| **Work Plan Activities and Metrics** | **April** | **May** | **June** | **July**  | **August** | **September** | **October** | **November** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Leadership Team Meetings**Purpose: * Develop community consensus on “Why Santa Cruz County?”
* Adopt an Action Plan for Improving Care during the Study Period (small test).
* Develop a strategy for directing traffic to the Santa Cruz LTAC Community Project Web page on the HIP Web site.
* Select a strategy for introducing The Conversation Project in Santa Cruz County (SCC) based on the ideas generated at the July 26, 2013 LAN meeting.
* Agree on a work plan for the selected implementation strategy for Year One of The Conversation Project’s implementation in SCC during January–December 2014.
 |  | LT Meeting May 17 |  |  | LT Meeting August 23 | LT Meeting September 13 | LT Meeting October 11 | LT Meeting November 8 |
| **Metrics for LT Meetings**1. Number of total LT members (signed participation agreements)
 |  | Goal: 12Result:12(100%) |  |  |  |  | Goal: 12Results:13 (108%) | Goal: 20 |
| 1. Number of new members joining the LT to help roll out The Conversation Project into the community
 |  |  |  |  |   |  | Results: 5 |  |
| 1. Percentage of total LT team members that attend meetings
 |  | Goal: 75%Results: 66%  |  |  | Goal: 75%Results: --Meeting postponed until September 13 | Goal: 75% Results: 108% (13) | Goal: 75% Results: 69% (9) | Goal: 75%  |
| **Project Web page**[www.hipscc.org/programs/ltac-community-study](http://www.hipscc.org/programs/ltac-community-study) Purpose: Provide information about the Project to local community and national audiences. | Update | Update | Update | Update | Update  | Update | Update | Update |
| **Metrics for Project Web page**1. Number of Web site visits per month
 | Goal: TBDResults: 52 | Goal: 100Results: 40 | Goal: 100Results: 39 | Goal: 100Results: 113 | Goal: 100Results: 123 | Goal: 100Results: 92 | Goal:100 Results: 38 | Goal:100 Results: |
| 1. Number of distinct Web site visit sources per month
 | 60 | 33 | 35 | 95 | 117 | 72 | 30 |  |
| 1. Number of Web site visits to date
 | 79 | Goal: 100Results: 119 | Goal: 200Results:158 | Goal: 300Results: 271 | Goal: 400Results: 388 | Goal: 500Results: 460 | Goal: 600Results: 498 | Goal: 700 |
| **Learning & Action Network (LAN) Meeting**Purpose: Test the LT’s community engagement ideas on a broader community group.Adopt an Action Plan for continuing the improvement work beyond the Study Period. |  |  |  | July 26 |  |  |  |  |
| **Metrics for LAN Meeting**1. Total number of community beneficiary ambassadors (e.g., community members who are not healthcare providers and are not working in a beneficiary advocacy role) who attended the second LAN meeting.
 |  |  |  | Goal: 30Results: 12 (40%) |  |  |  |  |
| 1. Total number of community beneficiary advocates (e.g., community members who are healthcare providers and/or are working in a beneficiary advocacy role) who attended the second LAN meeting.
 |  |  |  | Goal: 30Results: 24 (80%) |  |  |  |  |
| 1. Total number of community participants (excluding LT members, HIP staff members, and HSAG of California staff members) who attended the second LAN meeting.
 |  |  |  | Goal: 60Results: 36 (60%) |  |  |  |  |
| 1. Total number of second LAN meeting attendees who would like to participate in implementing the Community Action Plan.
 |  |  |  | Results: 27/36 (75%) |  |  |  |  |
| 1. Total number of second LAN meeting attendees who would like to participate on the LT for the Community Action Plan.
 |  |  |  | Results: 15/36 (42%) |  |  |  |  |
| 1. Total number of second LAN meeting attendees who would like more information and/or further discussion about the project with project staff members. “Please contact me to follow up.”
 |  |  |  | Results: 12/36 (33%) |  |  |  |  |
| 1. Total number of second LAN meeting attendees who offered to refer the LT to someone else in the community who would support and participate in the Community Action Plan.
 |  |  |  | Results: 5/36 (14%) |  |  |  |  |
| 1. Total number of second LAN meeting attendees who gave permission to share their contact information with the other participants from the LAN meeting.
 |  |  |  | Results: 32/36 (89%) |  |  |  |  |
| **Community Canvasing Gap Analysis**Purpose: Assess community members’ current level of engagement in their health care decisions and their preferred level of engagement.  |  |  |  |  |  |  |  |  |
| 1. Total number of completed canvasing tools
 |  |  |  |  |  | Goal: 60Result:102 (170%) | Goal: 125Result: 109 (87%) | Goal: 150 |
| **Community Meetings**Purpose: Spread Conversation Project into the community  |  |  |  |  |  |  |  |  |
| **Metrics for Community Meetings**1. Total number of community meetings conducted to date
 |  |  |  |  |  |  | Goal: 6Results: 11 (183%) | Goal: 12 |
| **Focus Groups**Purpose: Focus on patient/family preparation and utilization of healthcare services related to end-of-life issues such as palliative care, hospice care, and advance directives. The results of the focus groups will provide insight on how to best engage community resources in developing and implementing an action plan to meet the long-term needs of the community. |  |  | Conduct monolingual Spanish- speaking Medicare /Medicaid Beneficiary Focus Group | Conduct monolingual English- speaking Medicare Beneficiary Focus Group |  |  |  |  |
| **Metrics for Focus Groups** 1. Number of invitees for Medicare beneficiary English-speaking focus group
 |  |  |  | Goal: 20Results: 20 (100%) |  |  |  |  |
| 1. Number of attendees for Medicare beneficiary English-speaking focus group
 |  |  |  | Goal: 6–10Results: 8 (100%) |  |  |  |  |
| 1. Number of invitees for Spanish- speaking Medicare/Medicaid beneficiary focus group
 |  |  | Goal: 20Results: 40 (200%) |  |  |  |  |  |
| 1. Number of attendees for Spanish- speaking Medicare/Medicaid beneficiary focus group
 |  |  | Goal: 6–10Results: 10 (100%) |  |  |  |  |  |

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