

Welcome to the Community Engagement Learning Network!

inspire



Community engagement refers to the different ways in which health (& social) care organizations can reach out to, engage, and partner with people with lived experience, with the goal of working together to improve healthcare and achieve positive health outcomes.



Community agreements

- 👉 Take space & make space
- 👉 Listen to understand, speak to be understood
- 👉 No one knows everything, but together we know a lot

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*INSPIRE Community Engagement Learning Network:
Building Authentic Community Engagement*

Learnings from CHPW's Member and Community Advisory Program

September 2025

Building Authentic Engagement

Who We Are

Member and Community Engagement Structure

Shaping Our Engagement

Gaps Identified

Strategies for Recruitment

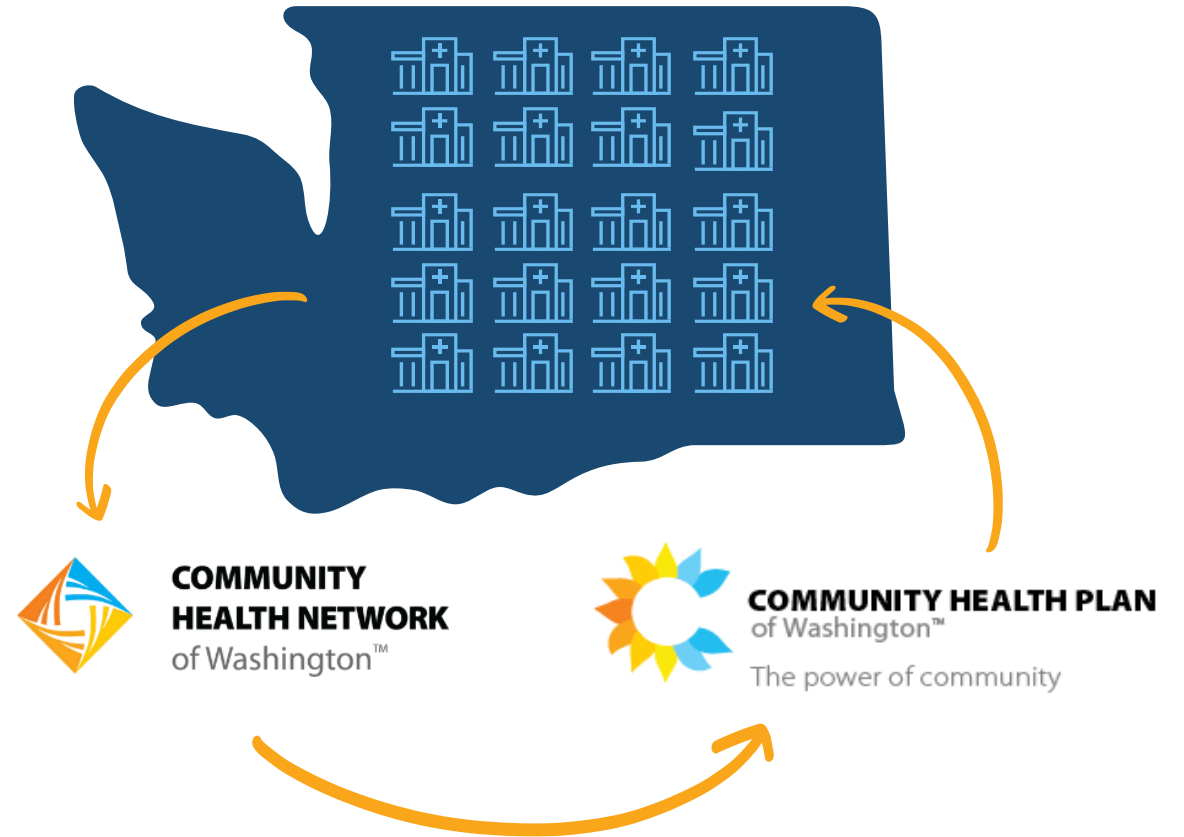
Strategies for Retention

Member and Community Impact

Discussion Questions

Our Founding & Governance Structure Provide Unique Connection to Community

- Founded and governed by Community Health Centers (CHCs) more than 30 years ago.
- Our local staff and Board are part of the fabric of the communities we serve.
- Our integration with CHCs allows us to work hand-in-hand to increase access to care, focus on whole-person health, and improve health outcomes for Washingtonians.

