



# Consumer Coalition Principles

## Mission Statement

The Campaign for Better Care Consumer Coalition is a broad-based coalition of consumer organizations representing the diverse constituencies with a direct stake in improving the health, economic security, and quality of life for older adults with multiple health conditions and their families.

## Goals

The goals of the Campaign for Better Care Consumer Coalition are two-fold:

- To fundamentally change the health care delivery system to improve care for older individuals with multiple health conditions who are at the highest risk of poor care and high costs – especially those whose medical conditions are complicated by physical or cognitive impairment or whose access to health care is already limited by their income, race, or ethnicity; and
- To build and mobilize a powerful nationwide grassroots movement to advocate for better care for vulnerable older adults with multiple health conditions, and to sustain that movement as a lasting consumer voice for social change.

## Guiding Principles for Improving Health Care Delivery

The Campaign's policy agenda to improve the health care delivery system will be guided by a core set of principles. These principles are based on what older adults with multiple health conditions and their family caregivers most want and need from a patient- and family-centered delivery system.

1. Care should be comprehensive, well coordinated, and anchored in primary care.
2. Care should be accessible and available to patients when they need it.
3. Care should encompass early intervention and active management of chronic illness.
4. Care should be individualized and based on an assessment of the needs, values, and preferences of the patient and, where appropriate, his/her family caregiver. It is delivered in a culturally and linguistically appropriate manner.

5. Older adults and their caregivers should be full partners in their care, and provided with the information and support to manage their conditions, and make informed health care decisions.
6. Effective communication, coordination, and trust should be fostered among providers, patients, and their family caregivers, including through the effective use of health information technology. Patient medical information is readily available at the point of care.
7. Continuity of care should be promoted and patient transitions – across settings – are smooth, safe, effective, and efficient.
8. Health care should be connected to and integrated with the community resources that older adults and their family caregivers need to maintain health and wellness, independence, functional status, quality of life, and well-being.
9. Patients' and family caregivers' experience of care should be routinely assessed and improved.
10. Care should be delivered in accordance with best practices and evidence. Providers continuously assess and improve the quality of their care, and seek to eliminate health care disparities.
11. Patients and their families should have access to quality and cost information that enables them to make informed decisions about providers and services.
12. Care should be team-based and delivered by a multidisciplinary health care workforce that is well trained and competent in geriatrics and chronic care.