

Introduction to Designing Authentic and Impactful Patient-Centered Outcomes Research

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Course Objectives

Delineate the roles of patients and stakeholders as advisors rather than as human subjects in patient-centered outcomes research (PCOR)

Describe a 10-step framework for continuous patient and stakeholder engagement in PCOR

Contrast high-touch, high-tech, and diverse approaches to holistic engagement in PCOR



Suggested Agenda (Notes)



1. Danial Mullins Overall Introduction - Your Iain is about
2. Marvin Mack Intro to the concept of motivational, self-empowerment, personal and professional development.
(Self-Management for Project Success) Part 1
3. Emil -What has been done and worked. Overview of 10 Patient Engagement Principles.
4. Marvin Mack Part 2 Patient Engagement Next Level

Community Engagement Personal & Professional Development



Presentation Development Outline:



I Am starting as a moderator: My Notes
WELCOME TO THE LOVENOW WORLD
TOUR:

- A. 3 Intro Motivational 1 minute Videos ads for each module to give general concept and idea
- B. Produce 3 Explainer 2m Video to Further Explain Overall Concept and the connection to the workshop
- C. Connect each module how it plays out economically for individuals and the community as whole.
- D. Create 3 Evaluations, Questionnaires and Surveys
- E. Produce slides for each concepts with illustrations and videos.
- F. Produce background video for each of the 3 modules.
- G. What is the outcome of the presentation?

**The Center For
Mind & Esteem Development, Inc.
Welcome to the LoveNow Tour -
Community Empowerment
Development and Engagement
Marvin Mack, Your PPD Coach
For Personal & Professional
Development.**



LOVE NOW

I want to engage you!
Be open and receive



Community Engagement Personal & Professional Development



Presentation Development: IMAGIN (John Lynion)



If each individual person on this planet could reach their fullest potential and possibility. Each person taking personal responsibility for themselves. Then ask and answer the question, “How will we make that happen, what would be the overall impact and how would it transform this world, as we now know it.” (The One Moment In Time - Ending)

Different approach. from your eyes <https://www.youtube.com/watch?v=Hk1jcQhwUnE>



Each person making a person commitment to increasing their understanding of their purpose, vision, self-esteem, self-worth and value by 20 percent in 1 year. (For the sake of the whole!) How would that impact ABCD?



Patients Like Me

Patients Like Me (Intro and My Connection and Respect for the innovation that his organization bring to the table in the for next level Men and women not fighting, or being at odds with one another. If we did not have power plays, negative competition and focused more on working as a unit, to figure out world challenges, use technology to service more people and create a higher level of quality living for everyone in the world. Not just ourselves.

Community Engagement Next Level

Course Main Goals, Priorities & Objectives



Introduce participants to the concept of PPD and how it can empower project success and final results. Moreover, advancing, both personal and professional. This component will allow us to build on our strengths and overcome our weaknesses.

IMAGIN - Inspire each participant to Clarify A Higher Vision from a holistic perspective, for yourself, personally and professionally - 5 Questions to ask and answer for yourself when clarifying your next level vision that encompasses the whole. Also, we will give a crash course in developing your presentation and communication skill sets.



Self-Management For Project Success - Energy Booster - Is your energy and focus up to par, for your next level of advancement? 5 Questions. Video expertise with a game show Q&A platform, to study responses. Offer techniques that will assist you in operating at your fullest potential. It will show you how to think differently about how to achieve more effective results and outcomes both personal and professionally. 15 Simple but Powerful Tips to better manage yourself, personally professionally to achieve your next level goals and objectives. 5 Elements to Effective Decision Making - 5 steps to effective decision making for Patients, Researchers or Healthcare providers.



