

(DRAFT) CONSUMER AND CUSTOMER DESCRIPTIONS

1. HEALTHCARE CONSUMER

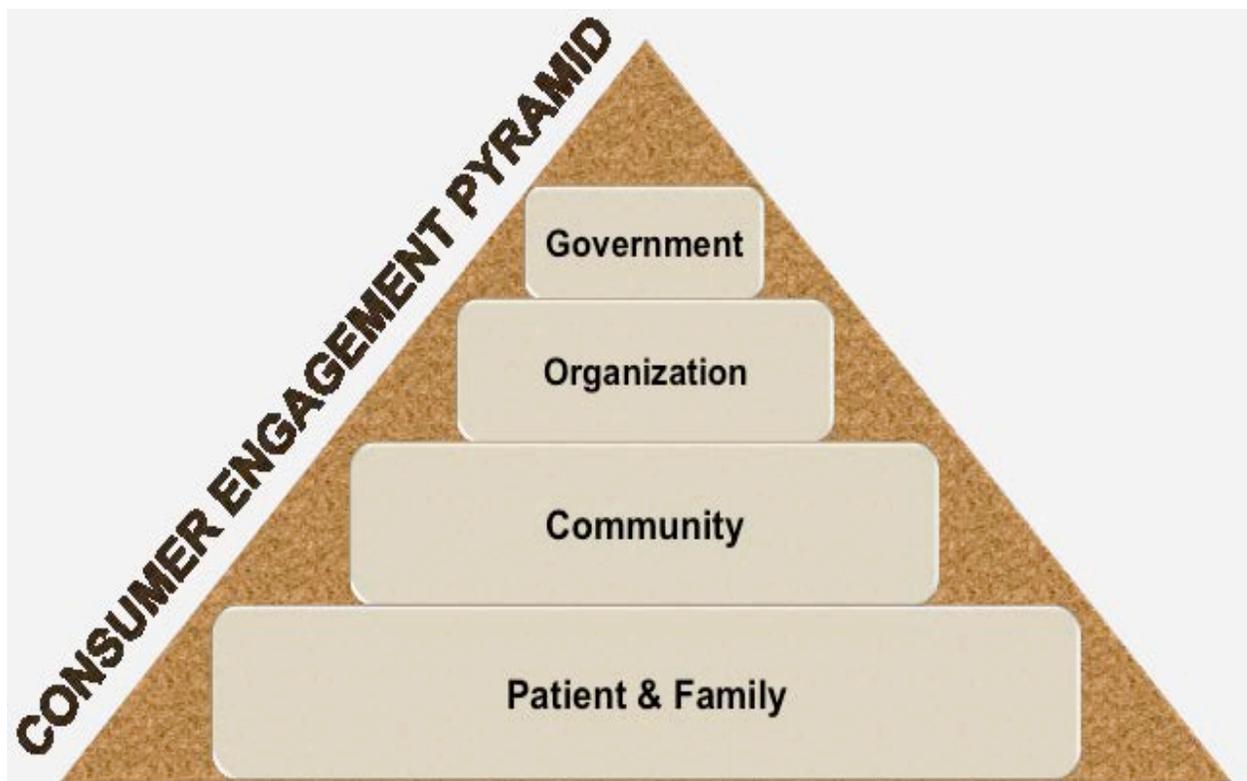
The term healthcare consumer describes individuals who engage as customers of the healthcare marketplace for the sole purpose of realizing desired health outcomes for themselves and other individuals.

2. CONSUMER REPRESENTATIVE

The term consumer representative, both independent and organizational, describes individuals who participate in the healthcare marketplace as an advocate for the needs and interests of consumers, and who is not at the same time employed as a provider, payer and/or purchaser of health related goods and services.

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. CONSUMERS AS CUSTOMERS OF THE MAINE HEALTH DATA ORGANIZATION (MHDO)

As customers of the MHDO, consumers have an economic and health interest in the public reporting of health cost and quality information. Information which consumers may use to engage affordable, high value goods and services from the healthcare marketplace to realize desired health outcomes for themselves and other consumers.