

OUR IMPACT: Consumer Voices for Innovation



OUR MISSION

Engaging consumers in the design and delivery of their care is at the core of what we do at the Center for Consumer Engagement in Health Innovation. An [evaluation](#) conducted by the Institute for Community Health of one of our grant programs, Consumer Voices for Innovation (CVI), illustrates our ability to work with advocates across the country to build powerful consumer voices – particularly those of people with complex health needs.

REACHING PEOPLE WITH COMPLEX HEALTH NEEDS

We set out to engage consumers from populations that have higher rates of complex health problems – people from low-income communities, people of color and older adults. These communities are most at risk from a dysfunctional health care system, and have the most to gain from improving care.

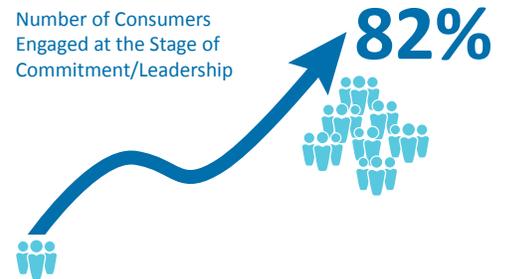


We wanted to see whether we could get people interested in working to improve health care delivery, which strategies were most effective and what it takes to build a strong consumer voice. In one year, our grantees successfully connected with 13,000 consumers in six states, of whom 3,200 were interested in becoming involved in a delivery system reform effort.

Our partners reached consumers by holding community meetings, working with locally trusted organizations (such as faith-based organizations), advertising in local media, hosting house parties and building connections through service provision.

BUILDING CONSUMER LEADERSHIP

However, it's not enough to simply find people with complex health needs, the next step is to support and build leadership opportunities over time. In one year, our grantees increased the number of consumer leaders by 82 percent. We know that these consumer leaders will play a powerful role in shaping care in their communities.



BUT WE'RE JUST GETTING STARTED

CVI is going strong in its second year, and is part of our portfolio of work that seeks to elevate the power of consumers in creating better health. We look forward to continuing to work with state, local and national advocates, policymakers, and health system leaders to create a stronger, more powerful consumer voice in health care.

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