



NATIONAL HEALTH COUNCIL

National Health Council 2021 Sponsorship Opportunities

Achieving Health Equity: Envisioning a 21st Century, Patient-Centered, Health Ecosystem

Our current health system came of age when racial segregation was sanctioned by custom law. The US health care system has dismantled the outward manifestation of segregated care so that race is no longer the explicit discriminator. However, the legacy system continues the discrimination piecemeal solutions are no longer an option. It is time for a complete reimagining of the health care system to promote unbiased structures and processes to advance equitable access to quality health care for all. The NHC started this new initiative in Fall 2020 and it will continue with a series of Roundtables on key issues and tools and resources for members through 2021. Total project budget \$475,000.

Public Trust in Science Initiative

The NHC and the patient advocacy community are concerned that the general public's trust in and understanding of scientific processes and institutions has eroded over the last few decades. The emergence of the COVID-19 pandemic has highlighted this. However, it did not start with the pandemic and will not end when the pandemic has passed. In 2021, the NHC will implement this new initiative to improve public trust in science. Total project budget \$175,000.

Campaign to Support Patient Groups Throughout the COVID-19 Pandemic

The demand on patient groups during the COVID-19 pandemic continue as they try to meet the needs of their constituents. Patient groups need new and emerging information and resources on COVID-19 vaccines, treatments, preventive strategies, and related information. The NHC will continue its program to support its members in the coming year. Total project budget \$150,000.

Emerging Issues Action Fund

The Emerging Issues Action Fund allows the NHC to respond nimbly to Washington's ever-changing policy landscape. The fund enables us to host timely, issue-focused meetings; develop information and messaging for our members; and retain expert advisors to help decipher emerging issues and develop policy positions and strategies that align with our mission. Total project budget \$500,000.

Patient Engagement

It has become widely accepted that patients must be engaged in all aspects of health care, from medical product development to care delivery and quality assessment. Appropriate and sound methods are emerging for conducting meaningful patient engagement as the science continues to evolve. The NHC seeks to identify and implement best practices for integrating the patient voice into medical product development, research, and health care decision-making. Total project budget \$325,000.

Development of Patient-Experience Mapping Toolbox

The NHC is focused on ensuring the patient experience is collected in standardized ways to inform patient-centric efforts in research, product development, and care delivery. Current tools for capturing the patient journey have important limitations. At this time, most tools are not designed to support co-development with patients. For this reason, the NHC has drafted patient-experience mapping tools that it is now testing for use and will automate and disseminate widely in 2021. Total project budget \$250,000.

NHC Center of Educational Excellence to Build Patient-Group Capacity

Patient organizations want to be more engaged in the research, medical-product development, quality-of-care, and value-of-treatment initiatives that impact their constituents. Without in-house expertise on hand, most groups are unprepared for what this work might entail. To address this challenge, the NHC has developed an online NHC Center of Educational Excellence to make training and resources readily available to patient organizations at no cost. Total project budget \$225,000.

The NHC Value Initiative: Patient Perspectives on Value

The U.S. health care system is undergoing a transformation in how it delivers and pays for care. As traditional fee-for-service gives way to value-based arrangements, understanding the “value” of health care has become a national priority. Value and health technology assessment by various stakeholders is now more common across the health ecosystem. The NHC Value Initiative is focused on ensuring the voice of the patient and patient organizations are an integral part of the value discussion. Total project budget \$325,000.

2021 Virtual Health Leadership Conference

The annual NHC Health Leadership Conference is an interactive, virtual event that provides an outstanding opportunity for NHC patient-community leaders to meet, network, share information about emerging issues in health policy and nonprofit organization management, and learn from nationally recognized experts and one another. The 2021 Conference will be held virtually February 10-11, 2021. Total project budget \$285,000.

2021 Science of Patient Engagement Symposium

The NHC Science of Patient Engagement Symposium for Medical and Scientific Leaders is a two-day meeting held annually to explore how the science of patient engagement is evolving and contributing new evidence. Research leaders share - with a broad scientific audience - their experiences, accomplishments, best practices, and resulting impacts on medicine and science regarding patient centrality. We expect the Symposium will be held virtually in Fall 2021. Total project budget \$175,000.

2021 Washington Representative’s Retreat

The annual NHC Washington Representatives Retreat is a two-day event bringing together high-level government relations, public policy, and advocacy staff from leading patient advocacy and health care organizations to learn more about and discuss the most pressing policy issues in the health care environment. Attendees have an opportunity to provide input to NHC staff on priority public policy issues and strategies for 2022. We are hopeful the meeting will be held in-person, but if deemed unsafe to do so, it will be held virtually. Total project budget \$220,000.