



## Transforming the quality of care for people with complex needs

### **The Center to Advance Consumer Partnership**

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 the American healthcare system’s highest priorities. Meaningfully engaging these consumers is one of its greatest unmet needs. These are the people, and the goals, to which we dedicate ourselves at The Center to Advance Consumer Partnership (CACP).

### **Embracing an inclusive new paradigm – authentic consumer partnership**

Authentic partnership means consumers as experts in their own lives partnering with health professionals as experts in care. It means collaborating to develop, innovate, and validate care models that work and measures that matter.

In our work at Commonwealth Care Alliance® (CCA), we have continually been amazed at the ways our members translate their lived experience into insights that improve quality, reduce costs and improve the care experience.

At CACP, we are eager to foster adoption of this model throughout the healthcare system.

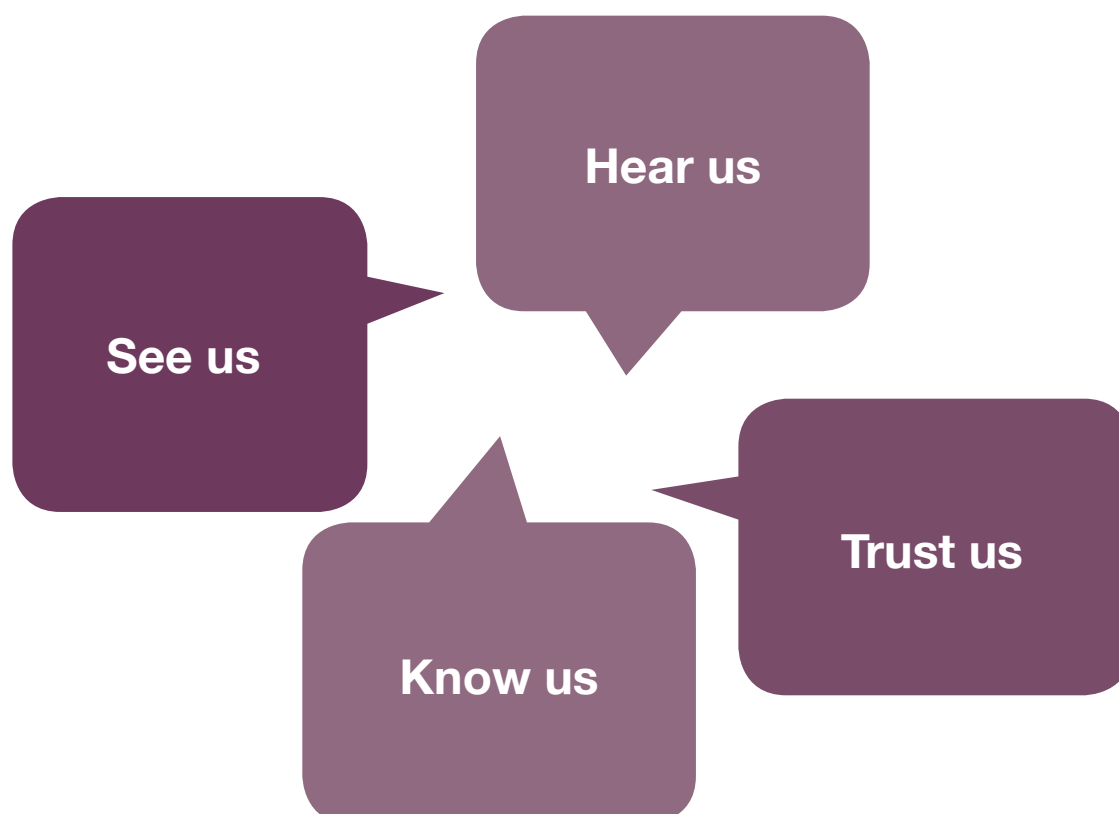
## Offering the programs you need to make consumer partnership a reality

Building on the foundational work we began at Commonwealth Care Alliance, CACP has developed a suite of service offerings designed to help healthcare leaders build a successful, partnership-centered culture. These include:

**Pathways to Partnership (P2P).** Through a series of interviews and workshops, P2P engages your staff in documenting the many ways consumers interact with or make decisions about your organization. What emerges is a well-defined, consumer-validated roadmap of your consumers' end-to-end journey, with immediate opportunities for improvement identified and prioritized.

