

Getting Started: Quick Tips & What To Do in the Next 30/60/90 Days

Quick Tips

- **Prioritize clarity and simplicity.** Programs work best when expectations are clear, information is easy to understand, and next steps are obvious.
- **Minimize burden on patients.** Reduce unnecessary steps that may increase the risk of drop-off by streamlining processes, coordinating across teams, and designing activities to fit into everyday life.
- **Ensure reliable support and follow-through.** Make it easy for patients to get help when questions or challenges get in the way, so they are not left navigating the system on their own.

In Next 30 Days Document Your Program Goals

- **Define the target population** and the **specific behavior, action, or outcome** you hope to improve (e.g., follow-up visits after discharge for patients with diabetes).
- **Identify where patients experience friction** across the Patient Journey.
 - See: [Empowering Patients at Each Step in the Care Journey](#)
- **Gather patient and caregiver perspectives** to better understand barriers, preferences, and support needs.
 - See: [Foundational Actions: Engage Patients as Owners in their Care Journey](#)
- **Establish a small set of leading and lagging indicators** to measure progress and success.

In 60 Days Design the Empowerment Strategy

- **Select the most appropriate lever(s) based on patient needs:**
 - Redesigning Financial Incentives
 - Increasing Access to Wellness Activities
 - Delivering Personalized Reminders/Nudges
 - Combination Approach
- **Define stakeholder roles and responsibilities**, including patients, providers, health plans, employers, community-based organizations.
 - See: [Key Stakeholder Roles](#)
- **Design workflows, partnerships, and support pathways** that make it easier for patients to take the next step.
 - See: **Change Management Tips** across all levers
- **Train frontline staff and partners** to consistently explain the program, answer questions, as well as connect patients to support.
 - See: **Change Management Tips** across all levers
- **Apply the foundational actions throughout program design:**
 - Engage patients as owners in their care journey
 - Equip patients to drive their own health outcomes
 - Integrate systems to reduce burden and improve follow through

In 90 Days and Beyond Pilot, Learn, and Scale

- **Launch a small pilot** with a defined population and timeframe.
 - See: Relevant **Lever** section and associated **Bright Spots**
- **Monitor engagement, friction points, and patient feedback** across the patient journey.
 - See: [Empowering Patients at Each Step in the Care Journey](#)
- **Review performance against leading and lagging indicators** to identify opportunities for improvement.
- **Refine the approach based on patient and stakeholder feedback**, adjusting workflows, messaging, incentives, or supports as needed.
 - See: [Foundational Actions: Engage Patients as Owners in their Care Journey](#)
- **Scale successful approaches** by expanding to additional populations, care settings, or partners while continuing to evaluate outcomes.
 - See: [Scaling Patient Empowerment: CMS Innovation Models Support and Encourage Patient Empowerment](#)

If you have any feedback or questions regarding the Patient Empowerment Guidebook, please contact hcplan@deloitte.com.