Community Engagement Next Level - Hi-Touch, Hi-Tech - "It Takes A Village & Technology" CMED's Community Empowerment Network is designed to build a solid relationship with Community Stakeholders via a Web-Platform. Designed for consistent engagement via technology and the internet. This module focuses on a solid holistic approach to effective marketing strategies to reach more people for project success. Offering access to Free Information Resources 24/7 online. Our goal is to Offer Stakeholders the opportunity to Communicate, Connect, Engage, Learn and Empower Real-time Community Engagement and Development. Most Effective Results? - Constant Learning, Teaching & Leading by Example - 5 Questions to ask yourself: consistently.

Personal & Professional Development (Focus, What is our potential and Possibility?)



I Am The Greatest, I Feel Great, I look Great
I Am Great (And My Mind, Body, Energy and
Spirit Reflect IT, LOOK AT ME!) - 5 Powerful Affirmation
We All Need to Affirm on a Consistent Bases.

Personal & Professional Development



Hello, my name is Marvin Mack,
Your Person & Professional
Development Coach



INTRODUCTION TO PPD COURSE:

Crash Course In Personal & Professional Development. Basic Concept and Idea.

- **I WOULD NOT BE STANDING HERE, WITH THIS GREAT OPPORTUNITY AND WORLD PLATFORM, IF NOT FOR PPD. I take these blessing very seriously. Time video diary capsule.. Giving up the victim roll.**
- What do you envision for yourself? (Affirmation & Visualization Exercises) Energy Booster - Is your energy and focus up to par, for your next level of advancement? 5 Questions. Video expertise with a game show Q&A platform, to study responses.
- A celebration of "THE SELF" - Stop being consumed with what other people think you. Focus your time and energy on strengthening your personal and professional authenticity, caritor, endurancre, ets. This will assist you in achieving your next level goals and objectives. 3 Techniques to motivate and empower you to operate at your highest potential: Affirmation, Visualization, Mediation.
- "Overpower the haters!" A clip from Michell Obama on How to not allow the external negative people or situations, dictate who you will be, what you will achieve and what you will stand for in this world. We are powerful enough to control your mind, behavior, outcomes and how you feel about our yourself.

Personal & Professional Development



Who are you and what is your intents in life, personal And professionally?

1. Start PPD's presentation with universal words and terms to define PPD and how participants can empower themselves to improve overall performance and quality of life, personally and professionally. Also, infancies the importance of knowing who you are and knowing your self-worth and value. Major questions that we need to ask and answer for ourselves: "Here is the concept, real quick!" And why it is exramly important to keep in the forefront of you mind.
2. Who are you and what is your purpose in this world?
3. What is the most important thing to you in LIFE, in present time? (Personally and Professionally) Why? After thinking about it, do you think you need to realign your priorities?
4. Articulate your vision of your potential and possibility? (In present time.)
5. What are your goal and objectives, personally and professionally?
6. Where are you operating from?
7. What inspires and motivates you to perform at a higher level? How do you get inspired or what inspires you?
8. How do you go about overcoming life challenges in a powerful way?
9. How can PPD motivate and empower your potential and possibility?
10. What are 3 of your strengths and weakness? And what are you doing on a consistent bases to overcome your weakness?
11. How would you rate yourself on your presentation and communicational skill set On scale of 1 to 10?
12. What are some internal barriers that could lead to low performance and bad results?
13. List the things you can and cannot deal with in life: Assignment.
14. Write a personal and professional development mission statement.

Clarity

Questions to Ask and Answer for Yourself!



Personal & Professional Development



Presentation & Communicational Skill Sets - Test yourself.

Ask yourself these questions:

0. Are you fully charged?

1 Do you really listen to people, let them finish their thought before you start to speak? Or do you just cut everyone off?

2. What technique or strategy do you use, to motivate and empower people to invest their time and energy into the higher vision that includes the whole? (Project Goals and Objectives)

3. Do you know when you are unable to deliver the answer to a question from the audience and how to gracefully say, “I don’t know, but will get answer at a later time”?

4. When communicating with people, are you brief and clear on your points and do you always have a written agenda item list at hand?

