

New Funding Opportunity from CACP, with Support from the Robert Wood Johnson Foundation

Pathways to Partnership – Lifting the Voice of Your Consumers



Issued: October 3, 2019

Deadline: Brief application due November 4, 2019

Decision: mid-December 2019

Opportunity

With support from the Robert Wood Johnson Foundation, the Center to Advance Consumer Partnership (CACP) is releasing this special solicitation. **We are looking for organizations to participate in an Early Adopter Program to implement CACP's pioneering Consumer Partnership Model. CACP's Model is designed to offer health and social service leaders the framework, tools, and resources to make authentic and sustained consumer partnership an operational reality.** Up to four Early Adopter participants will be selected from respondents to this special solicitation.

Background

Individuals with complex health and social needs are often the most vulnerable, costly, and marginalized among us – and the least likely to receive high quality healthcare. Improving care for these individuals is one of our healthcare system's highest priorities, but meaningfully engaging these consumers in creating care systems that fulfill their needs is an unmet opportunity. The recently published *Blueprint for Complex Care*¹ notes that a major weakness in the field is successfully incorporating the lived experiences of individuals with complex needs in the design, implementation, and evaluation of their care.

Commonwealth Care Alliance, Inc. (CCA) founded The Center to Advance Consumer Partnership (CACP) to close this gap based upon the belief and experience that improved quality, reduced costs, and enhanced patient and provider experiences will only be fully achieved when individuals with complex health and social needs are authentically engaged as experts in their own lives and can effectively partner with health professionals as experts in care. Building on CCA's own approach and track record, CACP is driving the adoption and evaluation of a partnership-based model of collaboration between healthcare organizations and consumers to develop, innovate, and validate care and service models that work and measures that matter.

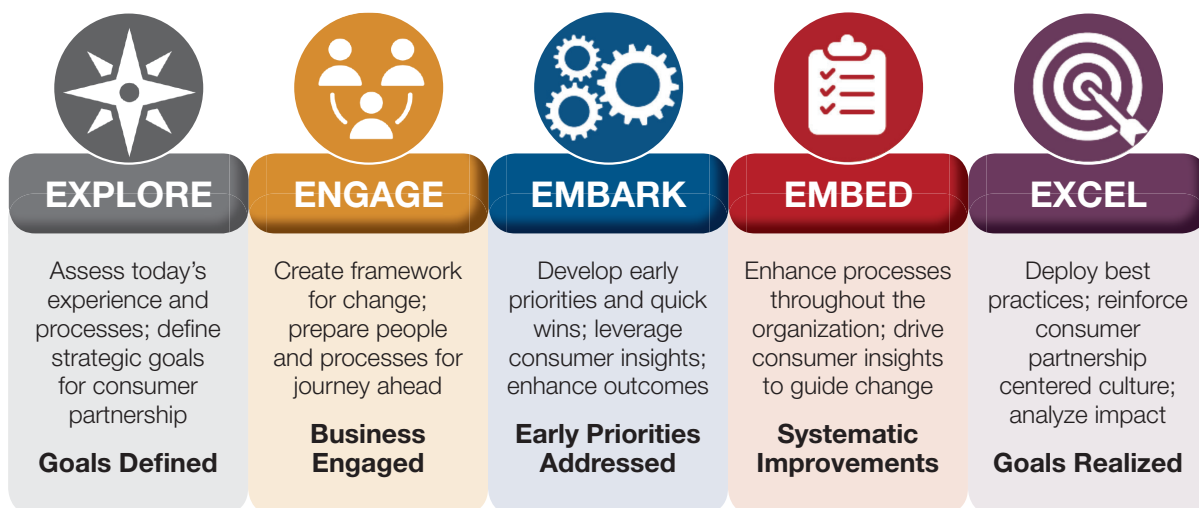
¹ Humowiecki et al. *Blueprint for Complex Care: Advancing the Field of Care for Individuals with Complex Health and Social Needs*. www.nationalcomplex.care/blueprint. December 2018.

Learn how to view your organization through the lens of your consumers, collaborating to embed their voices throughout your organization, inform best practices, and achieve best outcomes.



The CACP Consumer Partnership Model

One of CACP's highest priorities is to show persuasively that partnering with consumers provides not only better insights but better outcomes—improved quality, reduced costs and enhanced experiences for both consumers and providers. The Model focuses explicitly on helping organizations gain and grow the knowledge, tools, and infrastructure to be successful.



“We are continually amazed at the way our consumer partners translate their lived experience into insights – and how acting on those shared insights can significantly improve organizational performance.”

