

## VIDEO TRANSCRIPT

### **A Collaborative Approach to Consumer Engagement in North Carolina (Part 3): Building Organizational Support**

#### **Damie Jackson-Diop, Collaborative member (00:06):**

This whole process is part of what we were all defining the value of care, within Medicaid transformation.

#### **Mary Hooper, Consultant and former Executive Director, i2i Center for Integrative Health (00:14):**

It really has to start with - whatever the lead organization is really needs to do its homework. And that doesn't happen at the point of which you begin the collaborative work. It has to come before that. You have to demonstrate to people that you're worthy of what you're asking them to do.

#### **Kelly Crosbie, North Carolina Medicaid Chief Quality Officer (00:27):**

What the collaborative taught us in terms of just convening, just purely members, consumers, people, experiencers of healthcare, and giving them the opportunity to ask any question that they want to, give any feedback that they want to with no judgment. It sounds like it was kind of amazing, right? That's the right space. So like we've spent a lot of time bringing consumers into our space, our healthcare space. Maybe that was the wrong approach, right? So what's their space and how do we humbly come to their space and listen in their space?

#### **Mary Hooper (00:57):**

I actually think that we couldn't have even started that beginning trust if we hadn't been working probably for the three or four or five years beforehand, to demonstrate that consumers mean something, that we can bring them to meetings, that we invite them to meetings, never quite at the level of the collaborative, but still sort of extending ourselves in a way that maybe was a little different.

#### **Ann Rodriguez, Executive Director, i2i (01:19):**

Being prescriptive saying, this is what we need to do at the end of this process, you are closing the door to anything that anybody who comes to that table has to bring to the table. You've lost that already.

#### **Damie Jackson-Diop (01:33):**

It placed value on the voice of people with lived experience and why it's valuable through the recommendations. And because individuals with lived experience are probably closer to the issues.

#### **Michael Owen, Collaborative member (01:46):**

If the people who are receiving services aren't motivated and interested, it's not about them, but about the needs of the system, the chances of anything useful happening is very, very low.

**Peggy Terhune, Executive Director, Monarch (01:58):**

So providers need to stop thinking that they're the people that know it all and they need to start listening if they're not to the people that really know it all. The people with lived experience with IDD [intellectual and developmental disabilities] or their family members, because if providers don't listen to families and people we support, then we're totally missing the boat. The whole idea is to give people a high quality of life. And in order to do that, we have to listen.

**Michael Owen (02:24):**

If it isn't about them and what they need, chances are it's not going to work.

**Mary Hooper (02:28):**

It certainly takes a level of sweat equity from the folks who are facilitating. It takes people to be humble as professionals, because we went into this saying, we have no idea where this thing's going to go and we meant that.

**Damie Jackson-Diop (02:42):**

The transformative piece for me was really through our own experiences and sharing those stories, whether we've been experienced on advisory councils or collaboratives before, and having a combination of we'll say new voices or people that were new to the table and affirming their stories and them understanding their value of what they were contributing.

**Mary Hooper (03:05):**

I was so, so impressed by the level of knowledge that folks brought to the table.

**Ann Rodriguez (03:13):**

When you allow for a process that's open, you really build trust with people. And as you build the trust with them, they feel more comfortable talking about ideas that they have, experiences that they have had. And all of those things really help people to brainstorm. And they just really kind of feed off of each other and end up coming up with the brilliant ideas about what you can do and what the products are, what the recommendations are, that you never would've thought of in the beginning.

**Mary Hooper (03:47):**

Don't be afraid to put more consumers in a room than professionals with an opportunity to make decisions. There is no way we could have done this kind of work if we had 10 professionals sitting around a table, I mean, it just would not have happened.