ENGAGING MEMBERS THROUGH ADVOCACY & OUTREACH

Dr. Joynicole Martinez
CEO – THE ALCHEMIST AGENCY

“IN THIS SESSION WE WILL DISCUSS INTEGRATED STRATEGIES THAT HELP ENGAGE MEMBERS WITH THEIR CARE WHILE ADVOCATING AND PROVIDING FOR SOME OF THE MOST BASIC SOCIAL NEEDS AS WELL.”

ENGAGE – ADVOCATE - PROVIDE
How does everyone get a seat at the table?

TRIPLE AIM

ENGAGE
IMPROVING THE PATIENT EXPERIENCE

ADVOCATE
IMPROVING HEALTH OF POPULATIONS

PROVIDE
REDUCING CARE COSTS
PATIENTS WITH THE LOWEST ACTIVATION SCORES, HAVING THE LEAST SKILLS AND CONFIDENCE TO ACTIVELY ENGAGE IN THEIR OWN HEALTHCARE—INCURRED COSTS UP TO 21% HIGHER THAN PATIENTS WITH THE HIGHEST ACTIVATION LEVELS.

"HEALTH POLICY BRIEF: PATIENT ENGAGEMENT," HEALTH AFFAIRS, FEB 14 2013

ENGAGEMENT

- CHICAGO NEW YORK CITY/LIVINGSTON, NJ, AND SACRAMENTO, CALEF FROM OCTOBER 2014 TO SEPTEMBER 2017
- SOUTH CENTRAL FOUNDATION, AND ITS NUKA SYSTEM OF CARE PROGRAM IN TAHLEQUAH, OKLA
- HENNEPIN HEALTH CARE OREGON
- CARE OREGON
- CHEROKEE ELDER CARE AND ITS NUKA SYSTEM OF CARE OAKLA
- SOUTHEASTERN FOUNDATION

churn
ADVOCACY

- HALT: HEPATITIS STUDY
- SOUTHWEST CENTER FOR AGRICULTURAL HEALTH, INJURY PREVENTION, AND EDUCATION
- CALIFORNIA, NEW YORK, MARYLAND AND NORTH CAROLINA

CONNECTING MEMBERS TO RESOURCES

- CULTURALLY RELEVANT
- SOCIALLY CONSTRUCTIVE
- NAVIGATION ASSISTANCE
MULTIDISCIPLINARY TEAM RESOURCES
WHAT’S MOST EFFECTIVE AND EFFICIENT?

AN EXERCISE IN PLANNING
ENGAGE – ADVOCATE – PROVIDE