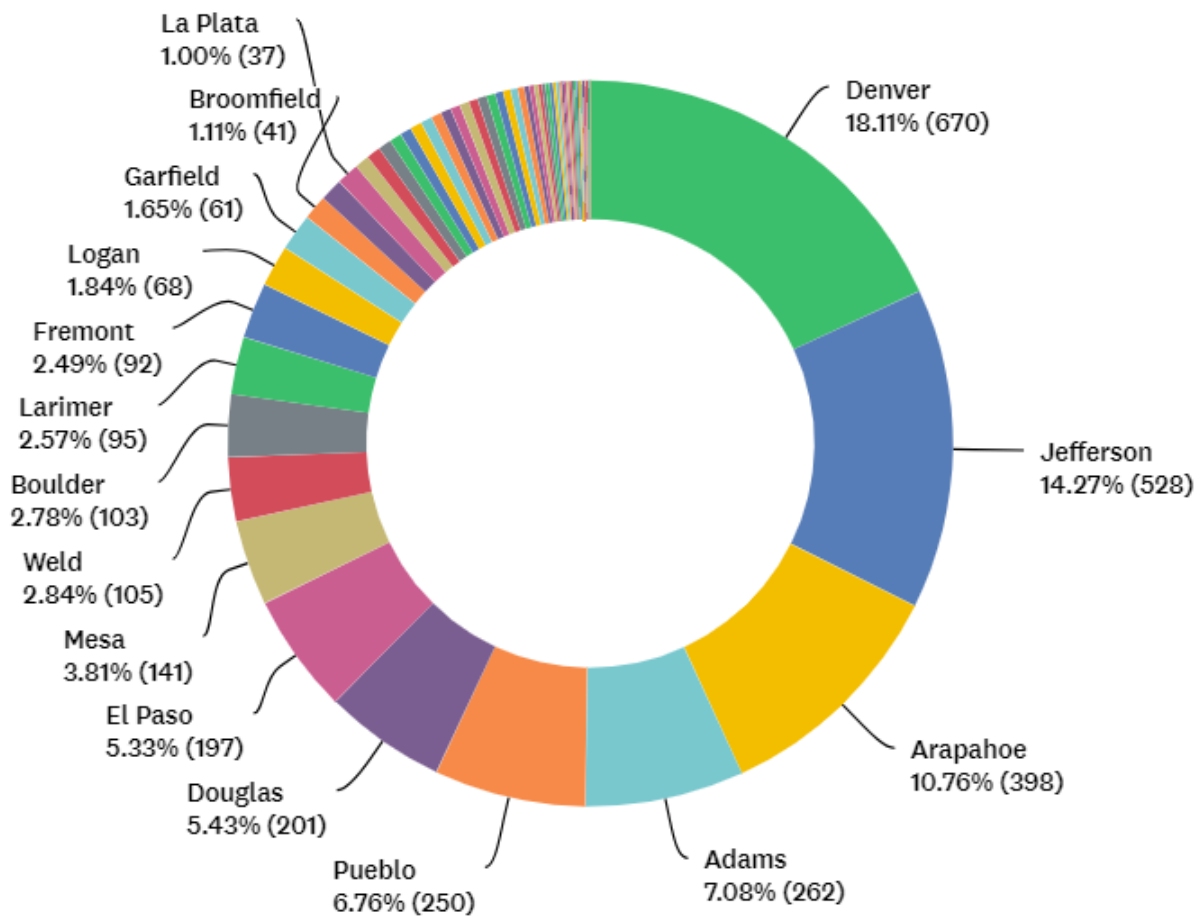| Roadmap Initiative	Promote and Enable Consumer Engagement, Empowerment and Health Literacy
Initiative Description	Develop and implement tools to educate, engage, and empower consumers in their health and well-being.
Project Scope Phase 1	**Phase 1: Discover and Plan** This is phase 1 of several phases of the consumer engagement and empowerment initiative. Phase 1 is focused on defining high-level project requirements based on direct consumer input, a review of available tools, and a gap analysis. This phase will develop Requirements and Suggested approaches for subsequent phases.

