

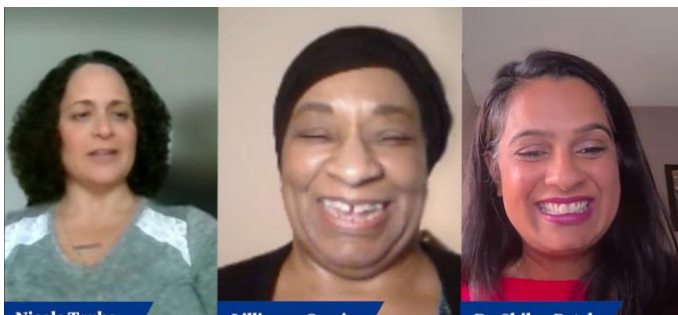
Highlights from the “Impact of consumer engagement on health equity in Medicaid” webcast

September 2024 webcast

On Wednesday, September 25, we hosted a webcast that featured Health Equity Advisory Board members Ms. Garcia and Dr. Patel, and Sr. Policy Director Ms. Truhe. Speakers explored the importance of strengthening consumer engagement initiatives in Medicaid.

Consumer engagement

Consumer engagement helps to identify health system challenges and opportunities and build trust between Medicaid members and those delivering care. To deepen its consumer engagement, UnitedHealthcare has trained leaders using advanced consumer feedback and insight pathways including member advisory committees.



Want to learn more? Be sure to watch the [full webcast](#).

Key takeaways

What would you say is the value of prioritizing consumer engagement in the Medicaid program?

Dr. Patel: *“The communities who have been most impacted by health inequities have not been able to shape the programs intended to serve them. Consumer engagement helps us build trust with those we are working with and helps the advancement of equitable programs.”*

What suggestions do you have for Medicaid stakeholders to improve efforts to engage consumers?

Ms. Garcia: *“Stakeholders will get better outcomes from consumers if they highlight the fact that it will take stakeholders and consumers working together to improve health outcomes. Additionally, embracing conflicting viewpoints will bring about opportunities for innovative solutions.”*

What are examples of specific actions or policies that build consumer trust and confidence?

Dr. Patel: *“I think it’s really important for leadership to demonstrate their participation in building trust, through work with Medicaid program staff as well as the communities that they’re serving. Another important action is to build supportive services. We want consumers to engage with us and for them to feel that their needs are being accommodated.”*