



OVERVIEW

**ENGAGEMENT FRAMEWORK FOR
PAYERS AND PATIENT ORGANIZATIONS**

Background

In recent years, there has been growing consensus that the health care community should become more patient-centered by incorporating patient needs, preferences, and values into decision-making. To spread awareness around this need, AMCP started the patient voice initiative in 2023 to enhance patient engagement by healthcare decision-makers (HCDMs).

The first phase of this initiative, which began in 2023, involved the establishment of the Patient Voice Advisory Group, a coalition of individuals from various healthcare sectors. This group's significant work led to developing the Engagement Framework for Payers and Patient Organizations. The Framework provides tools, scenarios, and instructions to foster collaboration between payers and patient organizations. Additionally, the framework aims to improve patient outcomes and reduce the overall cost of care, a crucial step towards a more patient-centered healthcare system.

The following are a few examples of how payers and patient organizations can proactively engage with each other to ensure the patient's voice is considered in all aspects of plan design:

1 Enhanced Understanding of the Patient Journey and Information Symmetry

Gathering input from patients can provide valuable insights into payers' specific health care requirements, challenges, and expectations. This can be accomplished by developing a patient journey map that includes insights beyond the traditional health care pathway. Gaining insight from payers can provide valuable information for patient organizations about cost drivers and statutory or regulatory requirements that impact benefit design and cost. These insights can frame the "ask" from the payer.

2 Improved Access to Care

By involving patients in healthcare decisions, payers gain valuable insights into the barriers patients face in accessing healthcare. This feedback helps payers understand the impact of diseases and identify areas for improvement, leading to more patient-centric policies and improved access to care. The patient-payer dialogues that result from this engagement further enhance understanding of healthcare access barriers, paving the way for more effective solutions.

3 Increased Transparency and Trust

Involving patients in decision-making fosters transparency and trust between payers and patient organizations. Patients who feel heard and valued are more likely to trust the payer and engage in proactive health care management. By listening to members' concerns and suggestions, payers can demonstrate their commitment to improving the patient experience, building stronger relationships, and increasing members' confidence in the payer.

4 Better Outcomes and Patient Satisfaction

Patients who feel comfortable engaging in dialogue with their payer representative are more likely to view them as a “partner in their care.” When patients understand their coverage and how to utilize their benefits correctly, they can experience better health outcomes, such as improved adherence to their prescribed treatment regimen, and live healthier lives.

Download the AMCP Engagement Framework at [AMCP.org](https://www.amcp.org) for Payers and Patient Organizations to find various resources, tools, examples, and instructions to guide payers and patient organizations in opening lines of communication to assist with incorporating the patient’s voice in decision-making processes.



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