

Medicare Beneficiary Representatives and Consumer Advocates should represent the interests of the patient and caregiver to effectuate change in healthcare policy and delivery. This resource was created to help you speak on behalf of the Beneficiary, actively engage in ACO Governing Body meetings, and ensure ACO initiatives are created with the Beneficiary top of mind.

BENEFICIARY EMPOWERMENT

Encourage ACOs to build patient-centric initiatives and programs to ensure Beneficiaries experience an increase in autonomy, quality, and satisfaction.

QUESTIONS TO CONSIDER OR ASK

- Which benefit enhancements will most impact our Beneficiary population? How best can we communicate benefit enhancements to the eligible Beneficiaries?
- How can we encourage Beneficiaries to speak up and make active decisions with their healthcare team?
- What barriers are preventing Beneficiaries from visiting their primary care doctor? How can we reduce such barriers with benefit enhancements or waivers?
- How can we measure Beneficiary satisfaction? How can we improve their healthcare experience?

BENEFICIARY NOTIFICATIONS

Be aware of, and actively engaged in, how the ACO plans to distribute the required notifications.

QUESTIONS TO CONSIDER OR ASK

- How should the notification be branded – will Beneficiaries recognize the name of the ACO or should the practice/provider name also be included?
- How would Beneficiaries prefer to receive this message – Email? Portal? Mail?
- How will practice staff and providers be trained to answer Beneficiary questions?
- Who answers the ACO contact phone number and how will Beneficiary calls be addressed?
- Should additional ACO information (e.g., care coordination, benefit enhancements) be included in the template? Will this be meaningful to the Beneficiary?

VOLUNTARY ALIGNMENT

Be aware of, and actively engaged in, how the ACO plans to educate Beneficiaries on voluntary alignment.

QUESTIONS TO CONSIDER OR ASK

- Which method of voluntary alignment will be easiest for the Beneficiary? Signed Attestation-Based? Medicare.gov?
- How will Beneficiaries be identified to receive voluntary alignment outreach? Is there any harm or confusion that could come to the Beneficiaries?
- What barriers or obstacles for the Beneficiary may prevent them from completing voluntary alignment?
- How will communication about voluntary alignment be released? Email? Mail? In-Office?

BE THE VOICE & ADVOCATE

- How should communication be branded and versioned to be most meaningful to the Beneficiaries? Should the communication come from the Provider? Practice? ACO?
- How will practice staff and providers be trained to help answer Beneficiary questions related to voluntary alignment?

BENEFICIARY & CAREGIVER ENGAGEMENT

Champion for Beneficiary/caregiver engagement, and ensure processes and resources are in place for patient-centric care.

QUESTIONS TO CONSIDER OR ASK

- What resources and materials are available or should be created to increase health literacy for Beneficiaries and caregivers?
- What barriers are preventing Beneficiary and caregiver engagement? How can the ACO reduce those barriers?
- What community resources are available to Beneficiaries? How is the ACO connecting Beneficiaries to those resources? Are there any resources that are not available?
- How is the ACO measuring and quantifying Beneficiary and caregiver engagement? How can the ACO collect Beneficiary and caregiver feedback?
- How are Beneficiaries encouraged to participate in shared decision making?
- How can individualized care plans be more meaningful to the Beneficiary?
- How can the ACO encourage Beneficiaries and caregivers to be more engaged?

OUTREACH & MARKETING

Help inform ACO Beneficiary engagement strategies, outreach, and communication and ensure that ACO marketing activities, materials, and events do not discriminate or selectively target Beneficiaries.

QUESTIONS TO CONSIDER OR ASK

- What are the most important messages and communication for Beneficiaries to receive?
- How are Beneficiaries identified for outreach? Are any populations underrepresented or being left out?
- How can communications be more inclusive? Should materials be translated?
- What types of communication are most meaningful to Beneficiaries? Phone calls? Letters? Magazines? Emails? Social Media?
- Which ACO initiatives, resources, or benefits should be communicated to Beneficiaries?
- What strategies should be used to engage Beneficiaries?
- What prevents Beneficiaries from receiving the outreach? No email addresses? Incorrect mailing addresses? No internet access?
- Who does the Beneficiary want to receive information from regarding the ACO and health activities? Provider? Office staff? Practice?

OTHER RESOURCES FOR YOU

[National Association of ACOs \(NAACOS\) Glossary of Terms](#)
[NAACOS Beneficiary Representative Orientation](#)