



**Delaware Center
for Health Innovation**
patient/consumer advisory

Charter

Approved by DCHI Board of
Directors, September 2019



1. SCOPE

1.1 Purpose

The patient / consumer should be 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 Delaware Center for Health Innovation's Plan depends upon successful engagement by individuals in their health and health care, and engagement in communities that are experiencing the poorest of health outcomes due to health inequities. 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 Innovation¹
- Promoting outreach and education to Delawareans about how Delaware's health transformation impacts patients and consumers, including populations experiencing health inequities and adverse social determinants.
- Advancing policies and innovation that are beneficial to 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, costs, social determinants of health, etc.)
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, health care, and policy efforts that influence social determinants of health
3. **Raise awareness:** Promote broad understanding about the Delaware Center for Health Innovation's Plan, State efforts in overall health transformation, and provide education on policies and their potential impact on patients /consumers
4. **Empower patients / consumers through technology:** Empower patients/ consumers with various tools to support their engagement in their own health care and promote systemic engagement that will inform and advocate for transformation
5. **Advance policy and innovation:** Identify areas of policy and innovation that highlight the role of the patient/consumer in advancing health and make recommendations to the DCHI Board

¹ Choudry, S. (2017). The Value of Stakeholder Engagement in Healthcare Reform. Unpublished manuscript. University of Delaware, Newark, DE.

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

The Patient and Consumer Advisory Committee will have interdependencies with each of the other DCHI committees. In particular, if DCHI continues to support the Healthy Neighborhoods Committee, the Patient and Consumer Advisory Committee has a specific interdependency with the work of this 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.
- **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 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 and inclusive of community representation from those communities most impacted by health inequities
- 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. MILESTONES

3.1 High-level milestones by year

Milestone	Timing
Consumer needs and audiences identified	Q1 2019
Enhance DCHI website and communications to include content on patient and consumer perspective and increase DCHI website and social media subscribers	Q1 2020

4. METRICS

4.1 Accountability targets

Metric	Description	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. '19
Reach of messaging: Innovation	Percent of Delawareans reached with messages about innovation activities and inventory of consumer feedback	<ul style="list-style-type: none"> ■ 50% (2019) ■ 75% (2020) ■ 90% (2021)
Reach of messaging: Patient and consumer tools	Percent of Delawareans reached with messages about patient engagement tools. Tools broadly defined to include advocacy education, engagement for information and engagement for advocacy	<ul style="list-style-type: none"> ■ 50% (2019) ■ 75% (2020)

APPENDIX

Committee Members: July 2019-June 2020

	Name	Organization
1	Rita Landgraf (Chair)	University of Delaware
2	Dr. Kirk Dabney	Nemours/Alfred I. duPont Hospital for Children
3	Marianne Foard	Bayhealth Medical Center
4	Joann Hasse	League of Women Voters
5	Charita Jackson-Duronsimni	Westside Family Healthcare
6	George Meldrum	AARP
7	Brian Olson	La Red Health Center
8	Ann Phillips	Delaware Family Voices
9	Tim Rodden	Christiana Care Health System
10	Salvatore Seeley	CAMP Rehoboth
9	Ronaldo Tello	Delaware Hispano Magazine
10	Emily Vera	Mental Health Association of Delaware