

Proposed Approach for Engagement of National and Local Experts in the Collaborative Health Network (CHN)

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General Overview and Principles

This document describes NRHI's proposed strategy to engage national and local experts in CHN, and particularly fostering ongoing collaboration and community through: (1) the CHN on-line platform; (2) virtual meetings; and/or (3) in-person events. The importance of this community of experts cannot be understated: they will be the initial and ongoing engine of CHN. (No pressure.)

Collectively, national and local experts will help the NRHI team:

- Populate the on-line platform with high-value content;
- Design and lead on-line discussion groups and respond to questions from the on-line community;
- Participate in and/or lead virtual events (e.g., videoconferences, webinars or conference calls) or speak at in-person meetings; and
- Provide regular feedback to NRHI re: the success/impact of the CHN.

The vision for what CHN will accomplish is as follows:

1. To build expertise and skills in local initiatives across the country to transform health in their communities;
2. To help experts in local communities that have successfully demonstrated health system change to influence the national discussion on health care policy and reform;
3. To improve the sustainability of local reform efforts by re-directing CHN resources to local experts; and
4. To promote and support the next generation of local leaders within the communities.

SIX PILLARS OF CHN

- ✓ Measurement and Reporting
- ✓ Quality Improvement and Practice Transformation
- ✓ Data Analysis
- ✓ Payment and Delivery System Reform
- ✓ Patient and Community Engagement
- ✓ Collaborative Leadership

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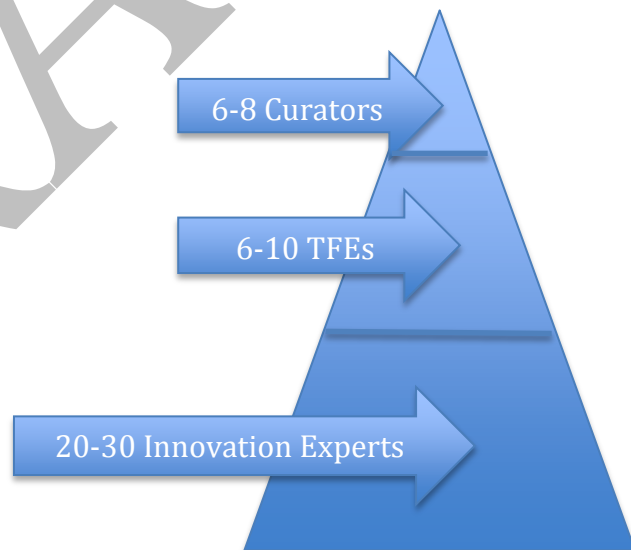
Community of Experts: The Engine of CHN

There will be three types of experts engaged in CHN:

Curators – six to eight national thought leaders in health and health care who will help NRHI market CHN and bring energy/inspiration/national gravitas to the initiative (e.g., Arnie Milstein, Elliott Fisher, David Cutler, Susan Dentzer, Maureen Bisognano, Elizabeth Mitchell). Each Curator would have NRHI staff support to help answer questions, trouble-shoot, etc.

Trusted Functional Experts (TFEs) – six to 10 national experts in multi-payer, multi-stakeholder, regional/local transformation who will be responsible designing and leading discussions/content in one of six pillar areas (see text box listing six pillars of CHN) but also for seeing/making the connections *between pillars/topic areas* (e.g., Jim Chase, Mylia Christensen, Michael DeLorenzo, Karen Feinstein, Lisa Letourneau, Sanne Magnan, Ed O’Neil, etc.). TFEs would serve for a limited time and then rotate to new TFEs. Each TFE would have to identify his/her deputy within his/her organization. TFEs would also have NRHI staff support to answer questions, trouble-shoot, help with scheduling, etc. The TFE model is designed to support the needs of many CHN users via the on-line platform, or through agreed upon virtual or in-person events. Based on user demands, the role of a TFE could evolve into a peer-to-peer consulting relationship, separately negotiated with an individual CHN user and his/her community.

Innovation Agents – 20 to 30 “rising stars” with practical know-how and experience in the work of regional collaboratives. They can be from the RHIC itself or from the larger community. Innovation Agents will be “nominated” by the TFEs and will have NRHI staff support to answer questions, provide feedback, etc. While no monetary compensation will be provided to Innovation Agents, we are committed to promoting them on a national stage and giving them exposure to a national audience. And if interested, Innovation Agents would be the first in line to



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participate in CHN’s Collaborative Leadership series, which will be limited to a certain number of individuals within each cohort.

