



Creating an Optimal
Environment for Quality
Healthcare for Individuals,
Families, and Communities

Lessons from Human Centered Design Informing Policymaking: Substance Use Disorders and Oral Health

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Office of Burden Reduction & Health Informatics (OBRHI)
Customer Focused Research Group (CFRG)



Behavioral Health Customer Engagement

- Executive Sponsor – Dr. Shari Ling, CMS Deputy Chief Medical Officer
- Scope – To understand the barriers to accessing prevention, treatment, and recovery services for Substance Use Disorders (SUD), including mental health and effective pain management.

Behavioral Health Engagement

Understand the barriers to accessing prevention, treatment, and recovery services for Substance Use Disorders (SUD), including mental health and effective pain management.

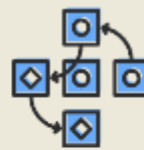
Synthesis Overview



2,822
DATA POINTS
Verbatim quotes



76
THEMES
Patterns in human behavior



22
PRIORITIZED THEMES
Higher-level customer truths learned through immersion activities



9
INSIGHTS
Learnings about patterns of behavior that are surprising or unexpected



4
OPPORTUNITIES
Spaces to explore solution ideas

108 Research Participants

4 <i>Stakeholder Types</i>	Care Team Member* <ul style="list-style-type: none"> Addiction Medicine Holistic Care Psychiatrist or Psychologist Director Program Manager Social Work 	29
58 <i>Stakeholders Interviews</i>	Advocate* <ul style="list-style-type: none"> Executive or Director Harm Reductionist Community Organizer Health Policy Minority Advocate 	24
3 <i>Site Visits</i>	Individual with SUD Experience* <ul style="list-style-type: none"> Health Policy Executive or Director Community Organizer Counselor Social Work 	12
21 <i>SMEs Interviewed</i>	Researcher* <ul style="list-style-type: none"> Health Policy Harm Reductionist Minority Advocate MAT Services 	5

* stakeholders for this category may have been double-counted

Beacon of Hope

A supportive and effective **healthcare system** can assist those on their journey to recovery. Navigating the challenges of substance use can be difficult for individuals.

The visual was derived from various interviews with key interested parties to understand barriers to accessing prevention, treatment, and recovery services for individuals with Substance Use Disorders (SUD).



Centers for Medicare & Medicaid Services, 2023

Pathways to Recovery

Support teams are critically important to meet people where they are and let them know they have options. The journey to recovery is not the same for everyone.

The visual was derived from various interviews with key interested parties to understand barriers to accessing prevention, treatment, and recovery services for individuals with Substance Use Disorders (SUD).



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The Story of Sam

Sam is on their journey to recovery. Through Sam's story, we can better understand the person's perspective as they move through the substance use recovery process.

The visual was derived from various interviews with key interested parties to understand barriers to accessing prevention, treatment, and recovery services for individuals with Substance Use Disorders (SUD).

DAILY AFFIRMATIONS

- I got this
- One day at a time
- Remember why I started
- Gratitude for my support system
- Keep track of my progress & stay focused
- I am worth it
- Take my medication
- My treatment, my path
- Celebrate my success



I started experimenting with drugs. At first, it felt good.

I realized it wasn't healthy and I was losing myself.

I tried to stop on my own, but realized I needed help.

I found a treatment plan that worked for me.

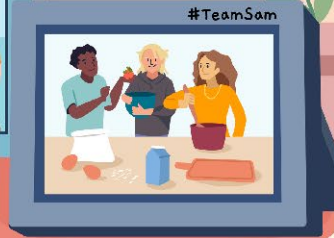
But life outside still goes on...

My recovery back tracked, but I picked myself up and continued my journey.

My support system is part of my motivation to keep going.

THE JOURNEY CONTINUES...

I feel hopeful with my progress and I am not alone.



- Sam



Centers for Medicare & Medicaid Services, 2023

Oral Health Customer Engagement

- Executive Sponsor – Dr. Natalia Chalmers, CMS Chief Dental Officer
- Scope – To understand the barriers to oral health care access for Medicaid or Dual (Medicare & Medicaid) eligible children and adults.

Oral Health Engagement

Identify the human experience of participants and other stakeholders by understanding **barriers to oral health care access for Medicaid or Dual (Medicare-Medicaid) eligible children and adults.**

Synthesis Overview



3,586

DATA POINTS
Verbatim quotes



130

THEMES
Patterns in human behavior



17

PRIORITIZED THEMES
Higher-level customer truths learned through immersion activities



8

INSIGHTS
Learnings about patterns of behavior that are surprising or unexpected



4

OPPORTUNITIES
Spaces to explore solution ideas

96

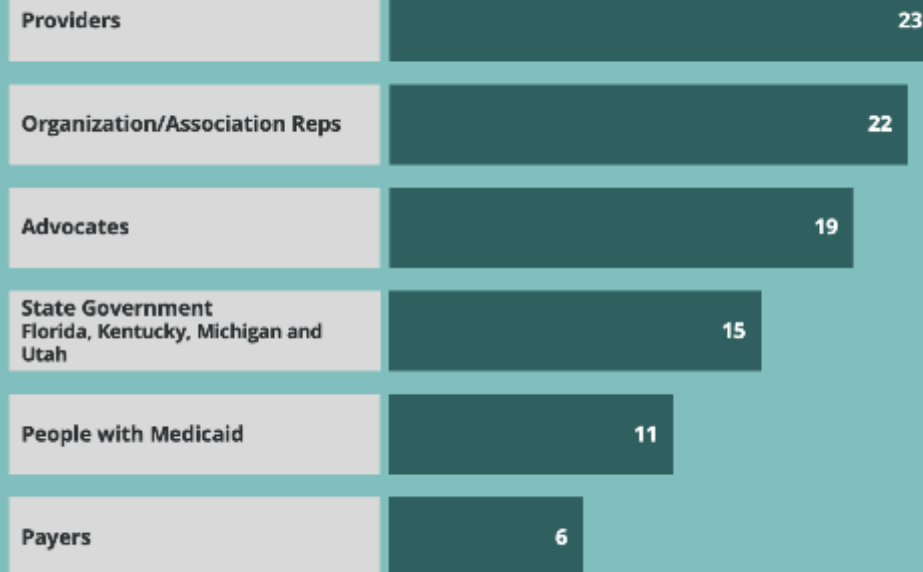
Research participants

6
Stakeholder Types

92
Stakeholders Interviews

21
SME Interviews

3
On-site Visits



Thank you!!!

Follow Up Questions, please reach out to:

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