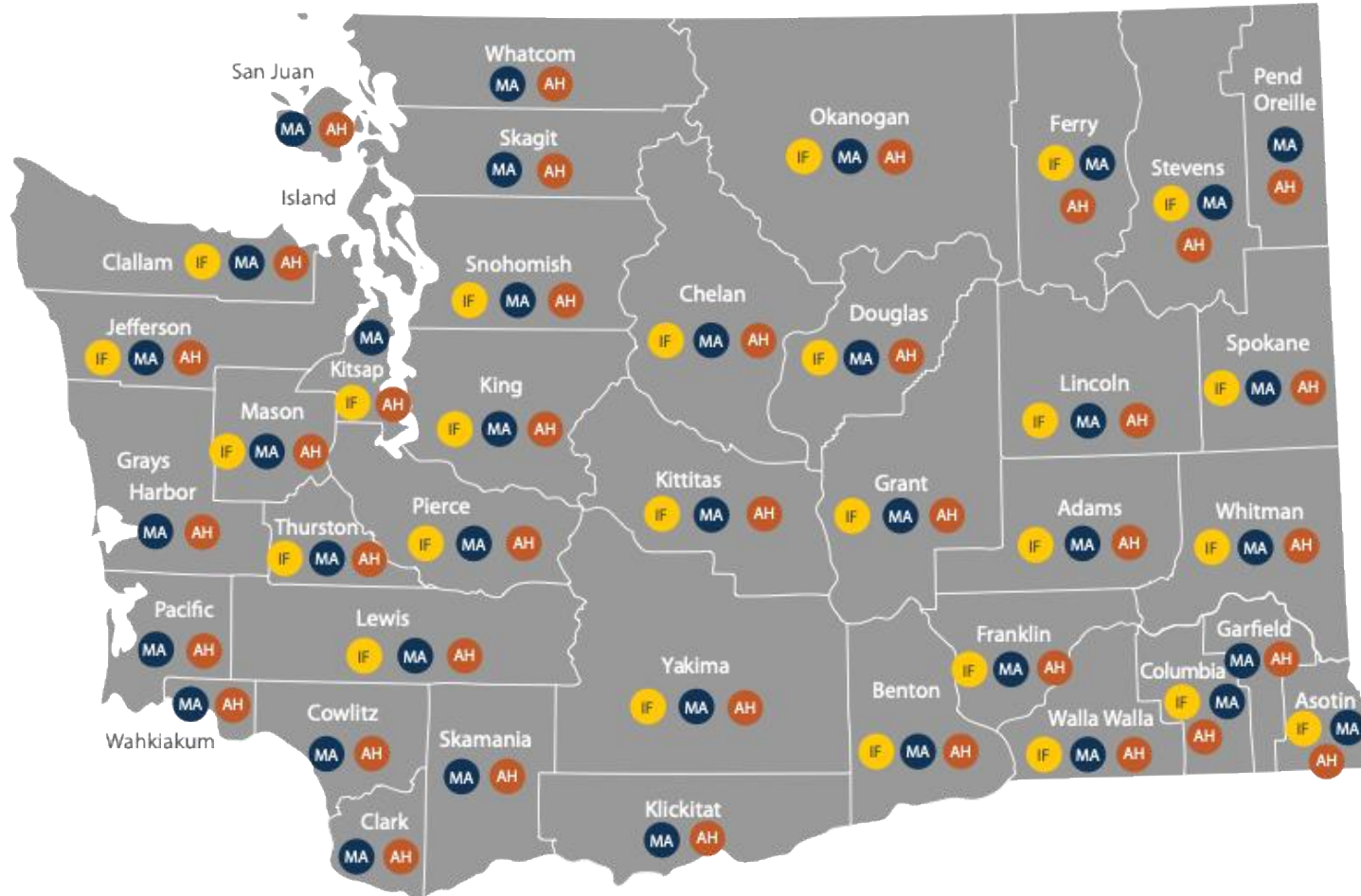


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Expanding Service Areas: Aligning Continuum of Care for Members