Melinda Karp, CACP Executive Director

Early Adopter Program Overview

Each Early Adopter organization will actively engage with CACP experts in the following activity areas to support implementation of the Model over a thirty-month time period beginning in the first half of 2020.



Pathways to Partnership – Mapping the Consumer Journey

Touchpoint experience mapping produces a tangible, consumer-validated visualization of the current end-to-end interactions consumers have with an organization, identifying moments that matter (interactions that are most important to the consumer), pain points (interactions in which consumers have negative experiences) and functional accountabilities (identifying the area(s) of an organization accountable for delivering each particular experience).



Voices in Partnership – Developing Consumer Participation Infrastructure

CACP will conduct a current state assessment with each Early Adopter to understand current organizational thinking, actions, and commitment around consumer partnership. CACP will develop a clear understanding of an organization's current levels of consumer participation (and the techniques leveraged to support it) in designing, implementing, and evaluating its products, services, governance structures, and operational models. The assessment will provide a roadmap of prioritized activities required to build or enhance capabilities and capacity to effectively and sustainably engage consumers as partners.



Measures That Matter – Building Experience Measurement Frameworks

Through a current state assessment, the CACP team will map each Early Adopter's current slate of measures (consumer experience, operational, regulatory, etc.) to its journey map. This will create a visualization of how the organization's current measures tie to the map and where gaps exist in areas that are most important to consumers. This assessment will include a clear plan of prioritized activities to design and implement the data collection, analysis, and reporting needed to generate key operational and strategic insights.



Value Proposition – Participating in Evaluation of the Model

While it will take several years of continued implementation and data collection to build a solid evidence base for the consumer partnership value proposition, we are constructing the scaffolding to support robust program evaluation from day one. CACP will work with an external evaluation team to assess and document process, outcomes, and impacts of our Consumer Partnership Model within each Early Adopter, including analyses of Early Adopter leadership and staff resource investment over the life of the project.



Learning Community – Supporting Change through Collaboration

CACP will provide ongoing access to expert coaching, tools, resources, and other technical assistance through a collaborative community where we will share implementation challenges and solutions, successes, opportunities for improvement, and emerging best practices.

When health systems effectively collaborate with consumers, everyone wins. Quality is improved. Costs can be reduced. And the experience of care is improved for patients, staff, and clinicians.



Early Adopter Organizational Commitments

To participate as an Early Adopter in this program, organizations will agree to the following commitment of time and resources:

- Ongoing executive level leadership engagement over the course of the entire 30-month period.
- Commitment of internal resources necessary to ensure successful implementation of all Early Adopter program components, including:
 - o Staff time for participation in materials gathering, interviews, workshops, and other program related activities.
 - o Aggregation and production of requested data (i.e. utilization, consumer experience, quality) to support qualitative and quantitative evaluation.
 - o Administrative and logistical support for internal and consumer interviews, workshops, and focus groups
- 16-20 internal interviews for journey mapping
- 8-12 internal interviews for measurement/consumer participation current state assessments
- Interviews with external evaluation team, as needed
- Recruitment of 80-100 consumers and scheduling of 8-12 focus groups and management of all consumer focus group logistics, e.g., meeting space, food, and consumer compensation.

Early Adopters must be willing to engage with the evaluation team and continue to participate in our learning community. This will allow Early Adopters to enhance the value of their investments by seeing what is possible; integrating groundbreaking lessons learned into their processes; and helping develop the roadmap for further scaling and implementing of the CACP Model across the complex care field.

Financing Program Implementation

Each early adopter organization can expect to receive over 1000 hours of support from CACP expert consultants and evaluators throughout the Program. CACP will work individually with organizations to scope and implement each component of the Model based on each organization's business needs. This access to an experienced consulting team – including presentations to senior leadership about findings and next steps, CACP developed tools and resources, and an online and in-person learning community – will provide Early Adopters with significant, lasting value. Based on previous experience, we estimate that the cost of a full price engagement would range from \$160,000 to \$200,000, depending on the size and scope of an organization.

Support from the Robert Wood Johnson Foundation allows CACP to substantially defray the engagement costs for Early Adopters. We recognize that some organizations with more limited budgets and resources will need to have their Program costs fully subsidized (i.e., there will be no consulting fees associated with participating). Other Early Adopter organizations will incur up to \$67,500 program fees over the duration of the Program. In the application, we are asking organizations to specify whether they require full or partial cost subsidies and the justification for requesting a full subsidy.



Can't Apply, but Want to Learn More?