Accomplishments	1. Survey completed.
	   a. Distributed by 48 organizations
	   b. Available in English and Spanish
	   c. Over 3,700 responses received
	   d. 62 of Colorado's 64 counties represented in the survey
	   e. Priority reasons for seeking health-related information have been ranked. See charts below for additional information
	   f. Analyzed comparison of responses from Urban vs. Rural Counties
	   g. Analyzed comparison of responses from English language vs Spanish language survey respondents
	2. Draft of Survey Summary Findings report delivered
	3. Raw data from survey shared with each workgroup member – except contact information.

Current Efforts	1. Finalize Survey Summary Findings report 2. Sort and categorize the hundreds of health-related information tools and services identified during the research 3. Prepare Current State & Gap Analysis Reports 4. Preparing Draft Requirements and Approaches
Key Decisions	None
Next Steps	1. Draft requirements and suggested approaches for the next phase. 2. Prepare Final Report
Commission Need	

Excerpted Summary of Survey Findings

Counties Represented by Survey Respondents

Sixty-two (62) of Colorado's 64 counties are represented in the survey responses.

La Plata 1.00% (37)
Broomfield 1.11% (41)
Garfield 1.65% (61)
Logan 1.84% (68)
Fremont 2.49% (92)
Larimer 2.57% (95)
Boulder 2.78% (103)
Weld 2.84% (105)
Mesa 3.81% (141)
El Paso 5.33% (197)
Douglas 5.43% (201)
Pueblo 6.76% (250)
Adams 7.08% (262)
Arapahoe 10.76% (398)
Jefferson 14.27% (528)
Denver 18.11% (670)

Priority Ranking Results

Overall Ranking

Respondents were asked to choose seven of the reasons that are most important to them for seeking health-related information. They were also asked to identify the seven reasons that are least important to them. Based on the responses, the 23 reasons were ranked as shown in the chart below, with Rank 1 being most important.

Rank	Category	Reason for Seeking Information	Percentage who chose as: HIGH
1	Insurance	Understand my insurance options and costs	74
2	Cost Information	Understand all my costs for a health-related service will be before it's done	69
3	Value:	Understand the value and risks to me of a particular health-related service or decision	51
4	Cost Information	Understand what and why I've been billed for certain health-related services	51
5	Wellness	Attain / Maintain a healthy lifestyle	49
6	Treatment Information	Find information on a medical procedure / treatment needed	49
7	Access Health Information	Obtain electronic access to my health and medical information	43
8	Provider Options	Find a new Primary Care Provider (PCP) or Specialist	38
9	Provider Options	Find the appropriate level of care I should seek for individual situations. (Is it emergency room, urgent care, or appt. with PCP?)	34
10	Wellness	Attain / Maintain my optimal body weight	33
11	Treatment Information	Find out about alternative treatment options (holistic, etc.)	33
12	Treatment Information	Find information on a new or changed diagnosis	28
13	Need Assistance	Understand what personal or family assistance is available	21
14	Medication Information	Find information on a new or changed medication prescribed	21
15	Family Status	Expecting or have a new child in the family	16
16	Need Assistance	Consider long term care options	14
17	Access Health Information	Designate who I want to see my health and medical information	14
18	Provider Options	Find a Behavioral Health or Substance Use Disorder treatment provider	13
19	Need Assistance	Find a health-care advocate, navigator, or coordinator	12
20	Family Status	Experience the loss of loved one	11
21	Family Status	Change of marital status (marriage, divorce, widowed)	10
22	Need Assistance	Find a community support resource that can help me access food, housing, transportation to medical appts, or other services.	8
23	Family Status	Understand health related requirements and options as new Colorado resident	8

