

The Architecture of Meaningful Engagement

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Meaningful Engagement :

An Architectural Perspective

Meaningful Engagement : A Short History

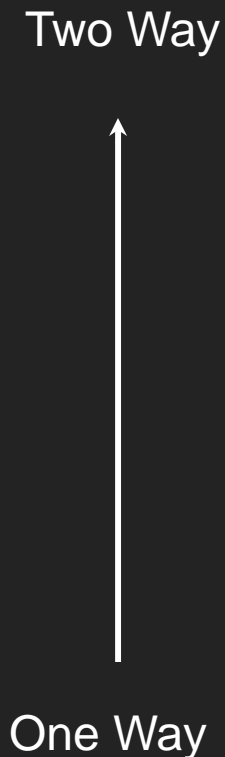
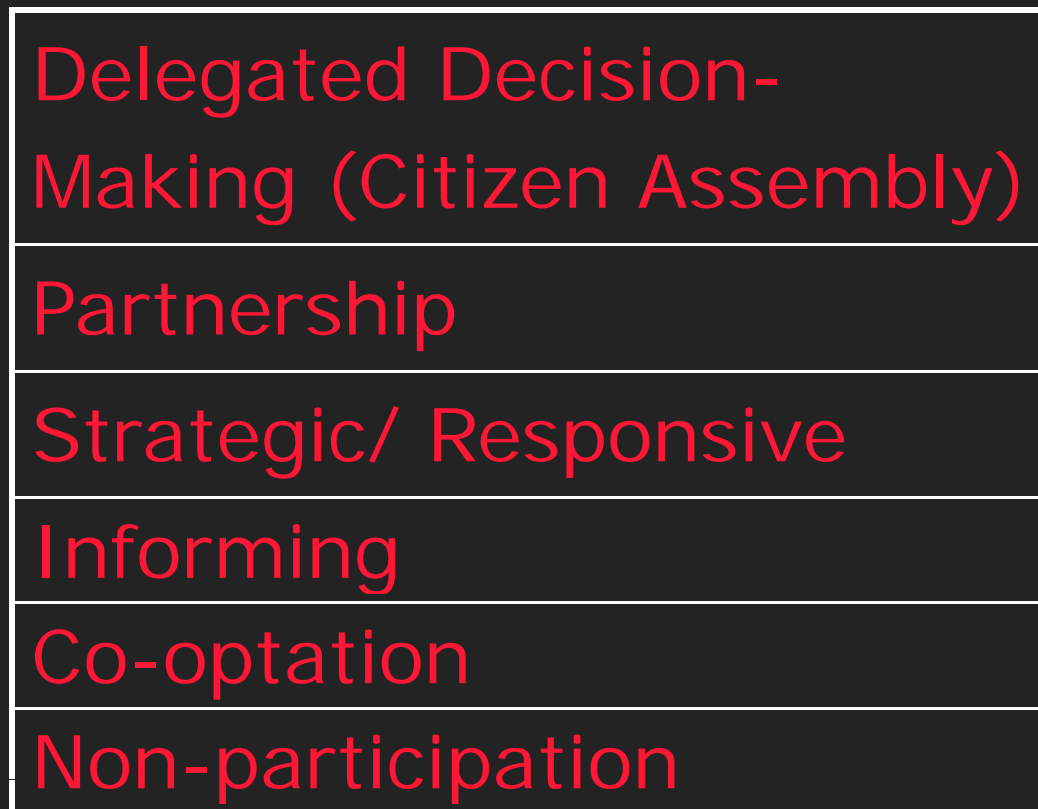
Patient Engagement:

The process of involving those with a direct interest and experience in decision-making.

Civic Engagement:

Emergent trend of involving citizens in decision-making.

Engagement Ladder



Non-participation

- Power Balance
- Characteristics
- Pros/Cons

Co-optation

- Power Balance
- Characteristics
- Pros/Cons

Informing

- Power Balance
- Characteristics
- Pros/Cons

Strategic/Responsive

- Power Balance

- Characteristics

- Pros/Cons

Partnership

- Power Balance
- Characteristics
- Pros/Cons

Delegated Decision-Making

- Power Balance
- Characteristics
- Pros/Cons
- Examples: LHINs, Ontario

Characteristics of Meaningful Engagement

- Time well spent
- Input/experience valued
- Shared problem-solving
- Respect for complexity of issue
- Transcendence of personal vested interests to act on behalf of greater social good
- Mutual transparency

Where Will Engagement Matter Most for Industry?

- Ethics
- New Drug Approvals (especially expensive molecular targeted therapies)
- Catastrophic Drug Coverage
- Healthcare reform around chronic disease management
- Evolving patient-centred approaches and self-management models