Apple Health

290,000 Members*

Including Behavioral Health Services
Only Members



Medicare Advantage

15,000 Members*

Including Dual Medicaid/Medicare Members



Individual & Family

Cascade Select

35,000 Members*

*Snapshot data as of 01/2025



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We're Centered on Community to Deliver Better Health



Care Delivered Through Community Health Centers (CHCs)

Our network of CHCs is on the frontlines of serving low-income and underserved communities. We reinvest our profits into the CHCs for better care for all.



Member-Focused

We work closely with our members to understand their unique needs, remove barriers, and provide integrated, whole-person care.



Improving Health Outcomes for Washington Communities

We are a leader in whole-person care, dedicated to improving health outcomes for our communities. We do this by increasing access to quality health care through innovative partnerships and programs.



Local Staff Who Know Washington

We call Washington State our home. Our staff live and work in the state, providing care and resources grounded in the communities we serve.



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Current Member and Community Engagement Structure

Member Advisory Councils (MACs) consist of CHPW enrollees, providing direct member perspective and lived experience on the quality of services, access, and experience.

Community Advisory Council (CAC) consists of stakeholders and broader community, including community-based organizations, community members, community health centers, service providers, and other groups who identify or directly serve communities most impacted by health inequities. Members provide a wider lens to community health needs and systemic challenges.