5. Self-Management - Do you Realize that you will not be able communicate and connect with everyone? And it has to be ok! Moreover, your body must reflect what you truly believe.



Personal & Professional Development



Presentation & Communicational Skill Sets - Test yourself.
Ask yourself these questions:

6. If what you are saying is true, does your mind, body, energy and spirit reflect it? A major question to ask and answer for yourself.

7. Do you know how to confidently deal with a bully?

8. Do you specifically know the negative elements and people that are blocking you from operating at your highest potential?

**9. Are you clear on the deliverables, time-line and what is required to accomplish this project goals and objective?
Are you prepared to handle foreseeable challenges?,
successfully on time?**

10. Do you sound and technology check?

**Be The Example of what you believe and are talking about
- "I am powerful enough" People know.**



Personal & Professional Development



Presentation & Communicational Skill Sets - Notes

- 1. 3 Mistake during a presentation that can get you laughed of the stage:**
- 2. Learning to say nothing and allow people to express themselves.**
- 3. No Excuses -**
- 4. Not an option to consume yourself asking the question, what are they thinking, what are their true intention, etc. Can I trust this person? Learn to trust in yourself and a higher power greater than yourself, and focus on your potential and possibility around the world. With no drama.**

Personal & Professional Development



Other Important notes to remember regarding PPD: Questionable Notes

1. 5 Tips on keeping yourself clean and presentable
2. You don't have to justify your life decisions to anyone. It requires too much time and energy. Be clear on your overall intent and eventually everything will come full circle.

Self-Management for Project Success



My story on how I had to learn the hard
Way the importance of Managing Yourself
On any project that you take on. I Blacked out
At the beginning of my prevention..

Self-Management for Project Success



INTRODUCTION TO SM COURSE:

Video by Marvin on When you come into work, not feeling well? 4 Short Explainer Video - Illustrations will empower and motivate people to make more effective decisions in their daily life, personally and professionally. (Clinicians, Researchers and Patients)

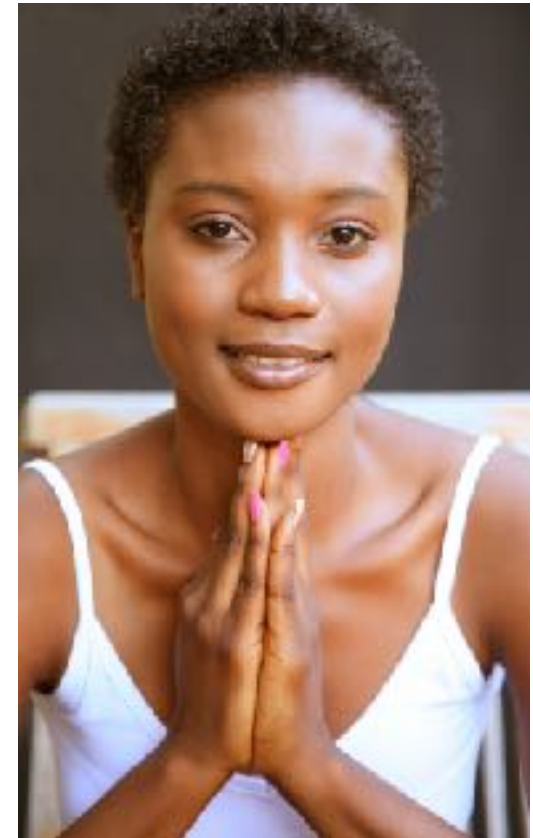
- A. 5 Elements to Effective Decision Making - 5 steps to effective decision making for Patients, Researchers or Healthcare Providers. This will increase overall project success, both personally and professionally.
- B. (Exercise) Identify psychological deficiencies. (patients, researcher & healthcare providers)
- C. * Self sabotage when given good opportunities
- D. * Do not want real change or transformation, it would inconvenience peoples and institutions way of life/economics, in some cases.
- E. * Denial of root barriers and challenges to a successful outcome.
- F. * Values & Ideology, Where do you stand? Is it about the self or about community? Is it about striving or just surviving? Is it about the internal or the external, when making important decisions?
- G. Are you self-managed? Do you believe that you are operating at your highest potential on a consistent bases in order to effectively accomplish your personal and professional goals?
- H. 15 Simple but Powerful Tips on managing yourself to make your next project A Major Success!



