

Grooming Leaders with Local Partnerships

Background:

- *Quality Counts (QC)* wanted to build a list of potential patient/consumer leaders (immediate need) and influence Maine's quality health care movement (long term).
- *QC* has built a Consumer Engagement Leadership Team (CELT) with trusted local organizations.

Idea:

Build a consumer base with a two-prong approach: 1) use an active CELT partner's leadership development process to build in-depth relationships, and 2) use trusted local CELT organizations' brand/process/expertise to build a broader base through e-mails, newsletters, meetings and trainings.

Action:

For one of the dual approaches, *QC* worked with an active CELT partner—Maine People's Alliance (MPA), a statewide, multi-issue grassroots group—to apply MPA's process and build on existing relationships to identify leadership qualities, motivating factors and new leadership opportunities. Steps to encourage and support consumer leaders include:

1. Building a call list using MPA's existing database,
2. Drafting call scripts with calls-to-action,
3. Conducting calls with brief survey questions on quality health care, asking the respondent to visit the Blue Ribbon site (the performance measurement/public reporting effort),
4. Conducting follow-up calls: asking for feedback or inviting respondent to the *QC* conference and the upcoming MPA leadership training session,
5. Cataloging all calls: building a list of responses/feedback and identifying "hot contacts"—those likely to show further interest and serve in leadership roles,
6. Following up with interested respondents, giving details for conference and leadership training, and
7. Reviewing call list and data: identifying lessons for the second round of calls.

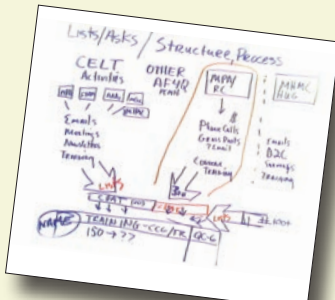


Photo Credit: Georges Nashan, R.N., M.S., CPHQ, quality improvement advisor, Maine Network for Health



Resources Needed:

- Funds to support MPA (MPA staff/ volunteer hours, telephones, etc.)
- Staff hours to coordinate efforts

Results:

- 450 calls in the first round: 102 conversations; 77 expressed interest; 21 visited the Web site; 12 identified as “hot contacts.”
- 426 second round calls: 104 conversations; 85 expressed interest; eight visited the Web site; eight identified as “hot contacts.”

Advice:

- Build trust: Be consistent in message and action, help partners and consumers identify self-interest.
- Give consumers the power: Involve them early, give them choices and make participation easy.
- Make each contact a call-to-action: The act of taking action is often as important as the action itself and builds a foundation for taking on more involved activities.
- Invest time and resources: Effective partnerships take time, and it is important to make sure the culture and motivation of organizations fit.