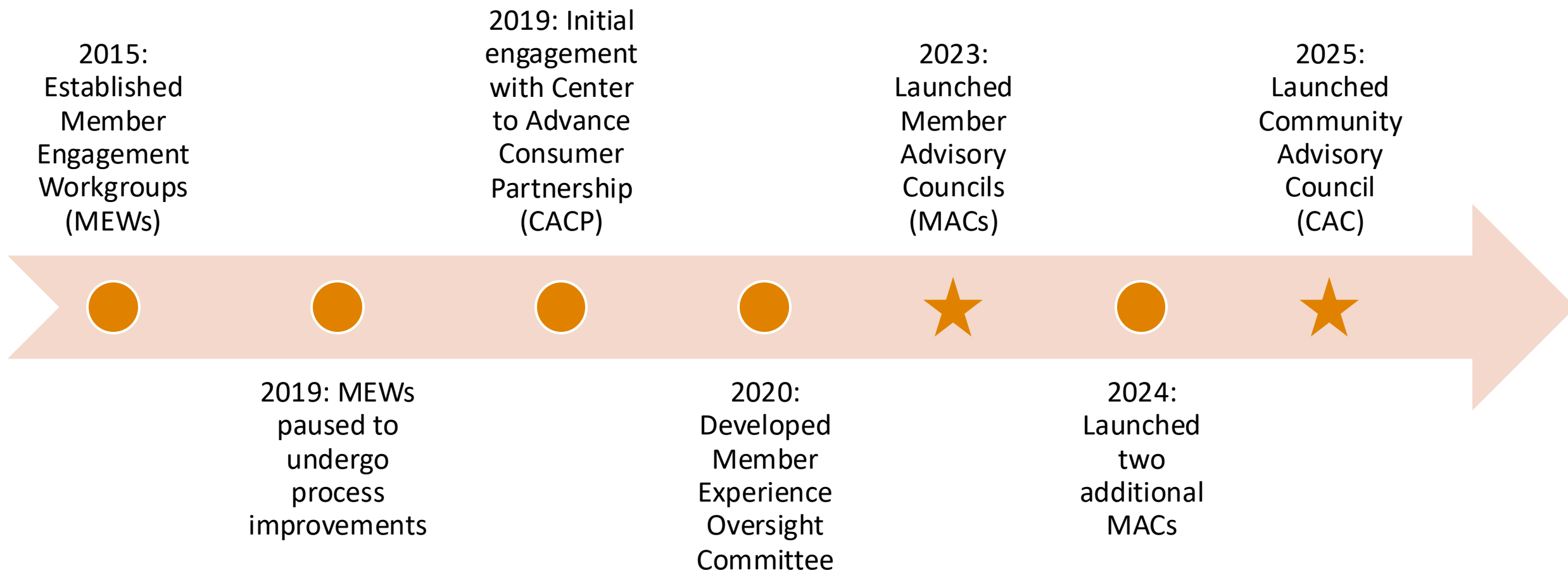


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Shaping Our Engagement Over The Decade



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Gaps Identified During Council Implementation

- Limited staff capacity and resources
- Limited engagement channels
- Low recruitment, attendance and engagement
- Initial recruitment approach driven by strategic timelines
- Overall organizational buy-in and accountability
- Access barriers and technical support



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Recruitment Challenges and Lessons Learned

Cold Calls

- Can feel random and impersonal; relies on the availability of staffing resources

Social Media Posts

- Members must take the initiative to engage with CHPW; excludes members without social media

SMS/Email Outreach

- Can feel impersonal; no workflow to direct members to sign up, as it requires monitoring and follow-up; limited to members with a cellphone or email

Tribal Health Partners

- Recruitment may take time and continued trust-building

Community Based Organizations/Community Health Centers

- Resource constraints; data privacy and compliance; partnerships may require ongoing investment to be sustainable



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Our Successful Recruitment Strategies at a Glance



**Current Advisory Council
Members**



**Leverage Existing
Relationships and
Incentivize CHPW Staff
Referrals**



On-hold Messaging



Website



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Our Successful Recruitment Strategies

Current Advisory Council Members

- **Benefits:** Understanding of and familiarity with the Councils; personal connections with potential CHPW enrollees
- **Key Takeaways:** For our Spanish-speaking group, they encouraged their partners to join

Implementation Steps

1. Add information in member follow-up materials for them to share with other CHPW enrollees who might be interested
2. Promote recruitment efforts during follow-up calls and Council meetings
3. MAC team monitors and onboards member referrals



Our Successful Recruitment Strategies

On-hold Messaging

- **Benefits:** Low lift and cost with broad reach; members can learn more about the Councils before opting in
- **Key Takeaways:** Member-facing materials need to be simple and easy to sign-up

Implementation Steps

1. Connect with Customer Service management to determine appropriate scripting for on-hold message (English and Spanish)
2. Train the Customer Service team on key information about MACs and the referral process using the referral form
3. MAC team monitors and onboards member referrals



Our Successful Recruitment Strategies

Leverage Existing Relationships and Incentivize CHPW Staff Referrals

- **Benefits:** Internal teams with established relationships with enrollees; bilingual staff
- **Key Takeaways:** Members were more willing and interested in joining the councils. Staff incentive drove higher number of referrals.

Implementation Steps

1. Connect with member-facing internal teams via Quality Committee Structure and team huddles, including Care Management, Customer Service, and Enrollment teams
2. Provide resources and a step-by-step guide for recruitment (e.g., call script, email script, tracker, etc.)
3. Implement Staff Incentive (\$25) for each eligible member referral who successfully onboarded and attended at least one MAC meeting
4. Staff submit referrals through referral form
5. MAC team monitors and onboards member referrals



Our Successful Recruitment Strategies

Public Website

- **Benefits:** Low lift and cost with broad reach; interested members can learn more from their representative and opt-in
- **Key Takeaways:** Proper workflows must be in place to ensure timely follow-up with interested members

Implementation Steps

1. Connect with Marketing team to plan and design website
2. Add **Who? What? How?** and compensation information
3. Include a note to providers/care teams who can also nominate members
4. Ensure that the information is accessible in our top languages
5. Include contact information (email address) and link to our simple online form for interested members
6. MAC team monitors and onboards interested member submissions



Member Referrals

Meet CHPW's Member Advisory Council

A space for CHPW members to share their values, needs, and experiences for a better CHPW.

