

(DRAFT) CONSUMER AND CUSTOMER DESCRIPTIONS

1. HEALTHCARE CONSUMER

The term healthcare consumer describes customers of the healthcare marketplace who engage the markets good and services for desired health outcomes.

2. CONSUMER REPRESENTATIVE

The term consumer representative, both independent and organizational, describes those who participate in the healthcare marketplace as an advocate for the needs and interests of consumers, and who is not at the same time engaged in providing, paying for and/or purchasing health related goods and services for such consumers

3. CONSUMER ENGAGEMENT

The term consumer engagement describes individuals as they act to realize a desired outcome from the health care marketplace. The Consumer Engagement Pyramid provides a multi level framework (patient and family, community, organization and governance) for understanding and advancing such action.



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Description of Pyramid Framework (blocks):

Patient & Family

Engaging as a consumer at the individual patient and family care level

(ex: use publically reported health information to find affordable, high quality care providers or use patient portal to check EMR for accuracy and care coordination.)

Community

Engaging as a consumer at the community involvement, education, and support level

(ex: take action focused on the health related needs of your local community such as advocating for fair and transparent billing practices by local providers)

Organization

Engaging as a consumer at the health systems improvement, redesign and transformation level

(ex: serve as a member of a Consumer or Patient Advisory Group such as the Quality Counts Consumer Advisory Council)

Government

Engaging as a consumer at the local, state, federal policy and legislative level.

(ex: Maine Health Data Organization Board member or campaign to improve the quality of care in Maine such as consumer driven legislation for MRSA prevention).

4. CUSTOMER

To be determined