Comparison of Urban County versus Rural County Rankings

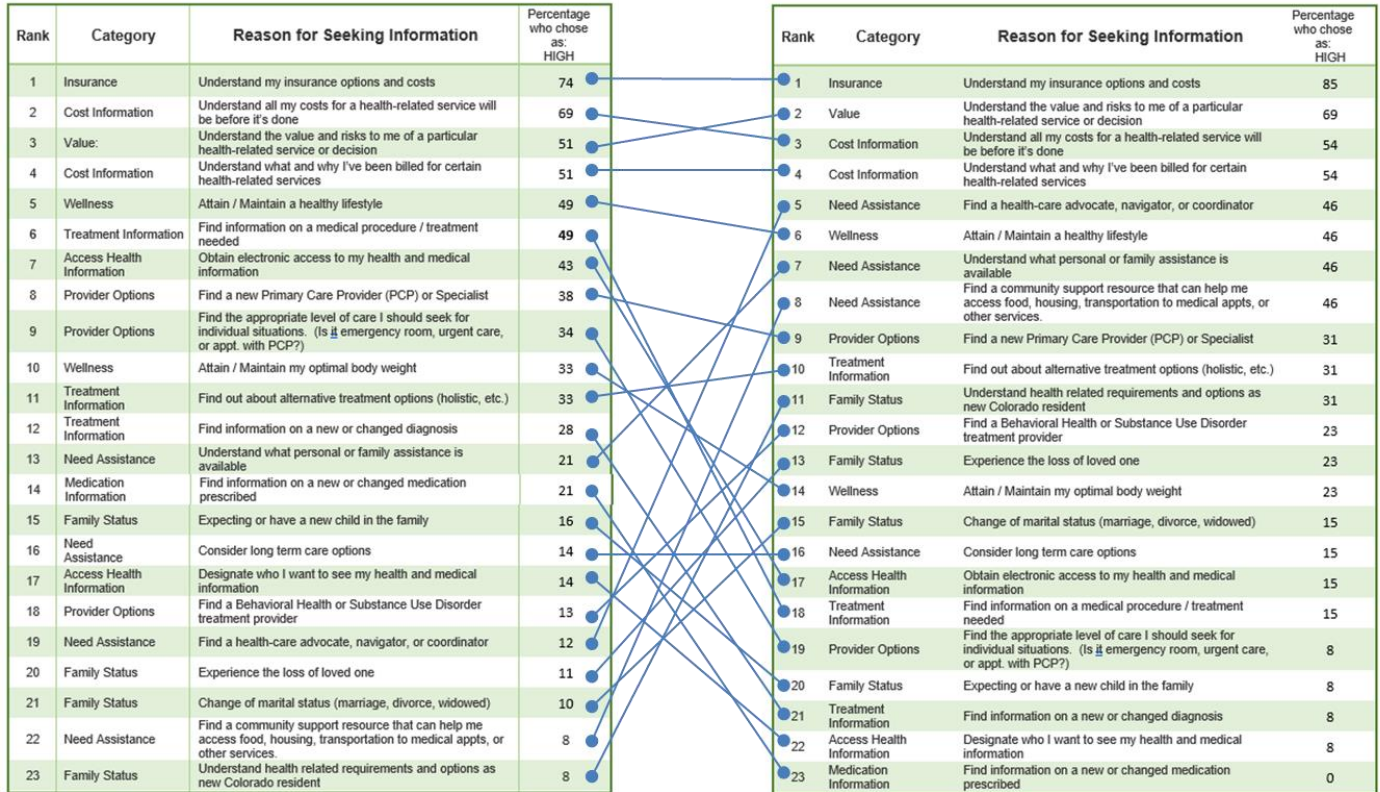The following shows how the rural and urban counties ranked the priorities