The Member Advisory Council (MAC) is a collective space where CHPW members can share their values, needs, and experiences directly with us.

As a Council member, you can help shape and improve CHPW's health services and programs to best support your community's health.

On this page

- ↓ [Who can join?](#)
- ↓ [What does an Advisory Council member do?](#)
- ↓ [How to join an Advisory Council](#)
- ↓ [Advisory Council news and updates](#)
- ↓ [Advisory Council meeting materials](#)

Who can join?

We encourage CHPW members of all backgrounds and abilities to join an Advisory Council. Whether you're new to CHPW or a long-time member, your unique background and lived experiences are important to us.

We are currently looking for Member Advisory Council members for these health plans:

- CHPW Medicare Advantage Dual Plan (HMO D-SNP) members
- CHPW Apple Health (Medicaid) members
- Caregivers of CHPW Dual Plan members or CHPW Apple Health members

EXPLORE MORE!

- [Why CHPW?](#)
- [About Us](#)
- [2023 Annual Report](#)
- [Our Clinics](#)
- [Benefits+](#)

chpw.org/about-chpw/member-advisory-council/

Member Advisory Council (MAC) Sign Up



Thank you for your interest in joining CHPW's Member Advisory Council (MAC)! CHPW believes that members are the best experts on what they need and that the opinions and experiences of our members are essential to creating the best health plan. From our MACs, we hope to learn what matters most to our members, what works well, and where we can offer additional support.

The first step is to fill out this form with your information. Once submitted, a member of the Member Advisory Council Team will contact you in your preferred method and provide an overview of the Member Advisory Council, give you more details about what it means to be on the Council, and you will have the chance to ask us any questions you may have.

Interested Member Information

Plan enrolled in: *

Select

How did you hear about the MACs? *

Check all that apply

How I'd like to be contacted *

Check all that apply

When I prefer to be contacted *

Check all that apply

Member Preferred First Name *

First Name

Member Preferred Last Name *

Last Name

CHPW Member Number *

Please enter the Member ID as shown on your CHPW ID Card

Member Number

Provider One ID/Medicare ID Number

Please enter the Provider One ID/Medicare ID Number.