If you are not able to submit an application, but would like to learn more about CACP programs, click [HERE](#) to tell us about yourself, your organization, and how best to contact you.



617-452-0899 (TTY:711)
info@consumerpartnership.org
30 Winter Street
Boston, MA 02108

Eligibility

Organizations principally serving populations with complex needs (health plans, social service agencies, healthcare providers, and accountable care organizations, for example) are eligible to apply. Unfortunately, at this time, the Program will not include hospitals. While CACP fully expects hospitals to be excellent candidates for implementing the Consumer Partnership Model, they will not be eligible for this round of participation.

Selection Criteria

When reviewing Early Adopter applications, we will look particularly toward those organizations that have (1) demonstrated interest in developing or enhancing strategies to effectively engage consumers as partners in strategic, operational, and service development decisions (2) established senior leadership interest in consumer partnership as an important component of their business models, and (3) a history of innovation in caring for individuals with complex needs. CACP will assemble a diverse, complementary cohort of Early Adopters, drawn from a wide range of organizations serving people with complex needs – from large payers/providers to small community-based organizations – with distinct organizational structures, across different geographies, and with varying levels of existing consumer participation infrastructure.

Application Process & Important Dates

October 3, 2019

Special Solicitation Release

October 15, 2019

Prospective Applicant Webinar

November 4, 2019

Applications Due at 6:00 PM EST. Submit to info@consumerpartnership.org via email

Mid-December

Decision Announced

Applicants must submit their completed application no later than 6:00pm EST on Monday, November 4, 2019. All applications will be treated as confidential by CACP. We will confirm receipt within 24 hours.

To present an overview of the Early Adopter Program and answer questions, CACP will host an informational webinar for prospective applicants at 3:00pm EST October 15, 2019. Please use the following methods to join the call.

1. Call +1 (872) 240-3311; Participant Access Code: 993-175-557
2. To join from your computer, tablet, or smartphone (and to access slides) <https://global.gotomeeting.com/join/993175557>



CONSUMER PARTNERSHIP EARLY ADOPTER PROGRAM

Application Deadline is 6:00pm EST on Monday, November 4, 2019

Please complete this application, save it as a pdf (identifying your organization in the file name), and submit it via email to info@consumerpartnership.org no later than November 4, 2019 at 6:00pm EST.

Applicant Information

Applicant Name (full legal name of applicant organization):

Applicant Address:

Applicant Type: Health Plan
 Social Service Organization
 Community Health Center/ Provider Organization
 Accountable Health Community
 Other (please specify):

Please note that hospitals are not eligible to apply to be Early Adopters at this time.

Principal Contact Name:

Title:

Email Address:

Phone:

Project Role:

Please describe the geographic areas you serve:

If you serve large or multiple geographic areas, is there a specific geographic area you plan to focus on for this Program? If so, please specify where you would focus this Program.

Please provide information about the number of consumers (clients/patients/members) you serve or cover on an annual basis:

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Please describe the health and social complexities of your consumers (e.g., economic, housing, food insecurities; medical, behavioral, developmental complexities; education levels, etc.) [maximum 100 words]:

What portion of your clients/patients/members have complex health and social needs?

0 – 24%

25 – 49%

50 – 74%

75 – 100%

What is your annual revenue?

< \$1million

\$1 – 3M

\$3 – 7M

\$7 – 20M

> \$20M

How many FTE's are in your organization?

<50

50-250

250-500

500-2,500

2,500-10,000

If necessary, provide other detail, e.g., contracted vs. employed. (50 words maximum)

Narrative Questions

Your application must address the following questions and your answers must be contained within the spaces provided for them (approximately 500 words each).

1. What is driving your interest in this project?

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2. Please describe how this work will align with key organizational priorities.

3. What attributes of your organization (e.g., mission, culture, business strategy, key performance metrics/ targets/goals, financial objectives, etc.) ensure significant and ongoing buy-in from senior leadership to authentically partner with consumers?

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4. Please describe the process you would use to identify, contact, and assess the interest levels of your consumers with complex needs in sharing their perspectives with your organization. Do you anticipate challenges or barriers to engaging your consumers and, if so, what strategies would you consider using to overcome those challenges or barriers?

5. Please indicate the extent to which your organization is able to invest up to \$67,500 to participate in the Program. If you are unable to dedicate financial resources, explain why you require a full subsidy to participate.

Thank you for your submission!

To submit, please save your completed application as a pdf (identifying your organization in the file name) and email it to info@consumerpartnership.org on or before November 4, 2019 at 6:00pm EST.

Should you have any questions, please contact CACP via email or 617.452.0899.