URBAN

#	Category	Priority
1	Insurance	Understand my insurance options and costs
2	Cost Information	Understand all my costs for a health-related service will be before it's done
3	Value:	Understand the value and risks to me of a particular health-related service or decision
4	Cost Information	Understand what and why I've been billed for certain health-related services
5	Treatment Information	Find information on a medical procedure / treatment needed
6	Wellness	Attain / Maintain a healthy lifestyle
7	Access Health Information	Obtain electronic access to my health and medical information
8	Provider Options	Find a new Primary Care Provider (PCP) or Specialist
9	Wellness	Attain / Maintain my optimal body weight
10	Provider Options	Find the appropriate level of care I should seek for individual situations. (Is it emergency room, urgent care, or appt. with PCP?)
11	Treatment Information	Find out about alternative treatment options (holistic, etc.)
12	Treatment Information	Find information on a new or changed diagnosis
13	Medication Information	Find information on a new or changed medication prescribed
14	Need Assistance	Understand what personal or family assistance is available
15	Family Status	Expecting or have a new child in the family
16	Provider Options	Find a Behavioral Health or Substance Use Disorder treatment provider
17	Need Assistance	Consider long term care options
18	Access Health Information	Designate who I want to see my health and medical information
19	Need Assistance	Find a health-care advocate, navigator, or coordinator
20	Family Status	Experience the loss of loved one
21	Family Status	Change of marital status (marriage, divorce, widowed)
22	Need Assistance	Find a community support resource that can help me access food, housing, transportation to medical appts, or other services.
23	Family Status	Understand health related requirements and options as new Colorado resident

RURAL

#	Category	Priority
1	Insurance	Understand my insurance options and costs
2	Cost Information	Understand all my costs for a health-related service will be before it's done
3	Cost Information	Understand what and why I've been billed for certain health-related services
4	Wellness	Attain / Maintain a healthy lifestyle
5	Value:	Understand the value and risks to me of a particular health-related service or decision
6	Treatment Information	Find information on a medical procedure / treatment needed
7	Provider Options	Find a new Primary Care Provider (PCP) or Specialist
8	Access Health Information	Obtain electronic access to my health and medical information
9	Wellness	Attain / Maintain my optimal body weight
10	Treatment Information	Find out about alternative treatment options (holistic, etc.)
11	Provider Options	Find the appropriate level of care I should seek for individual situations. (Is it emergency room, urgent care, or appt. with PCP?)
12	Treatment Information	Find information on a new or changed diagnosis
13	Need Assistance	Understand what personal or family assistance is available
14	Medication Information	Find information on a new or changed medication prescribed
15	Access Health Information	Designate who I want to see my health and medical information
16	Family Status	Expecting or have a new child in the family
17	Need Assistance	Find a health-care advocate, navigator, or coordinator
18	Need Assistance	Consider long term care options
19	Family Status	Experience the loss of loved one
20	Family Status	Change of marital status (marriage, divorce, widowed)
21	Provider Options	Find a Behavioral Health or Substance Use Disorder treatment provider
22	Family Status	Understand health related requirements and options as new Colorado resident
23	Need Assistance	Find a community support resource that can help me access food, housing, transportation to medical appts, or other services.