Provider One ID/Medicare ID Number

Member Phone *

(xxx) xxx-xxxx

Member Email

example@email.com

Preferred Mailing Address Line 1

Address Line 1

Preferred Mailing Address Line 2

Address Line 2

Preferred Mailing City

City

Preferred Mailing State

State

Preferred Mailing ZIP Code

ZIP Code

Preferred Language *

Select

Completed By

First Name of Person Completing this form: *

First Name

Last Name of Person Completing this form: *

Last Name

Please specify your relationship to the Member *

Select

Submit Form

Strategies for Member Retention

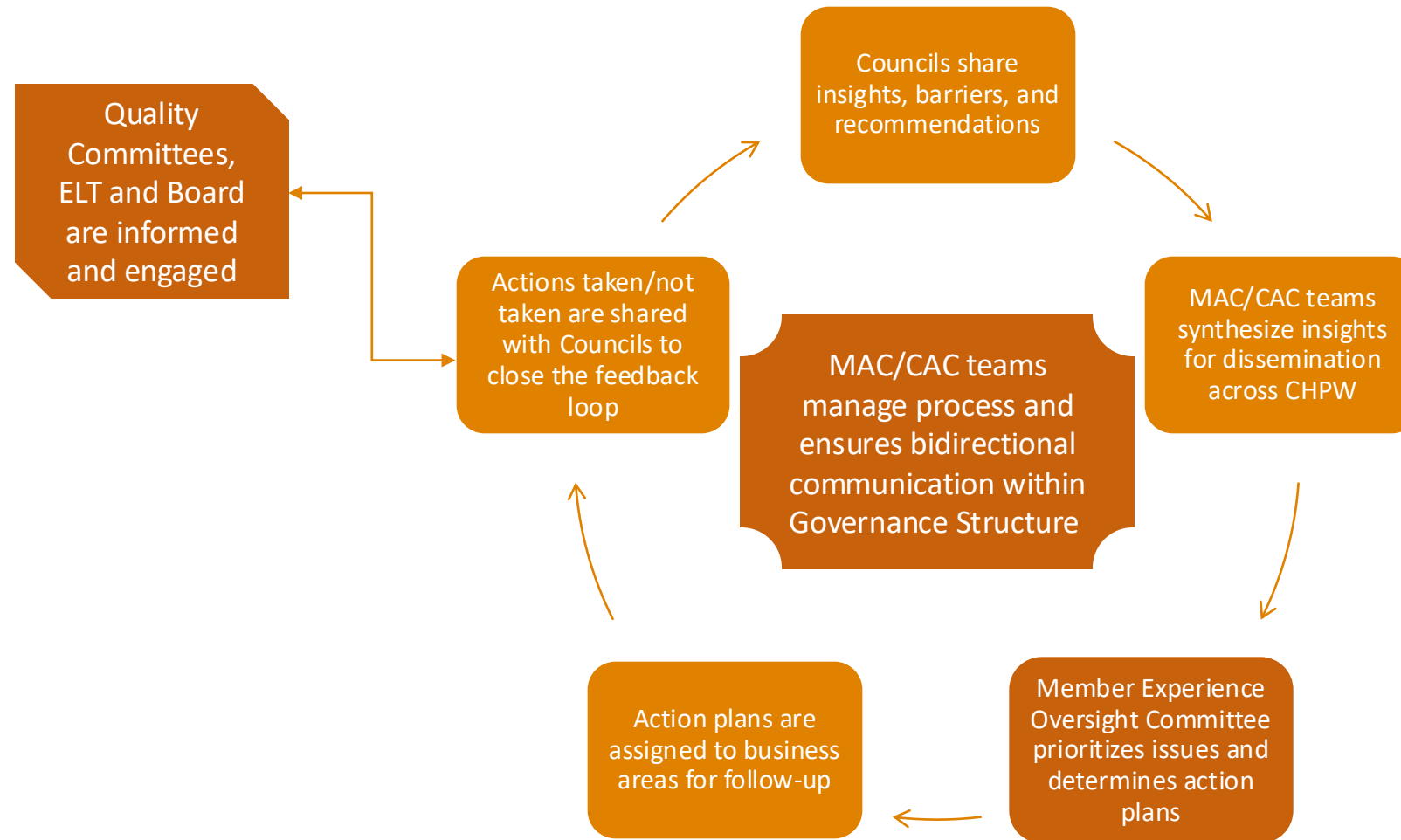


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Embedding Member Voice into CHPW's Governance Structure



Strategies for Member Retention

Strategy	Implementation	Outcome
Leadership and Structure		
Leadership & Accountability	Secured leadership buy-in and defined internal business owner roles and responsibilities	Reinforced accountability and sustained leadership engagement
Meeting Structure & Dynamics	Established effective meeting formats, community agreements, and facilitation practices	Applied inclusive, structured meetings with clear goals
Retention & Continuity	Highlighted importance of member connection between meetings	Introduced touchpoints and engagement strategies between sessions
Communication and Trust		
Member Follow-up	Established workflows to document and follow-up on member needs and support requests	Become a bridge between members and health plan to ensure members receive timely follow-up for their specific needs outside of the Council
Trust & Transparency	Built feedback loops and open communication culture	Fostered member trust and openness through transparent processes

