



GROW & STRENGTHEN YOUR COMMUNITY ENGAGEMENT

Consulting Services: Engagement



Creating value for... Hospitals • Health Systems • Health Plans
Accountable Care Organizations • Public Health and Community Initiatives

Respectful, effective community partnerships can fuel your health improvement efforts – and enhance local trust. By balancing program requirements with new innovations, you can engage your community in co-design, connect people to their care, cultivate better health, and generate sector-changing insight along the way.

The Center develops and implements meaningful consumer engagement efforts for institutions and communities. An initiative of a national nonprofit working with partners in more than 40 states, we'll help you build your community collaborations on firm footing – now and for the years ahead.

As your partner, the Center will help you...

- ✓ **Expand** your staff skills to collaborate with and respond to community partners
- ✓ **Engage** with community-based organizations and residents to promote health equity
- ✓ **Design** strategies to build your staff and partners' capabilities and trust
- ✓ **Develop** policies and frameworks that build on best practices and models nationwide

Trust in the Center's...

- 20 years of experience in health care equity and inclusion, with a national network of local partners
- Knowledgeable, collaborative staff
- Expertise and nuanced skill with diverse stakeholders
- Proven commitment to practical, community-minded health innovation solutions that engage people as partners in their own care

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"Engaging consumers and families was always a priority for the kind of innovation we pursued for Medicare-Medicaid beneficiaries. But creating the requirements for engagement was only the first step. The Center offered unique expertise that helped health plans and providers create meaningful, effective relationships with their members. This work is essential if we are going to deliver on the promise of better care at lower cost."

— Melanie Bella, former Director,
Medicare-Medicaid Coordination Office, CMS

Case Study

Health system bolsters community partnerships to promote health equity

A health system with hospitals in nearly two dozen states was interested in improving the health of the communities it serves. Recognizing this could most effectively be done through better collaboration with community organizations and residents, they partnered with the Center to provide technical assistance to a new multi-sector initiative on community engagement and coalition building.

While staff had some experience collaborating with local stakeholders, the Center realized that new skills, resources and strategies were needed to effectively engage grassroots community organizations and local residents who have borne the brunt of long-standing inequities. The Center took the lead in creating an equity-based engagement framework that would help local initiatives and the health system adopt a systematic approach to ensure the involvement of community residents as partners and peers. Now, more of the system's hospitals are integrating this equity-based framework into their community health initiatives.