

# Framework for Better Health for Complex Populations

## 2019-2020



### WHO WE ARE

The Center for Consumer Engagement in Health Innovation at Community Catalyst is a pragmatic, forward-looking advocate for improving the health of people and communities with complex health and social needs. We amplify the voices of consumers and communities in health care and in health policy. We promote innovation and health care that is person-centered and focuses on the well-being of vulnerable people and communities across the country.

### WHAT WE DO

- Build consumer and community leadership
- Work with health systems to promote person-centered innovations in care and community health
- Engage federal and state policymakers to improve public programs that serve vulnerable populations
- Conduct practical, solutions-oriented research



### OUR GOALS

At the Center, we are committed to ensuring that the health system works for all consumers, particularly consumers and communities with complex health and social needs, communities of color, and other populations that have often been left out of the health care policy process.

Right now, the health system is undergoing rapid changes related to how care is paid for and delivered. At the same time, access to affordable, comprehensive coverage is threatened, particularly for consumers with low incomes and complex health needs who rely on Medicaid for coverage. If consumers and communities are not involved in discussions about the future of our health system, we will end up with a system that is unaffordable, inaccessible, and does not meet the health needs of those who rely on it the most.

That is why our framework for improving care for consumers and communities with complex needs is built on three interrelated goals: maintaining a strong foundation of health coverage and access, promoting person- and community-centered models of care that will lead to better and more equitable health outcomes, and ensuring consumers and community voices are part of the discussion at all levels.





## POLICY AND ADVOCACY PRIORITIES

In order to achieve these goals, over the next two years we will be focusing on **five key policy areas** where we will **advocate for legislative and regulatory change**, provide **funding and technical assistance** to state advocates, and **conduct research and promote best practices**.

### 1. Advance Policies that Enable the Health System to Better Address Patients' and Communities' Social Needs

The social, environmental and economic factors that shape people's lives play a crucial role in health outcomes. Although the health sector can't and shouldn't be the only sector responsible for addressing the social and economic factors that impact people's health, it has an important role to play in coordinating care and services and providing interventions when the health and social needs of patients and communities directly intersect. To better enable the health system to address social needs, in 2019 and 2020 we will:

#### ***At the State Level:***

- Provide funding and technical assistance to advocacy organizations in seven states to advance consumer-driven policies for addressing the social determinants of health in populations with complex health needs
- Provide funding, technical assistance and grassroots training in two states to advance policies that incentivize health care investment in historically marginalized and disadvantaged communities

#### ***At the Federal Level:***

- Support legislation establishing new pilot programs to test models for expanding how the health system addresses social needs
- Advocate for the Center for Medicare and Medicaid Innovation to launch at least one new demonstration model that is focused on addressing social needs
- Educate lawmakers on the importance of transportation to the health of Medicaid enrollees, and engage them in the continuation and improvement of Medicaid transportation programs
- Promote community benefit approaches that elevate and address community-identified priorities – including social determinants of health – with policymakers, health care leaders and partners

### 2. Incorporate Robust Consumer Engagement Into Payment and Delivery Reform Initiatives

The health system is changing rapidly and initiatives to transform the way care is delivered and paid for represent an important opportunity for improving patients' health outcomes and experiences in the health system. Health care providers and public health officials are also exploring opportunities to use other policy levers, like community benefit, to drive larger-scale changes in community health. However, these initiatives will only be effective if they center on the needs and experiences of consumers. To ensure health system transformation efforts are truly patient-centered, in 2019 and 2020 we will:

#### ***At the State Level:***

- Highlight policy and practice changes resulting from consumer engagement in state health system transformation and community benefit efforts
- Share best practices in consumer and community engagement, learned from our work with state and local advocacy partners and with health care organizations

#### ***At the Federal Level:***

- Advocate for the Center for Medicare and Medicaid Innovation to release a comprehensive consumer engagement strategy
- Ensure the Center for Medicare and Medicaid Innovation includes strong consumer engagement requirements in new models



### 3. Improve Coverage and Care for Beneficiaries Who are Dually Eligible for Medicare and Medicaid

Individuals who are eligible for both Medicare and Medicaid tend to have greater medical needs and costs than individuals eligible for just one program or the other. However, historically, Medicare and Medicaid have done little to coordinate the distinct services provided across the two programs. To improve care for dually eligible beneficiaries, in 2019 and 2020 we will:

**At the State Level:**

- Work with state consumer, disability and older adult advocacy organizations to ensure ongoing financial alignment demonstrations and long-term services and supports programs are implemented in a consumer-centered way, with an emphasis on consumer engagement, comprehensive and coordinated services, and connections to social services

**At the Federal Level:**

- Support legislation and administrative efforts that promote and strengthen integrated care, with particular focus on expanded benefits, strong enrollee protections and robust and person-centered care coordination for dually eligible beneficiaries

### 4. Develop Sustainable Mechanisms for Financing Long-Term Care Services

Current mechanisms for funding long-term care in the United States are grossly inadequate and put great strain on patients, caregivers and state budgets. Long-term care financing will be an important consideration as we work to improve the affordability of health care and address gaps in coverage in the U.S. To move us toward a more sustainable system for providing high quality long-term care, in 2019 and 2020 we will:

**At the State Level:**

- Provide technical assistance to state-based consumer advocacy organizations that are interested in pursuing consumer centered long-term care financing initiatives

**At the Federal Level:**

- Support legislative efforts to create sustainable and consumer-centered financing solutions for long-term care

### 5. Promote Primary Care as the Centerpiece of a High Quality, Affordable Health System

We know that primary care is associated with better health outcomes and lower costs – particularly for patients with complex health needs. Yet the health system does not adequately invest in primary care and consumers face numerous barriers in trying to access this high-value care. To promote access to quality primary care, in 2019 and 2020 we will:

**At the State Level:**

- Provide technical assistance to consumer advocacy organizations in at least two states to incorporate primary care focused goals in their policy agendas in 2019 and 2020

**At the Federal Level:**

- Share ideas and policy analyses on patient-centered primary care innovations with national partners, health care leaders and lawmakers, and emphasize the importance of strong primary care for consumers

*We appreciate feedback and opportunities to partner in this work. For more information, or to share ideas and feedback, please email us at: [healthinnovation@communitycatalyst.org](mailto:healthinnovation@communitycatalyst.org)*