



Consumer Engagement Associates

Working with you to build consumer engagement within the community

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Consumer Engagement Quarterly Newsletter

Your source for news and tools to engage people in their healthcare and wellness

The Role of Primary Care Practices in Consumer Engagement

Christi Hayden, CEA – Genesee, Orleans and Wyoming Counties

As part of the Robert Wood Johnson Foundation (RWJF) *Aligning Forces for Quality (AF4Q)* initiative, the P² Collaborative strives to improve the quality of health care by aligning key stakeholders – those who get health care (consumers), give care (providers) and pay for care (employers).

As a Consumer Engagement Associate, lovingly referred to as a CEA, I work with community-based organizations in an effort to align resources that assist individuals in managing their health and health care. Recently, I have been working with a Practice Enhancement Associate (PEA), Linda Franke, to engage the primary care providers in consumer engagement activities. As a PEA, Linda assists primary care practices in the adoption of electronic health records (EHRs) and movement toward meaningful use and patient centered medical home (PCMH), new payment reform models put forward by the Obama administration and area health plans.

To assist practices, Linda has formed a collaborative learning group that consists of practice managers and providers. She has graciously invited me to attend these monthly meetings in an effort to educate the practices on consumer engagement tools such as the Diabetes Resource Guides; *Building Successful Partnerships* – a Patient Empowerment Training; One Friday, Four Futures; and *Living Healthy* – a Chronic Disease Self-Management Program developed by Stanford University. Consumer engagement tools such as these assist providers in meeting PCMH requirements.

In an effort to connect patients to the *Living Healthy* Program, a referral system is being piloted in select practices. To date, more than 30 patients have been referred and registered into the program. By working with the primary care practices on chronic disease self-management, we are empowering consumers to take an active role in their health care and creating a healthier community.

“Living Healthy” at the Community Health Center of Niagara

Avery T Bates, CEA – Niagara County

The Community Health Center of Niagara, located in the Mizer Building at 501 10th Street in Niagara Falls, is excited to partner with the P² Collaborative of WNY and its' *Living Healthy* workshop series. The Community Health Center of Niagara is Niagara County's only Federally Qualified Health Center (FQHC) and as such serves a high need, vulnerable population. Through this partnership, we are certain to meet or exceed nationally accepted practice standards for treatment of chronic conditions such as diabetes, cardiovascular disease, asthma, and depression. Additionally, there is strong evidence that completing these workshops consistently results in greater energy/reduced fatigue, more exercise, better psychological well-being, and enhanced patient-physician partnerships.

Living Healthy classes are forming now for July 2011. All workshops will be held at the Community Health Center of Niagara. For more information or to register, contact Melanie Keem at 716-878-2351. For a full schedule of workshops, go to www.p2wny.org.

Check us out on Facebook!! Go to the P² Collaborative website www.p2wny.org and click on the Facebook link. Don't forget to hit the “like” button on the top of the page, and share the page with your friends!!