

**Consumer Engagement Leadership Consortium  
Affinity Group Meeting  
June 5, 2014**

**Executive Summary:**

The Consumer Engagement Leadership Consortium (CELC) met Thursday, June 5, with approximately 10 consumers participating. Members of the CELC planning committee led a discussion around the [May 2014 National meeting](#), providing recaps of the National Meeting’s activities, including an overview of the Consumer Pre-meeting topic (Key Storytelling Elements), National Meeting takeaways, and National Meeting Evaluation and Feedback Results. Consumers also engaged in a discussion around opportunities to stay connected. A call was put out for volunteers for the final CELC planning committee with a deadline of Friday, June 6, 2014. The full CELC will meet again Thursday, August 21, 2014, 3-4 PM. The next Open Discussion Call will be Thursday, July 17, 2014, 3-4 PM.

**Participants:**

Patty Black? (Oregon)	Kerry Loeffler (Cincinnati)
Mike Chilcoat (SCPA)	Terry Yeager (SCPA)
Kathy Day (Maine)	Alicia Aebersold? (NPO)
Hester Duisik (Kansas City)	Cody Barnett (NPO)
Trisha Herber (Oregon)	Brittany Chase (NPO)
Audrey Holdsworth-Payne (Kansas City)	Aubrey Harris (NPO)
Arthur Jacobson (Maine)	Deborah Roseman (NPO)
Allison Kozeliski (New Mexico)	

**Agenda**

Item	Discussion	Action/Responsible Person
<b>Welcome, Introductions, Roll Call, Introduction of CELC Committee Members &amp; Topic</b>	Cody introduced CELC committee, reviewed agenda, and introduced topic for discussion	Cody Barnett
<b>Overview: Key Storytelling Elements  Q &amp; A</b>	Terry recapped Michael Manganiello’s ‘Making Your Story Work’ presentation. He discussed the exercise of breaking into smaller groups to form own ‘medical’ stories based on a selected scenario. Everyone at the table discussed their own story and were critiqued by tablemates. One person from each table asked to tell their story to the larger group using the components of Mike’s presentation. Terry and others remarked how well participants told their stories.	Terry Yeager

<p><b>National Meeting: Key Takeaways</b></p>	<p>Cody reintroduced the National Meeting Theme (<i>Evolve: Striving for Sustainability in a Changing Health Care Marketplace</i>) and recapped the different sessions that were available to attendees. Overall, the health care market place is evolving and we need to change with it.</p> <p>Consumer Pre-meeting topic was <i>Evolving Your Story... and the Way You Tell It</i>. What makes an effective story? What can you do to get your story across?</p> <p>Consumer shared lessons/takeaways from the National Meeting. These included:</p> <ul style="list-style-type: none"> <li>-Terry and Arthur: Keynote address by <a href="#">Thomas Frey</a>, challenged their thinking. Arthur: ‘<a href="#">How to Make a Killer Presentation</a>’ helped show that tools used in the past are not what are most effective today. It was also hard to choose sessions when they did not repeat.</li> <li>-Hester and Audrey spoke on staying with the task and not giving up.</li> </ul> <p>Audrey mentioned that she enjoyed “Refueling” break-room. She met speakers there on an informal basis where she was able to follow up and ask questions. Kate Warr from Amtrak shared a brochure that listed every person that served on the Amtrak advisory board for the last 15 years and included key achievements. Took 15 years of persistence to convince leaders of Amtrak that they weren’t only moving cars, but people. Culture change takes time and perseverance.</p> <ul style="list-style-type: none"> <li>-Kathy noted that the <a href="#">Evolving Role of the Consumer Voice</a> presentation was inspiring, fiery and spicy and was a great comparison to healthcare consumerism.</li> </ul> <p>Deborah asked for questions from those that did not attend the National Meeting.</p> <ul style="list-style-type: none"> <li>-Trisha, a 2012 attendee, cited previous engagement and sustainability discussion. Did you feel like you had enough tools to get your community involved?</li> <li>-Kathy: The conversations led to other work. Other people felt the need to share their story after she gave her story. What we do inspires other people.</li> </ul> <p>Deborah asked if anyone had told their story since returning to their community.</p> <ul style="list-style-type: none"> <li>-Hester: Public Health Student visited Kansas City to discuss community worker health care jobs. Hester spoke with the student about their work.</li> </ul>	<p>Cody Barnett</p>
<p><b>National Meeting Evaluation Results</b></p>	<p>Arthur discussed the results of the pre-meeting evaluation and feedback. Arthur noted that AF4Q staff were welcoming and engaging. Great consumer meeting. Very well prepared, and primed consumers for the rest of the National Meeting</p>	<p>Arthur Jacobson</p>

	Cody reminded everyone that the information and resources from the National Meeting are on the website: <a href="http://forces4quality.org/May-2014-meeting">http://forces4quality.org/May-2014-meeting</a>	
<b>Staying Connected: Opportunities &amp; Options</b>	<p>Hester discussed ways that consumers can stay connected. Twitter one of the biggest surprises. It allows you to post short bursts that you may not remember later on. While not the only options, the NPO offers: 1) Open Discussion calls, 2) CELC calls, and 3) the Online forum to get questions answered or get additional information. The best option is the option that works for you!</p> <p>Other ideas:</p> <ul style="list-style-type: none"> <li>-Kathy: Recruit new tweeters. Mentioned 8.4 million impressions from May 2014 meeting</li> <li>-Patty: The attendees should list top 3 projects/areas that they have been involved with to find similarities. The NPO agreed to look into incorporating this into future convenings.</li> </ul>	Hester Duisik
<b>Next CELC Committee</b>	<p>Cody thanked the current planning committee for their hard work and dedication during the last six months. Call is made for new volunteers for final committee. Deadline to volunteer is Friday, June 6.</p> <p>Cody asked the outgoing planning committee to discuss their experience so others can have a better idea of what to expect:</p> <ul style="list-style-type: none"> <li>-Arthur: Highly recommend. Had definite ideas that became better through listening to other CELC committee members. Worthwhile experience.</li> <li>-Terry: Wasn't sure what he was getting into when first volunteering, but the guidelines let him know he could handle it. It was a great experience. Recommends to anyone interested.</li> <li>-Hester: Recommends because you realize it's a shared responsibility and everyone has a part to play. Very good experience. Gives insight and better preparation for when involved in the community.</li> </ul> <p>Unfortunately, former members of the Planning Committee are unable to serve again.</p>	CELC Committee
<b>Updates/Next Steps</b>	<p>Cody asked for final questions or thoughts:</p> <ul style="list-style-type: none"> <li>-Audrey: Shared the South Central PA story about wheelchair initiative with two different hospitals in Kansas City and they changed their waiting rooms to make those in wheelchairs more comfortable and not "showcased" in the middle of the room.</li> <li>-Patty: Interested in a video of consumer stories</li> <li>-Terry: Interested in a 'What is AF4Q' video</li> </ul>	Cody Barnett

	<p>Cody and Deborah ask if webinars on storytelling presentation would be useful. Consumers respond with an overall yes.</p> <p>-Hester: Really helpful, especially for older consumer representatives that are thirsty for knowledge, or working people that could not take off for a long period to attend an in-person meeting.</p> <p>Hester, Arthur, and Terry are thankful to the NPO for their help throughout their term on the planning committee.</p> <p><b>Upcoming Events:</b> July 17: Open Discussion Call August 21: CELC Meeting</p>	
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