The Value of Stakeholder Engagement

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Why stakeholder engagement is important

- Critical for a state in developing a program that truly meets the needs of beneficiaries

- Opportunity to share the state's vision for improved care

- Chance to learn how care can be improved and understand what *is* working
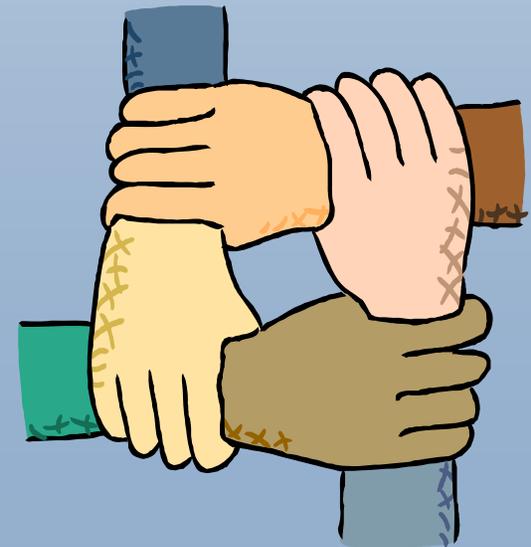
Who are stakeholders?

Stakeholder Category	Examples
Providers & Payers	Nursing facilities, hospitals, home health agencies, nurses, physicians, mental health and substance abuse treatment providers, health plans, ACOs
Consumer and Advocacy Organizations	Beneficiaries, consumer groups, educational and advocacy organizations, legal services organizations, mental health advocates, faith based organizations, cultural and ethnic groups
Government Colleagues	Legislators, other executive branch agency staff, federal agencies, and even the Governor
Indian Tribes	AI/AN tribal representatives – consultation required for exchange and Medicaid

How to engage with stakeholders: Shape and share your goals

- Shape
  - ▶ Identify what stakeholders value
  - ▶ Pinpoint a goal you and your stakeholders can agree on
  - ▶ Acknowledge barriers that might impede action
  - ▶ Create opportunities for stakeholders to actively contribute to the implementation of the goal

- Share
  - ▶ Your process
  - ▶ Draft proposals and other documents
  - **when you are able**

How to incorporate stakeholder feedback

- Provide a variety of opportunities for stakeholders to contribute feedback
  - ► Focus groups
  - ► Cross-disciplinary stakeholder meetings
  - ► Public webinars
  - ► Project-specific websites
  - ► Requests for information (RFI)
- Be responsive to feedback
  - ► Communicate regularly
  - ► Establish relationships and follow-up with key stakeholders
  - ► Prepare to compromise

Communication methods

- Focus groups

- Cross-disciplinary stakeholder meetings

- Stakeholder workgroups

- Public webinars

- Project websites and email lists

- Requests for information