Self-Management for Project Success



1. “Be Better” quote from Michell Obama
2. I will not be rushed, I am human and I am clear on my purpose and intent. Don't rush me!
3. Make sure you have an organized system that work that you do. It must be consistently saved, archived, and have a process of dissemination. Number items, pages and paragraphs.
4. When you are not motivated and don't feel like working on the project, look at the project opportunity, look at the news media and what is going on in the world; and remember, you have the opportunity to influence the outcome.
5. Develop a stronger relationship with your higher power (What technique do you us?) - I say the lords payer to build my spirit, energy and consciousness level.
6. Practice overcoming a mistake or fall in 15 seconds or less.
7. Master how to overcome Your Fears, Doubts and Insecurity, because you will have them.
8. Don't belabor the details until it is time. “Focus on ABCD!”
9. Are you a person who feels the need to constantly talk, debating about nothing, just to be seen or get attention? Waisted time and energy.
10. Accountability assignment - Wright yourself a mission statement and sign it.
11. How to “let people go” gracefully:
12. Do not worry about other peoples opinions, be confident in you decisions.
13. Are you able to pull yourself up on bad behavior, before someone els does?
14. Know one is responsible for your correcting you, not even your supervisor. They correct you in a 123 warning letter and an you annual evaluation. Moreover, you were in most cases give written job duties that you are responsible for staying on top of. Your personal life challenges are not relevant to the project outcome.
15. Rate yourself on your ability to say “no” and mean it, personally and professionally? 5 Questions:

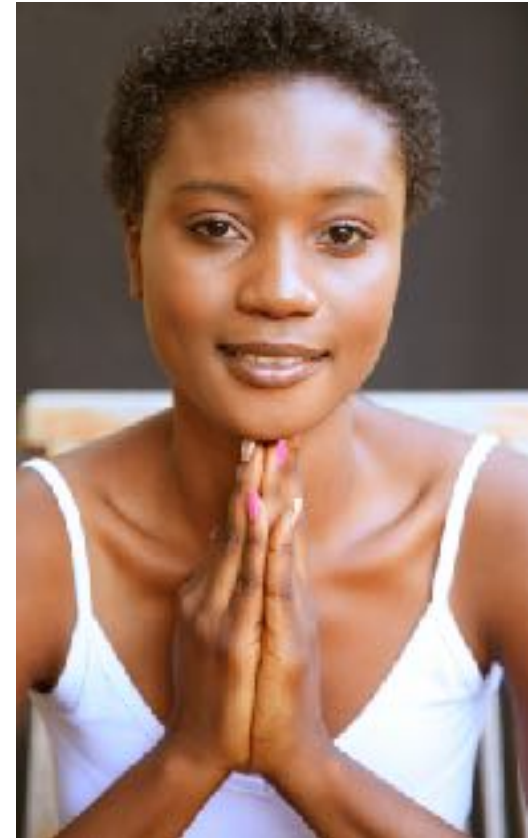


Remember, you body must Reflect the love, respect and Appreciations that you have for yourself. Love Now

Self-Management for Project Success Additional notes:



- “No Distractions List” Prepare yourself for success now
- Adjust to, “The New Normal” Gracefully, ABCD:
- Mandatory requirement to schedule planned diet, sleep times, personal reflection, get organized, administrative, etc.
- What strategy do you have in place to overcome come addictions and shortcoming?
- Let people know that they can do to assist you in helping them.
- You will not always feel like participating in an event for a partner, how ever you your true intent is to build relationships; then you put yourself aside and do it with a good attitude. You will want the same in return if you wanted or need them to do something that they did not want to do.