Strategies for Member Retention

Strategy	Implementation	Outcome
Inclusion and Accessibility		
Access & Engagement	Identified access pathways and engaged diverse stakeholders	Expanded outreach and engagement strategies
Technology (Zoom)	Navigated virtual tools and accessibility challenges	Optimized Zoom use and tech support for seamless participation
Accessibility	Recognized barriers and inclusion needs	Prioritized inclusive design and accessibility improvements
Value and Relationships		
Recruitment & Relationships	Leveraged existing relationships	Broadened and strengthened recruitment pipelines based on identified barriers
Compensation	Piloted equitable compensation models	Implemented transparent, fair compensation aligned with member expectations



Strategies for Retention: Compensation Structure



- **Internal Buy-in**
 - Alignment with Leadership, Legal, and Finance
- **Equitable Compensation**
 - \$50 per member per meeting as guided by the [Office of Equity Community Compensation Guidelines](#)
 - \$25 for caregivers per meeting
 - Additional reimbursement for gas and food (in-person meetings)
- **Navigating Coverage Impact**
 - Ensuring compensation doesn't affect members' benefits or coverage
 - Treating gift cards as compensation for time and expertise - not as rewards or incentives
- **Logistics & Delivery**
 - Physical Gift Cards to local grocery stores
 - Sent via mail after meetings
 - Process for tracking and managing distribution
- **Member Feedback & Iteration**
 - Exploring alternative compensation methods
 - Centering accessibility and member preferences



Strategies for Retention: Accessibility



- **Offering make-up Council sessions**
 - Group or 1:1 quarterly make-up sessions available
- **Technology support**
 - Zoom Video and Audio Conferencing
 - Especially important for members who do not have access to or knowledge of how to use a smart device (smartphone, laptop, tablet, etc.)
 - Providing members with clear step-by-step instructions on how to join Zoom; specific instructions included in meeting reminders or outreach phone calls for Spanish-speaking members
 - For audio only, calls members who can then join the audio conference
 - [Link to Care WA](#) Hotline
 - Digital navigators are ready to support members with technology or Zoom meeting needs
- **Culturally and linguistically inclusive council in Spanish**
 - Meetings led by Spanish-speaking facilitators
 - Facilitators are part of the community and conduct meetings exclusively in Spanish
 - Follow-up and reminder communications are conducted in Spanish
 - Building understanding and trust with community members is essential



Member and Community Impact

- Members **appreciate CHPW's interest** in hearing their opinions and want to **improve access and quality** for themselves and other members.
- For Spanish-speaking members, having family members participate brings added **value, comfort and support** and **promotes ongoing engagement** in the Council.
- Member voice has helped CHPW:
 - Relaunch Member Communication Preferences Survey
 - Gather input on Case Management's Care Advocate role
 - Design our new MemberFirst Rewards program
 - Design new member onboarding experience, resources, and materials



Pictured above: CHPW staff and some members of the D-SNP Spanish MAC at Yakima Valley Farmworkers' Clinic in Toppenish, Washington.

"I like being able to tell CHPW about how my services are going – I also want to be able to give them ideas about how to make things better."

"We are individuals, not an algorithm. People don't fit into a special little box."



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Discussion Questions

- What questions or suggestions do you have about our strategies?
- For those with lived experience, what has helped you feel welcomed, valued, or motivated to become engaged with your council?
- What is one challenge that you are still navigating with your Advisory Councils related to recruitment and retention?
- Are there any successes or best practices you would like to share?



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Thank you!

MAC Team

- Abha Puri, Member Experience Supervisor
- Coraima Newkirk, Health Improvement Program Manager
- Laura Smart, Member Experience Specialist

Email us: mac.admin@chpw.org



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Community Building Break-outs

- 🔗 Introduce yourselves!
- 🔗 What is something you are working on (related to community engagement if possible) that you would love some feedback about?

👉 Please join us for our
next session on Oct
22nd at 3pm ET

👉 Featured presenter:
Pediatrics NW

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