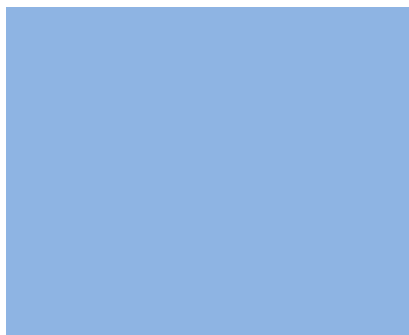


Delaware Center for Health Innovation

Charter for Patient and Consumer Advisory
Committee

October 2014



1. SCOPE

1.1 Purpose

The patient / consumer is at the center of Delaware's initiatives on health care innovation. Individual engagement in health and wellness is essential to achieving Delaware's broader goals to improve the health of Delawareans, improve the quality of care and patient experience, and reduce health care cost growth. Each component of the State's Health Care Innovation Plan depends upon successful engagement by individuals in their health and health care.

The Delaware Center for Health Innovation Patient and Consumer Advisory Committee has the following goals:

- Ensuring the consumer perspective is reflected in all of the work of the Delaware Center for Health Innovation
- Promoting outreach and education to Delawareans about how Delaware's health transformation supports and empowers patients and consumers

1.2 Core areas of focus

The Patient and Consumer Advisory Committee has four primary responsibilities:

1. **Gather input from patients and consumers and represent their voices:** Ensure that the perspectives of patients / consumers are leveraged to inform the design and management of DCHI initiatives and programming (i.e., gather consumer input about access to providers, technology-based tools)
2. **Lead and coordinate patient engagement programming:** Design, implement, and manage DCHI's patient engagement programming, with the goal of empowering Delawareans with information and tools to take an active role in their health and health care
3. **Raise awareness:** Promote broad understanding about the State Health Care Innovation Plan and the improvements it will bring for patients / consumers
4. **Empower patients / consumers through technology:** Empower patients and consumers to manage their own health and health care through the use of technology

1.3 Interdependencies

The Patient and Consumer Advisory Committee's work is interdependent with the activities of both other DCHI committees and external organizations.

Interdependencies with other DCHI committees

Within the Patient and Consumer Advisory Committee will have interdependencies with each of the other DCHI committees. In particular, the Patient and Consumer Advisory Committee has a specific interdependency with the work of the Healthy Neighborhoods Committee, which is intended to enable communities to better engage in their own health.

Interdependencies with external organizations

- **Public health and community programs:** The Patient and Consumer Advisory Committee will coordinate its activities with the patient engagement programs already active in the state. These include programs such as 5-2-1-Almost None, Know Your Numbers, and the Plus3Network Program, among others
- **Delaware Health Information Network:** The Committee will collaborate with DHIN on efforts to develop technology to allow consumers to access their health records. This may include use of tools to support consumers and their families to understand their health status, set goals, and monitor progress
- **ChooseHealth Delaware insurance marketplace:** The State Health Care Innovation Plan shares the “ChooseHealth Delaware” brand with the state insurance marketplace. The Committee will coordinate outreach and consumer education activities to complement marketing related to the marketplace.

2. COMPOSITION

2.1 Expertise / experience required for Committee members

The Patient and Consumer Advisory Committee requires diverse expertise and experience. The Committee should consider a membership with a balance of:

- Individual patients / consumers representing a variety of health-related needs
- Consumer advocates representing specific consumer segments
- Individuals with expertise in community outreach
- Individuals with expertise in marketing / communications
- Clinical leaders, including individuals from primary care, health systems, and / or Federally Qualified Health Centers
- Individuals with expertise in mobile technology / app development

2.2 Expectations for Committee members

Expectations for Patient and Consumer Advisory Committee membership are as follows:

- Meetings will typically be held monthly
- Committee members are expected to serve for a term of one year
- Because continuity and engagement are important, members are expected to attend at least 75% of all meetings either in person or by phone
- Members should not send delegates in their place
- Committee membership is likely to include some additional time commitment outside of scheduled meetings

3. DELIVERABLES

3.1 High-level milestones by year

Milestone	Timing
Consumer needs and audiences identified	Q1 2015
Consumer outreach campaign developed and launched	Q1 2016
Consumer engagement tools developed	Q1 2017

4. METRICS

4.1 Accountability targets

Metric	Description	Frequency	Target
Consumer input	Number of patients / consumers consulted on DCHI activities per year		<ul style="list-style-type: none"> ■ Target to be set by full committee in Nov. '14
Reach of messaging: Innovation	Percent of Delawareans reached with messages about innovation activities		<ul style="list-style-type: none"> ■ 50% (2016) ■ 75% (2017) ■ 90% (2018)
Reach of messaging: Patient and consumer tools	Percent of Delawareans reached with messages about patient engagement tools		<ul style="list-style-type: none"> ■ 50% (2017) ■ 75% (2018)

APPENDIX

Committee Members: October 2014-June 2015

	Name	Organization
1	Rita Landgraf (Co-Chair)	Delaware Department of Health and Social Services
2	Daryl Graham (Co-Chair)	JPMorgan Chase & Co.
3	Rosa Colon-Kolacko	Christiana Care Health System
4	Marianne Foard	Bayhealth Medical Center
5	Joann Hasse	League of Women Voters
6	Karen Helensky	Delaware Physicians Care, Inc.
7	Jim Lafferty	Mental Health Association in Delaware
8	Sarah McBride	Center for American Progress
9	Mary Kate Mouser	Nemours Health and Prevention Services
10	Brian Olson	La Red Health Center
11	Ann Phillips	Delaware Family Voices
12	Cathy Rossi	Mid-Atlantic AAA
13	Ronaldo Tello	Delaware Hispano Magazine
14	Thomas Weeks	New Destiny Fellowship (International)