertise a cornerstone that organizations can't live without:** We create pathways to move from insights to action to change that make a difference to those you serve.



“A person who has *experienced* something is almost always far more expert on it than are the experts.

“

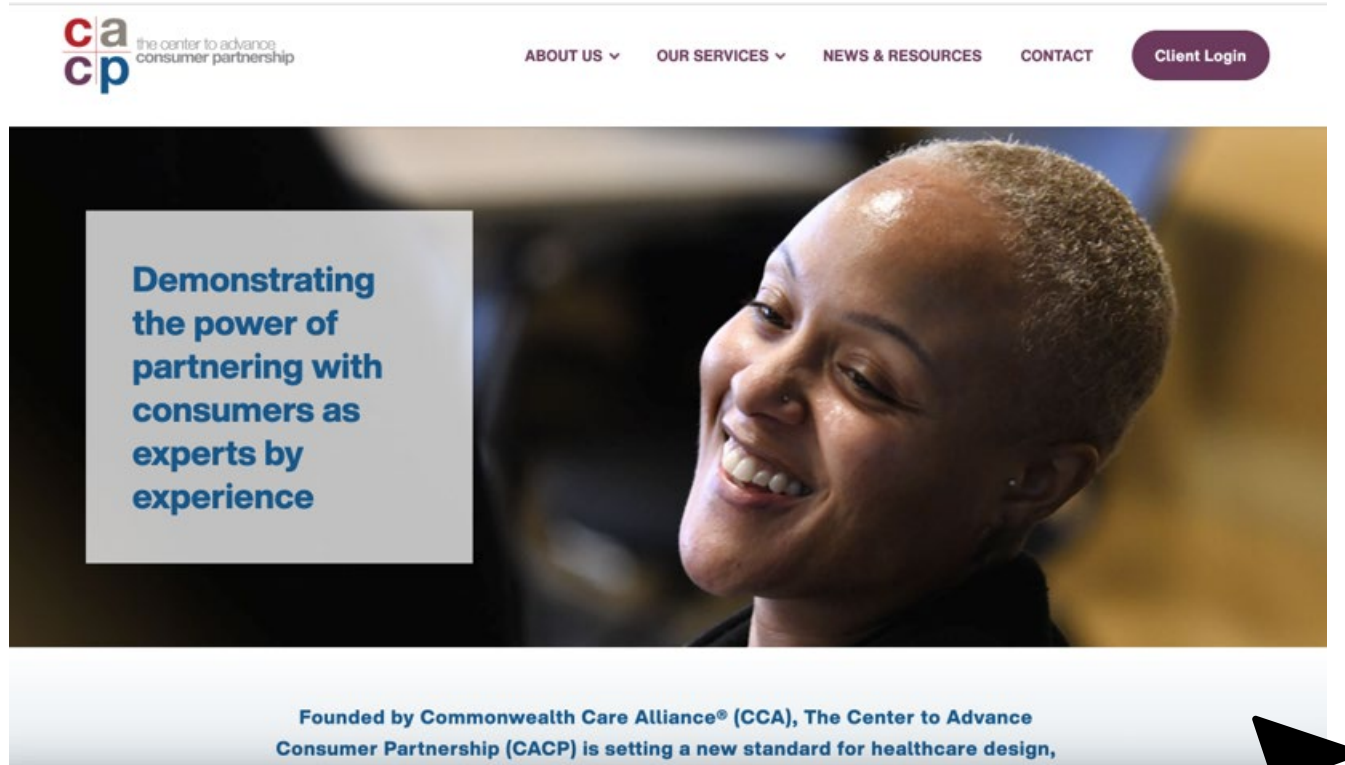
A corollary is that any process including *only* experts, with *no* contribution from those with personal experience, will probably go wrong.”