English Language version versus Spanish Language version Rankings

There were a limited number of respondents (21) to the Spanish language version of the survey. The ranking results are shown below – in English – as compared to the over all English version of the surcey.
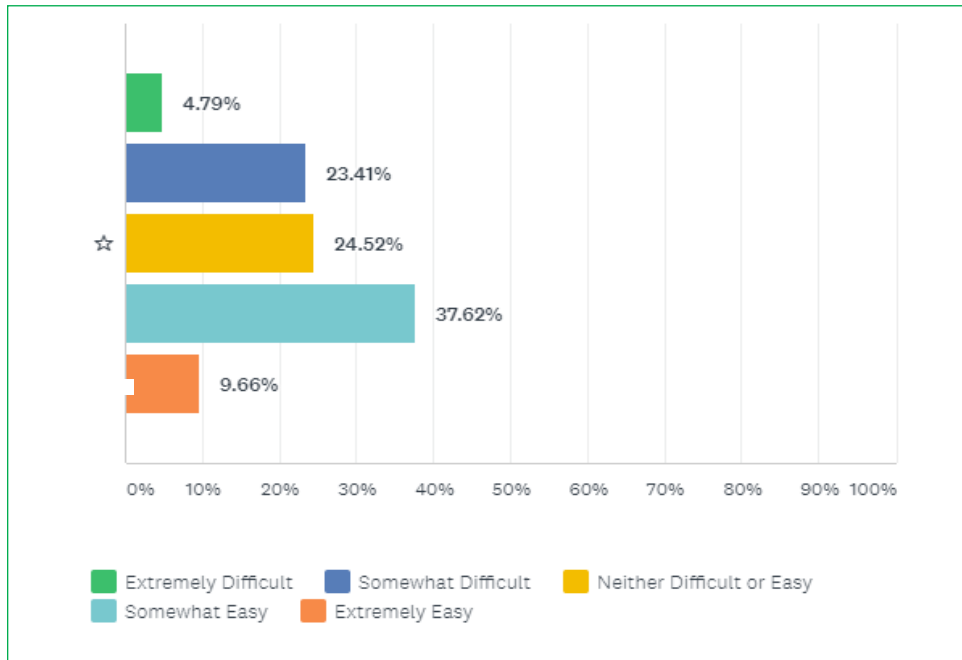
English Language Version

Rank	Category	Reason for Seeking Information	Percentage who chose as: HIGH
1	Insurance	Understand my insurance options and costs	74
2	Cost Information	Understand all my costs for a health-related service will be before it's done	69
3	Value:	Understand the value and risks to me of a particular health-related service or decision	51
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21	Family Status	Change of marital status (marriage, divorce, widowed)	10
22	Need Assistance	Find a community support resource that can help me access food, housing, transportation to medical appts, or other services.	8
23	Family Status	Understand health related requirements and options as new Colorado resident	8

Spanish Language Version

Rank	Category	Reason for Seeking Information	Percentage who chose as: HIGH
1	Insurance	Understand my insurance options and costs	85
2	Value	Understand the value and risks to me of a particular health-related service or decision	69
3	Cost Information	Understand all my costs for a health-related service will be before it's done	54
4	Cost Information	Understand what and why I've been billed for certain health-related services	54
5	Need Assistance	Find a health-care advocate, navigator, or coordinator	46
6	Wellness	Attain / Maintain a healthy lifestyle	46
7	Need Assistance	Understand what personal or family assistance is available	46
8	Need Assistance	Find a community support resource that can help me access food, housing, transportation to medical appts, or other services.	46
9	Provider Options	Find a new Primary Care Provider (PCP) or Specialist	31
10	Treatment Information	Find out about alternative treatment options (holistic, etc.)	31
11	Family Status	Understand health related requirements and options as new Colorado resident	31
12	Provider Options	Find a Behavioral Health or Substance Use Disorder treatment provider	23
13	Family Status	Experience the loss of loved one	23
14	Wellness	Attain / Maintain my optimal body weight	23
15	Family Status	Change of marital status (marriage, divorce, widowed)	15
16	Need Assistance	Consider long term care options	15
17	Access Health Information	Obtain electronic access to my health and medical information	15
18	Treatment Information	Find information on a medical procedure / treatment needed	15
19	Provider Options	Find the appropriate level of care I should seek for individual situations. (Is it emergency room, urgent care, or appt. with PCP?)	8
20	Family Status	Expecting or have a new child in the family	8
21	Treatment Information	Find information on a new or changed diagnosis	8
22	Access Health Information	Designate who I want to see my health and medical information	8
23	Medication Information	Find information on a new or changed medication prescribed	0

Ease of Finding Health-Related Information

The survey also asked how easy or difficult it was for individuals to find the information they were seeking.

Less than half found it easy or extremely easy to find the information they needed.