**Voices in Partnership (VIP).** With VIP, we help you establish the infrastructure you need to understand the lived experience of your consumers with complex needs and integrate their insights into your business model. Your consumers will become your partners in discovering solutions that meet their ongoing needs, improve quality, manage costs, and create best-in-class experiences.

**Measures That Matter (MTM).** What gets measured gets improved! Through MTM, you will acquire the tools to gather actionable data that provide key insights — what is most important to your consumers, where you are having meaningful impact, and where there is opportunity for improvement.



## Building the business case for consumer partnership

CACP recognizes that health care is a business, and that business decisions must begin with facts and evidence. That is why one of our highest priorities is to show persuasively that partnership with consumers provides not only better insights, but also better outcomes.

We are building on the business proposition we have already begun demonstrating at CCA: when health systems and consumers collaborate, everyone wins. Quality is improved. Costs are reduced. And satisfaction increases for both consumers and providers.



**Let's explore ways we can work together  
to foster authentic consumer partnership.**

**Please contact us to start the dialogue.**

**617-452-0899 (TTY: 711)**

**[info@consumerpartnership.org](mailto:info@consumerpartnership.org)**





## You don't know what you don't know: the power of consumer journey mapping

CACP's Pathways to Partnership program grew out of the successful journey mapping experiences at CCA, which we began by working with staff to sequence the many ways our members interact with the organization. As the journey map began taking shape, we engaged groups of members to review and validate our findings.

The experience proved to be a real eye-opener. We discovered that staff assumptions about what mattered most to our members were at times quite different from members' actual experiences.

One example: whereas staff had assigned great significance to member welcome calls, members themselves told us that the moment they truly felt "on board" with CCA was when they received their ID card in the mail. This insight had an immediate impact on CCA's onboarding priorities.

### **Lasting return on investment**

The journey mapping experience paid additional, long-term dividends for the organization and, importantly, for the consumer:

1. Mapping revealed several areas where CCA functional responsibilities were unclear or overlapping, resulting in inefficiencies for the organization and potential confusion for members. CCA was able to clarify roles, reassign responsibilities, and streamline operations.
2. The process itself was a bonding and silo-busting experience for the organization, reinforcing existing staff connections and building new ones.
3. The journey map became a living document that provides a blueprint for ongoing improvement and innovation.

# An Exceptional Leadership Team and National Advisory Council

## Larry Gottlieb



*CCA Chief Quality Officer  
CACP President and CEO*

An accomplished physician executive, Larry Gottlieb has thirty years of diverse experience and achievement in managed care, population health, quality improvement, clinical information technology, and health care delivery. He is widely recognized in the healthcare industry as a leader in quality measurement and improvement for populations with complex needs.

## Melinda Karp



*CCA Vice President, Consumer Centered Quality  
CACP Executive Director*

After leading highly successful consumer experience and engagement efforts at CCA and other forward-looking health care organizations, Melinda Karp brings to CACP her enormous expertise and over twenty years of experience creating a culture of consumer partnership.

## The CACP National Advisory Council

**Betsy Barbeau**, Executive in Residence, .406 Ventures

**Amy Heymans**, Founder and Chief Experience Officer, Mad\*Pow

**Ann Hwang**, Director, Center for Consumer Engagement in Health Innovation

**Susan Mende**, Senior Program Officer, Robert Wood Johnson Foundation

**Paul Mendis**, Former Chief Medical Officer, Neighborhood Health Plan

**Andrey Ostrovsky**, Chief Medical Officer and Senior Vice President, Behavioral Health,  
Solera Health

**Olivia Richard**, Consumer Activist and Disability Rights Advocate

**Eric Schneider**, Senior Vice President for Policy and Research, The Commonwealth Fund

**Michelle Herman Soper**, Vice President, Integrated Care, Center for Health Care Strategies



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