”

– Gloria Steinem

# Thank you!

Reach out to learn more about CACP and how we can help you tap into the lived expertise of the people you serve and see more about our vision and services at: [www.consumerpartnership.org](http://www.consumerpartnership.org)





**COMMUNITY HEALTH PLAN**  
of Washington™

The power of community

# CHPW's Member Experience Evolution

*Abha Puri, MPH*

*Program Manager of Member Experience*

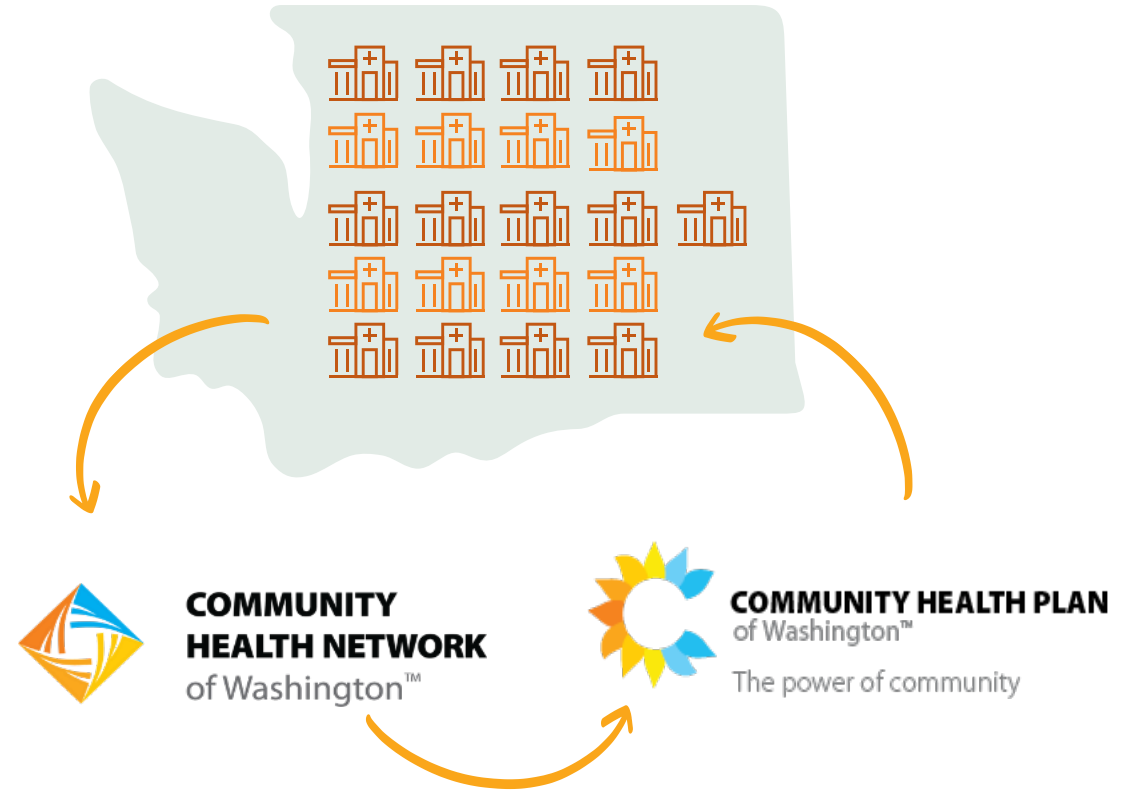
# Our Founding & Governance Structure Provide Unique Connection to Community

Founded and governed by Community Health Centers (CHC) with roots in the social justice movement

The whole health of our members is our primary concern and focus

Local, not-for-profit that re-invests profits back into WA communities

Our local staff and Board are part of the fabric of the communities we serve



Our integration with CHCs allows us to work hand-in-hand to break down barriers to care, focus on whole person health, and advance equitable healthcare for all