Next Level Community & Leadership Engagement Next Level

What does it mean to engagement the community or patients?



Next Level Community & Leadership Engagement Next Level

What does it mean to engagement the community or patients?



Hello, my name is?
Who ARE YOU and what
are your intentions?



INTRODUCTION TO COMMUNITY ENGAGEMENT NL COURSE:

Major Topics for Open Discussion:

1. One of the **most important elements** to a successful community or patient engagement project outcome is to: At the beginning of designing a project, “make sure that you have a team of a collective consciousness levels of people, thinkers and brains at the table. When creating a holistic community vision and making major decisions, this will dramatically influence a successful project outcome across the board. (A clip from Michell Obama)
2. **Relationship & Team Building** - Why partners do not get along? The Importance of building solid relationships personal and professionally. listing. 10 Ways to better communicate with all people, re-gain trust and build upon a new relationship that encompasses the whole.
3. **Emotional Intelligence** - How would you feel “IF” as a patient, doctor or researcher? (What would you do better?) 5 questions to ask and answer for yourself (exercise for presentation video, to study responses later in the day.)
4. **The importance of your presentation and communication** skill sets. Hillary Clinton on how to keep your cool when dealing with difficult people. Rehearse your reaction and response to challenging people. Video exercise. 5 Powerful Tips for Effective Presentation and Communication.



• INTRODUCTION TO COMMUNITY ENGAGEMENT NL COURSE:

- Major Topics for Open Discussion:
 - What are you going to do or give me, for me to assist you? Relationship Building and Engagement
- **My Commitment To Service:**
 - What is your motivation and how would you rate yourself, on a scale of 1 to 10 on your level of service?
- “Do the right thing, PERIOD!” - Importance of following up and following through, when you say you are going to do something for someone. This will empower you to Exercise Courage, Build Self-Worth & Value! Have A Moral Compose & Code - Q&A the hot seat? (Exercise video for participants)

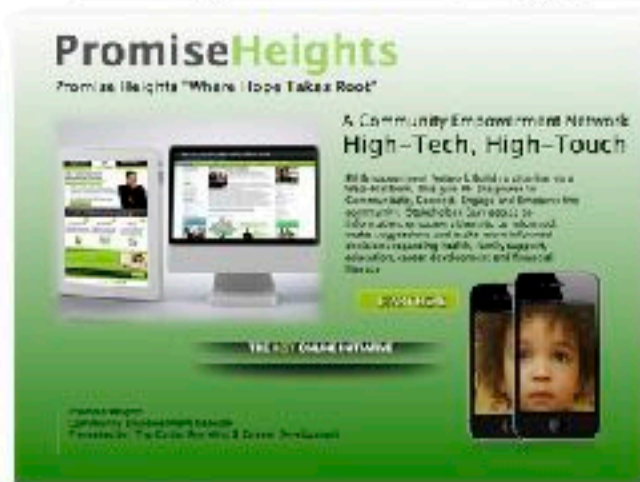


**A Holistic Approach To Community
Engagement Next Level: We All Need To Take Better
Care of OURSELVES, TAKING RESPONSIBILITY FOR ABCD “ECONOMICS”
CONNECT THE DOTS HOW EACH APPIES TO THE WHOLE.**

Ask yourself, would I Invest In These MODULS? It is a simple but powerful tool to achieve Self, Community & World Empowerment: LOVE NOW (Campaign)



A Strategy for Community Engagement - Launch Example



1. Website Platform (Content Management)



2. Blog - Newsletter - Website Platform (Empower, Informing & Engage Stakeholder Regularly)



3. Free For Signing Up Information Resource Center (Allowing stakeholder to easy access Information Resources & Online Training)



4. Membership Launch Postcard Example



5. Email - Weekly A Motivational Reminder of Personal Goals & Objectives with resources that streamline the process.



6. Stakeholders Questionnaire, Evaluation & Suggestion From (Define & Address Challenges)

Promise Heights "Where Hope Takes Root"

Stakeholders Questionnaire, Evaluation & Suggestion From

Question	Answer
1. How satisfied are you with the services provided?	
2. How satisfied are you with the staff?	
3. How satisfied are you with the facilities?	
4. How satisfied are you with the programs?	
5. How satisfied are you with the support services?	
6. How satisfied are you with the overall experience?	
7. What are your suggestions for improvement?	
8. What are your suggestions for improvement?	
9. What are your suggestions for improvement?	
10. What are your suggestions for improvement?	