Role Responsibilities of Experts and Arrangements with NRHI

We propose that each Curator and TFE will have a very brief memorandum of understanding with NRHI re: role, responsibilities, timeframe and compensation. The MOUs will be tailored to the interests and availability of each individual. The chart below proposed the general “ask” for each expert:

EXPERT ROLE/ RESPONSIBILITIES	TIMEFRAME	COMPENSATION/ RESOURCES
<p><u>Curator:</u></p> <ol style="list-style-type: none"> 1. Initial and ongoing endorsement/marketing of CHN 2. Initial and ongoing content generation (1 recommended article/video/blog per month) 	<p>Start date: October 1, 2014</p> <p>6 month commitment</p> <p>1 hour per week</p>	<p>Honoraria (~\$2000) if requested</p> <p>Dedicated NRHI staff member for support</p>
<p><u>Trusted Functional Expert (TFE):</u></p> <ol style="list-style-type: none"> 1. Guiding overall direction of assigned pillar, or proposed theme throughout commitment 2. Lead or co-lead discussion group within assigned pillar, or proposed theme, and virtual or in-person events as appropriate and agreed upon 3. Participate in training on website/discussion group facilitation 4. Participate in CHN team’s Take the Temperature status meetings to assess what’s working, what’s not, etc. (initially brief biweekly calls during launch, then less 	<p>Start date: Rolling, begins October 1, 2014</p> <p>1-6 month commitment</p> <p>2-4 hours per week, depending on negotiated arrangement</p>	<p>\$5,000-\$15,000, depending on negotiated arrangement</p>

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EXPERT ROLE/ RESPONSIBILITIES	TIMEFRAME	COMPENSATION/ RESOURCES
frequent post-launch)		
<u>Innovation Agent:</u> <ol style="list-style-type: none"> 1. Nominated by RHIC directors – ideally each director will nominate 2 to 3 people from within the community 2. “Rising stars” in regional collaboration 3. Individuals with the practical know-how 4. Ongoing engagement in CHN on-line platform, conversations, discussion groups, virtual events, etc. 	Start date: November 1, 2014 4 month commitment 2-4 hours per week	Opportunity for exposure/ promotion on the national stage First in line for CHN leadership development activities, if interested

The output from CHN involvement in discussion groups, virtual or in-person events will vary as it should be user driven and in response to practical issues raised by collaboratives. As CHN topics and discussions evolve, so will potential output. Examples might include: the identification of best practices; resolutions to common problems; opportunities for shared services; technical support to regions; issue briefs; or other outcomes.

Next Steps and Upcoming Milestones

Once we finalize this approach, NRHI will reach out individually to our Dream Team of Curators and TFEs to ask if they will join us in launching CHN and making it the Network of Networks. We will work quickly to develop a brief MOU and provide training to the TFEs and Innovation Agents to ensure they can access the CHN on-line platform and know how to lead a discussion group on line, respond to participant questions, etc.

We will also request and gather core high-value content from the Dream Team to ensure that the CHN on-line platform has a solid foundation of content representative of the six pillars and aligned with three specific CHN actions: LEARN. DO. INSPIRE.

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Specifically, the key milestones for the beta-launch of the CHN website are:

ACTIVITY	DATE
NRHI sends requests to Dream Team for participation in the beta phase	September 8, 2014
Finalize arrangements ¹	September 30, 2014
Conduct CHN website/How-do-I-run-a-discussion-group training	October 15, 2014-November 15, 2014
Receive initial batch of core content from Community of Experts	Curators: October 1-October 15, 2014 TFEs: October 1 – October 31, 2014 Innovation Agents: October 15 – November 15, 2014
CHN website goes live (note: limited availability for beta-launch)	November 10, 2014
Launch discussion group #1	Week of November 17, 2014
Launch discussion group #2	Week of November 17, 2014
Launch discussion group #3	TBD – based on user feedback
End of Beta Phase	December 31, 2014

Because this is a beta-launch and a new effort for NRHI, we are committed to revisiting this structure over time and making mid-course corrections if something is not working well or there is an opportunity for more effective user engagement. The “official” or public-facing launch of CHN will happen in early 2015, so 2014 is our opportunity to gather and incorporate feedback and input.

¹ Agreed upon tasks, payment, photo, bio, due date for initial batch of core content, etc.