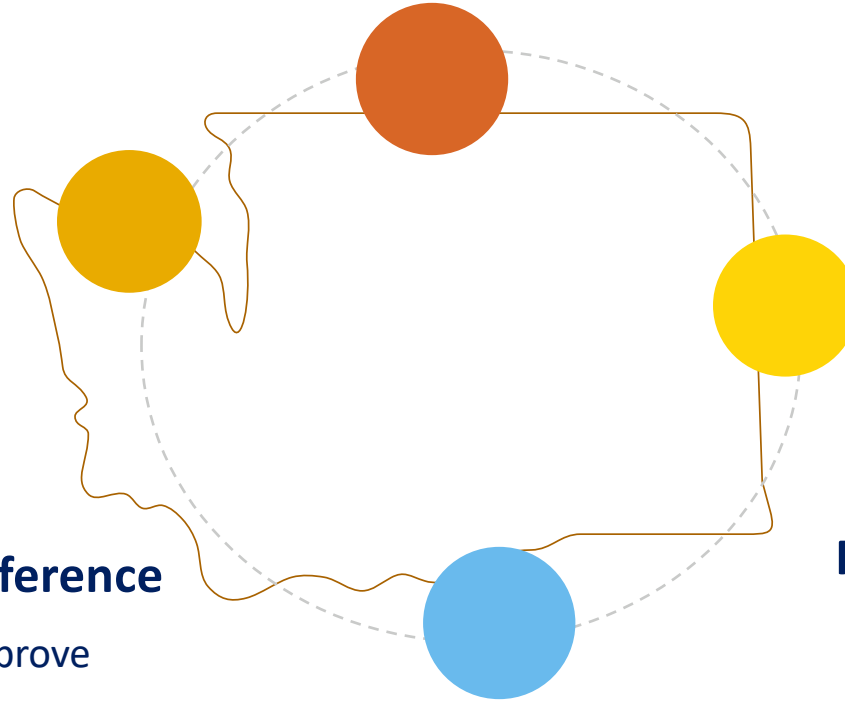
# We're Centered on Community to Deliver Better Health

## Local Staff Who Know Washington

We live and work in the same communities as our members -- right here in Washington.

## Delivering Care That Makes a Difference

We break down barriers to care and improve patient outcomes.



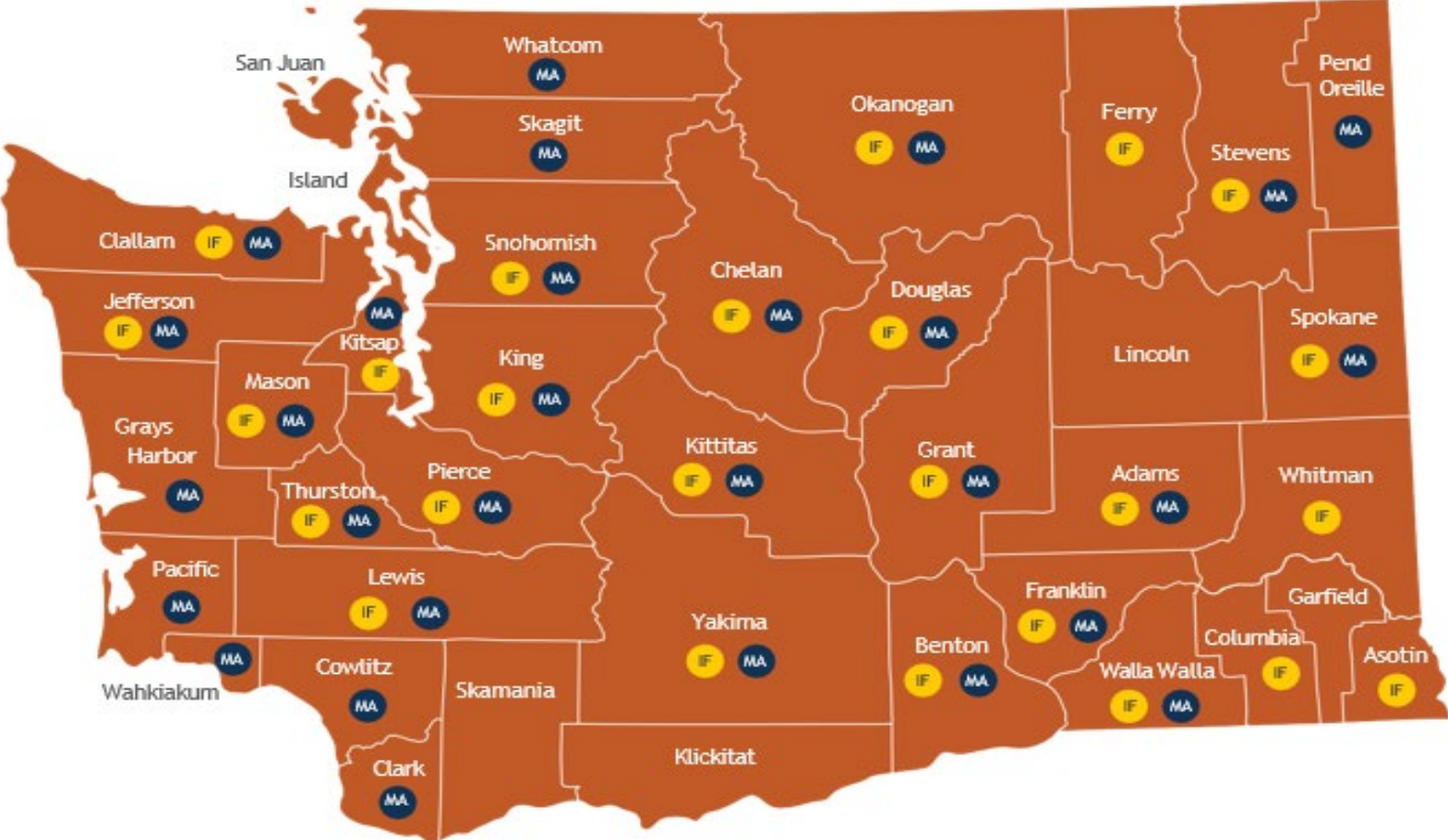
## Three Health Plans for Continuity of Care