A Holistic Approach To Community Engagement Next Level: A Marketing Strategy that speaks to and APPIES TO THE WHOLE

What is your Marketing Strategy and why is it important to the success of the project?

30 Day+ Case Study - This Marketing Strategy is Designed to, not just show you how to connect and develop a strong relationship with people in Your community locally, but around the world.



- A. **A TV Network:** Web-Platform, brochure, Newsletter, Membership Sign-Up,
- B. **Postcard Mailings MS** - Info USA for Membership and List Building
- C. **Internet MS-** Facebook, Youtube, Twitter, Instagram, IN, Constant Q&A, etc. (If serious?)
- D. **Community Event MS** - Flyer, Sign-Up, Follow-Up, Keep Engaged, etc.
- E. Social Group MS



Next Level Community & Leadership Engagement Development



Major Topics for Open Discussion:

- No one person on the team is solely responsible or is required for the success of a project.
- Be Conscious people when communicating with them. People feel when you are not really conscious of them when communicating directly with them. Importance of Interpersonal and interactive skill sets.
- Make sure the numbers are correct and up! You are responsible for collecting honest data and keeping track of the information and final analysis. Then making sure findings of results and dominated back to the community of people you got your data from. Marketing strategies to build partnerships, consumer relationships and trust with the community, using Technology, Free Information Resources, Web Platform, Newsletters, Tweets, Facebook, Flyers, Postcards, Webinars, Youtube Videos, etc. Using these elements can increase your program participation, increase community events attendants, membership list, and overcome engagement.
- “We are so proud of you! Now did you get the Christmas list on time? Learn to give people a moment after working hard to make the project successful.”

Next Level Community & Leadership Engagement Development



- Service Providers - “The community is working just as hard to stay alive and survive as you are your family and community
- People learn and teach in different ways. Be conscious of what works best of the audience of people you are communicating with.
- Consider the media’s narrative when having to community with the community at large. True or Not True. It could empower your presentation and help you to better communicate and connect with the community.
- Emotional Intelligence - Be conscious of what people are saying and not saying.

Somewhere over the rainbow

https://www.youtube.com/results?search_query=patti+labelle+at+the+white+house+2015+



Community Engagement Personal & Professional Development

Course Objectives



Personal & Professional Development
(Notes, Items to incorporate: “Importance of”
Self-Esteem, Self-Worth & Value
Clarity of Personal Higher Vision that includes the whole
Focused Mind, Polished Skillsets, Determination and believing in Yourself!
Empower Your Presentation & Communicational Skill Sets - Test yourself:



Self-Management for Project Success
5 Elements to Effective Decision Making - 5 steps to effective decision making for Patients, Researchers or Healthcare providers.

Energy Booster - Is your energy and focus up to par, for your next level of advancement? 5 Questions. Video expertise with a game show Q&A platform, to study responses.

Are you self-managed for project SUCCESS? (Exercise) Identify psychological deficiencies. (patients, researcher & healthcare providers) Test yourself: 12 Items to evaluate yourself on.



Next Level Community & Leadership
Engagement & Development “Be apart of a bigger
Community, don’t isolate yourself”



Introduction Script:



- Thank you ISPOR, SCOTLAND AND WORLD.
- Thank you for having me and welcome to the Love Now Tour.
- Are you open and receptive to ABAC, then say “I Slay”
- Conceptualize each component