

Operational Plan
Consumer Engagement Taskforce

DRAFT

This plan operationalizes the activities necessary to produce a strategic plan to provide the HSCRC guidance on implementing and maintaining a consumer engagement and outreach process. Ultimately, the plan will include, but not be limited to, recommendations on target audiences, messages, messengers, timeline, process for developing messages and identifying messengers, developing and maintaining a mechanism for feedback and ongoing engagement, and ongoing evaluation on the consumer engagement initiative.

Objective/Priority Action	Priority	Activities	Due Date	Responsible Party	Add'l Resources Required	Measurement of Completion
Clarify/expand charge of Taskforce and Subgroups		<ul style="list-style-type: none"> Internal discussions with taskforce members Discussions with HSCRC 	March	Leni, Tiffany, Taskforce	None	Refined charge description
Gain understanding of hospitals' current and planned consumer engagement and outreach activities and consumer-relevant/resonant NAPM-inspired programs and services		<ul style="list-style-type: none"> Schedule presentations from hospitals' GBR and Population Health Management Directors and TPR (total patient revenue) hospital representatives at Taskforce and/or subgroup meeting(s) 	March/ April	Leni and Tiffany	Hospital representatives	Summary of hospitals' current and planned activities
Learn options for mechanisms and processes to solicit input from consumers regarding their experiences and satisfaction with healthcare.		<ul style="list-style-type: none"> Research existing systems of hospitals Research systems in use in Maryland and beyond Presentations from consumer engagement/feedback experts 	May	Tiffany, Leni, Subgroup #2 Tiffany, Leni, Subgroup #2 Tiffany, Subgroup #2	Consumer engagement/feedback experts	Summary of consumer feedback mechanisms and processes
Learn options for processes to synthesize and respond to feedback from consumers.		<ul style="list-style-type: none"> Research existing systems of hospitals Research systems in use in Maryland and beyond Presentations from consumer engagement/feedback experts 	May	Tiffany, Leni, Subgroup #2 Tiffany, Leni, Subgroup #2 Tiffany, Subgroup #2	Consumer engagement/feedback experts	Summary of options of processes to evaluate and act on consumer feedback

Objective/Priority Action	Priority	Activities	Due Date	Responsible Party	Add'l Resources Required	Measurement of Completion
Learn options for vehicles to secure initial and ongoing input and feedback from consumers.		<ul style="list-style-type: none"> • Research existing systems of hospitals • Research systems in use in Maryland and beyond • Presentations from consumer engagement/feedback representatives • Develop summary of learnings 	May	Tiffany, Leni, Subgroup #2 Tiffany, Leni, Subgroup #2 Tiffany, Subgroup #2 Tiffany and Leni	Consumer engagement/feedback experts	Summary of mechanism to secure consumer feedback
Compile list of audiences targeted for information about the NAPM.		<ul style="list-style-type: none"> • Brainstorming among Subgroups #1 • Solicit input from full Taskforce • Finalize list 	April	Subgroup #1, Taskforce Subgroup #1, Taskforce Leni and Tiffany	None	List of target audiences
Compile list of options for ideal messengers for delivering NAPM information to consumers.		<ul style="list-style-type: none"> • Brainstorming among Subgroups #1 • Solicit input from full Taskforce • Finalize list 	May	Subgroup #1 Leni and Tiffany Leni and Tiffany	None	List of messengers
Compile lists of underlying messaging for various NAPM consumer engagement audiences		<ul style="list-style-type: none"> • Brainstorming among Subgroups #1 • Solicit input from full Taskforce • Solicit guidance/presentations from health literacy, plain language, and marketing experts 	April	Subgroup #1, Taskforce Leni and Tiffany Leni, Tiffany, Taskforce	Health literacy, plain language, marketing experts	List of underlying messaging
Identify collaboration and coordination with Consumer Outreach Taskforce		<ul style="list-style-type: none"> • Ascertain planned activities of Consumer Outreach Taskforce • Identify and pursue opportunities for collaboration and coordination 	April	Tiffany	None	Cohesive consumer engagement and outreach initiative