CHPW serves people across **three** health plans to provide consistent, quality coverage for Washingtonians at every income level, family size, and stage of life.

## Flexible and Responsive Approach

Whether we're working with our members, providers, or community partners, CHPW repeatedly responds to the dynamic healthcare landscape for better care delivery for all.

# Aligning Health Plans for Members' Continuity of Care



## Apple Health

277,000 Members\*  
Including Behavioral Health Services Only Members



## Medicare Advantage

16,000 Members\*  
Including Dual Medicaid/Medicare Members



## Individual & Family Cascade Select

20,000 Members\*

\* Snapshot data as of 1/2024

1. Apply an  
Equity Lens to  
All of Our Work

2. Reduce Health  
Disparities

3. Become an  
Anti-Racist  
Organization

4. Create an  
Equitable Work  
Environment

Our Strategic Plan's overarching strategy  
guiding us with 4 objectives:

**To be a leader in the  
pursuit of whole person  
care and health equity**



# Centering the Voice of our Members

Who is most impacted by our work?

How are we currently engaging members?

How can we authentically engage members to improve health outcomes for all?

# Identified Priorities

- Trust Building
- Applying an Equity Lens
- Establishing Clear Communication Channels
- Demonstrating Value
- Raising Awareness and Organizational Alignment

# Member Advisory Council Approach



MACs are **regionally based** and **plan-specific**, to ensure representation of the unique communities we serve



Create a **safe space** for members to share their values, needs and experiences



Learn **what matters most** to our members, **what works well**, and **what is challenging** for them as they engage with CHPW and their healthcare



Provide an opportunity to **improve** and **shape** our programs and processes

# What are our members saying?

*“The plan itself feels like it’s not a person, I’m speaking to a system.”*

*“I like being able to tell CHPW about how my services are going – I also want to be able to give them ideas about how to make things better.”*

*“I like being able to join with my wife and having someone from CHPW that can speak Spanish.”*

*“We are individuals, not an algorithm.”*

- Members appreciate CHPW’s interest in hearing their opinions and want to improve access and quality for themselves and other members.
- Members are interested in learning more information on benefits and resources available to them.
- For Spanish-speaking members, having family members participate brings added value, comfort and support.
- Members and caregivers may not differentiate between the health plan and providers.
- Members are overwhelmed in navigating the plan, their medical issues, and having to advocate for themselves tirelessly.

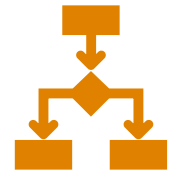
# What are we still learning?



Meeting members **where they are**



Creating **shared value**



Creating **accountability**



Ensuring those **most impacted** have a seat at the table

# CHPW's Vision for Member Advisory Councils

- ✓ Member voice is **embedded** into governance structure
- ✓ Seamless feedback loop to ensure **transparency** and **trust**
- ✓ Councils are **co-led** by members and CHPW
- ✓ Amplify the voices of members who are historically excluded and **most impacted by health inequities**

Questions?

Thank you!

# Member Engagement Workgroup Overview

[SNP Alliance to add]





Join at  
**slido.com**  
**#3385 893**

Tell us about the major barriers and challenges you are facing and how the SNP Alliance Work Group can best support your work going forward!



[www.slido.com](http://www.slido.com) and enter code:  
**3385893**



# THANK YOU

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Visit us on our website at [snpalliance.org](http://snpalliance.org)!