

“BETTER TOGETHER:” AN UPDATE ON CAREOREGON’S MEMBER ADVISORY COUNCIL

**Patient and Families as Leaders in Health Care
Transformation**

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What is CareOregon?

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- Non-profit, 501c3 Medicaid managed care plan
- Serves over 155,000 Oregonians, including 6,000 Medicare Advantage members
- 1,530 primary care providers , 6,550 specialists, 43 hospitals statewide, and 34 public health depts.
- Vision: *Healthy Oregonians regardless of their income or social circumstances.*

CareOregon's Member Advisory Council Was Reborn in 2010.



Rebirth of Member Centricity

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- CareOregon serves about 160,000 Oregonians
- Member Advisory Council (MAC)
 - Previous MAC from 1998 - 2005
 - Member Centric Team pledged to rebirth on Dec 3, 2009
 - First 6 MAC members July 2010
 - Open House February 2011
- MAC initial goals:
 - Empower members to self-advocate
 - Help CO to improve quality and satisfaction



*Who knows how to best meet the needs of our members?
Our members, of course!*

Current Status of the MAC

- 13 member MAC board
- Charter and Officers approved
- Meet monthly for 2 hours + several subcommittees and trainings in between
- Current & Emerging Projects
 - Leadership Training (Popular Education, Advocacy Communication, Facilitation)
 - New member videos
 - “MAC as Faculty” – Orienting new employees
 - Peer Support Program
 - Outreach to Members (i.e. events, health fairs, mailings, social media)

Vision

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- Database: every member completes interest form
- Oregon's authentic voice for low-income & vulnerable population
- Three Program Tracks
 - Membership Development (leadership & development)
 - Work with CareOregon & providers to improve population health and experience of care
 - Community Health Liaisons that enable members to reduce costs of care through improved self-help and social care

MAC Purpose Statement

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"The Member Advisory Council (MAC) takes an active role in improving the CareOregon member experience."

The council identifies improvement opportunities, provides general feedback and ideas about CareOregon department plans, activities and programs and works to engage fellow CareOregon members and the community on health care issues."

- Member Advisory Council (MAC) initial goals:
 - Empower members to self-advocate
 - Help CareOregon to improve quality and satisfaction

Work Plan 2011-2012

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- ❑ Expand data base: 20,000 interest forms
- ❑ Leadership Training (Advocacy, Team Building, Community Health Work)
- ❑ Sub-Councils (Parents, Spanish Speaking, Geographic, Medicare, Disabilities)
- ❑ Projects
 - ❑ Patient Portal
 - ❑ Mirror image tool
 - ❑ Expanding Better Together Guide



“Better Together” Workplan

- Developed project description
- First meeting on Oct 4th to brainstorm goals and metrics
- Monthly full team meetings scheduled + MAC/Staff meetings at least twice/month
- The Team will prioritize goals and metrics, identify a test population to target and draft the guide
- Guide will be tested through focus groups and edited as needed
- Once finalized, the Guide will be distributed to a pilot clinic or two.
- The Team will then evaluate the Guide against the metrics to determine its effectiveness

“Better Together” Goals & Metrics

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- **What are we trying to accomplish? (goals)**
 - Improve communication between patients and providers
 - Increase patient satisfaction
 - Increase provider satisfaction
 - Improve patient engagement in their health care visits
 - Develop relationship between patient and their provider
 - Encourage patient to establish with PCP
 - Increase patient confidence
- **What are the expected results? (metrics)**
 - Patient and provider satisfaction rates will be improved
 - Patients will be better engaged in their health care visits
 - No-show, late appointments and ED visits will be reduced

“Better Together” Guide

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- The “Better Together” Guide is a communication tool to establish mutual expectations and goals between a patient and their provider
- Learned about idea at IPFCC Conference
- Voted as grant project by MAC
- Recruited MAC members, CO staff and providers to join project team



CareOregon's Member Advisory Council
Open House February 2011

(over 80 people attended)

PHOTO of MAC goes to Salem Day April 18, 2011

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MAC advancing the Practice of Patient
and Family-Centered Care