INTEROPERABILITY MATTERS CONSUMER ENGAGEMENT STRATEGY WORKGROUP

Charter

The Consumer Engagement Strategy Workgroup was established by the Sequoia Project at the direction, and with the approval of, the Interoperability Matters Leadership Council to receive input from The Consumer Voices Workgroup and supplement with subject matter experts to address challenges and recommend strategies for (1) equitable consumer engagement, (2) consumer education, (3) consumer access, and (4) interoperability policy. The Consumer Engagement Strategy Workgroup will gain an understanding of consumer experiences, priorities, and recommendations; and develop short and long-term cross-industry strategies for meeting consumer needs. The recommended strategies will be provided to the Interoperability Matters Leadership Council and Sequoia Board.

Key Questions this workgroup will answer

Reviewing and Evaluating Consumer Workgroup Input in the Context of Interoperability
What are the common themes identified by The Consumer Workgroup regarding:
1. Barriers accessing and sharing their health records?
2. Understanding their rights?
3. Health literacy?
4. Health data privacy and security?

Translating Consumer Input to Objectives for Consumer Engagement
1. What are the short-term objectives for engagement strategies?
2. What are the long-term objectives for engagement strategies?
3. What are the mechanisms for advancing the objectives?
4. What are the considerations for consumers that are not technically able to engage?

Translating Consumer Input to Objectives for Access
1. What are the short-term objectives for access strategies?
2. What are the long-term objectives for access strategies?
3. What are the mechanisms for advancing the objectives?

Translating Consumer Input to Objectives for Consumer Education
1. What are the short-term objectives for education strategies?
2. What are the long-term objectives for education strategies?
3. What are the mechanisms for advancing the objectives?

Translating Consumer Input to Objectives for Policy Change
1. What are the short-term objectives for policy change?
2. What are the long-term objectives for policy change?
3. What are the mechanisms for advancing the objectives?

Developing Recommendations and Strategies
1. Identify partners to support consumer strategies
2. Identify mechanisms/resources to meaningfully advance consumer engagement, access, education, and policy
3. Identify cross-sector strategies for sustained consumer engagement in health information exchange (e.g., outreach to industry partners, creation of models for ongoing consumer participation and collaboration)
4. Evaluate continued Sequoia role in consumer engagement, access, and education

Supporting the sustainability of a diverse, representative, and sustained consumer workgroup
1. How do we identify and recruit consumer members?
2. What materials do we need for consumer outreach?
3. How do we structure the consumer workgroup for maximum participation and engagement?
4. How do we establish an outreach process to sustain and refresh membership over time?

Guiding Principles

1. The consumer's voice matters.
2. Workgroup deliverables will be generated through an open, inclusive, consensus-based process with a focus on priority use cases consistent with the mission of The Sequoia Project and Interoperability Matters.
3. Recommendations and strategies will remain vendor, provider, and technology neutral.

Membership

The Consumer Engagement Strategy Workgroup will be led by two co-chairs. Co-chair duties include:

1. Leading and facilitating Workgroup efforts, including the development and maintenance of Workgroup deliverables and assigning subgroups, as necessary, to draft deliverables;
2. Facilitating Workgroup meetings in a manner that assures that all Workgroup members are actively contributing to the workgroup's efforts;
3. Enabling balanced opportunities for all Workgroup members to contribute to the discussions and minimizing a few individuals from dominating the discussion;
4. Conducting the work in a manner that is efficient, in accordance with the work plan;
5. Meeting with Sequoia staff prior to each Forum meeting to prepare the agenda and discussion topics; and
6. Assisting in the drafting and review of materials

Meeting Frequency

The Consumer Engagement Strategy Workgroup will meet virtually on a monthly basis, with the potential for additional subgroup meetings.

Meeting Preparation and Staffing

The Consumer Engagement Strategy Workgroup will be supported by Sequoia staff.

Member Responsibilities

1. Maintain personal involvement in Workgroup meetings and related activities
2. Respect any confidential discussions held within the Workgroup
3. Represent the necessary expertise to contribute to the development of the Workgroup deliverables and enlist feedback from the constituents represented
4. Accept assignments and tasks between Workgroup meetings
5. Leverage your organization's member/consumer advisory groups