

Greater Tompkins County Municipal Health Insurance Consortium
Owning Your Own Health Committee
December 13, 2017
3:00 p.m.
Legislature Chambers

Agenda

1. Call to Order (3:00) Schiele

2. Agenda Changes (3:00)

3. Approve Minutes of November 8, 2017 Meeting (3:02)

4. Executive Director's Report (3:05) Barber
 - a. Topics at other Consortium committee meetings
 - b. News from Board of Directors

5. Flu Clinics and CanaRx update (3:20) Prashaw

6. Blue4U 2018 roll-out (3:25) Miller

7. Promoting Wellness Resolution (3:30) Barber

8. Next Agenda Items and Meeting Time (3:55)

9. Adjournment (4:00)

Next meeting: _____

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Minutes – Draft
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Present: Ted Schiele, Kathy Servoss, Debby Kelley (excused at 4:15 p.m.), Beverly Chin (arrived at 3:09 p.m.); Emily Mallar (arrived at 3:30 p.m.), Leslie Moskowitz (arrived at 3:30 p.m.)
Excused: Sharon Bowman, Jim Bower, Jackie Kippola; Olivia Hersey
Absent: Tammy Morse
Guests: Don Barber, Executive Director; Via conference call: Corey Prashaw, ProAct; Beth Miller, Mike Tellier, Excellus

Call to Order

Mr. Schiele, Chair, called the meeting to order at 3:08 p.m.

Changes to the Agenda

There were no changes to the agenda.

Approval of September 27, 2017 Minutes

It was MOVED by Ms. Servoss, seconded by Ms. Kelley, and unanimously adopted by voice vote by members present, to approve the minutes of September 27, 2017 as corrected. MINUTES APPROVED.

Executive Director's Report

Report on Work of Other Committees

Mr. Barber reported on the Governance Structure Committee and said its work has been placed on hold at this time. The Committee has suggested staying with the current Board structure but to reduce the number of meetings and a change in the seating arrangement at Board meetings. While there is not support for major changes at this time the Committee feels that at some point as the Consortium grows that consideration will need to be given again to reduce the number of Directors. Consideration may also be given to giving committees more responsibility. The Audit and Finance Committee has been busy working on several items, including Stop Loss insurance which the Consortium is required to have under Article 47. In addition to working out issues related to the Excellus administrative services contract, the Committee is also trying to get a better understanding of prescription drug rebates which has become a significant source of revenue for the Consortium.

Mr. Barber said he is making arrangements to have a presentation and discussion with providers, ProAct, and Excellus about opioids and how they are being managed within the Consortium's population. All members will be invited to attend when details are finalized.

Flu Clinics

Mr. Prashaw provided the following breakdown of information on how many members from each municipality attended a flu clinic in the Fall:

Tompkins County Human Services Building: 39 from Tompkins County
2 from the Town of Ithaca
2 from the City of Ithaca

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Ithaca City Hall:	7 from Tompkins County 33 from the City of Ithaca 3 from the Town of Ithaca 1 from the Village of Dryden
Cortland Fire Hall:	29 from the City of Cortland 3 from Tompkins County
Tompkins County Highway:	1 from the City of Ithaca 11 from Tompkins County 1 from the Town of Ithaca 1 from the Town of Lansing
Tompkins County Old Jail:	3 from the City of Cortland 5 from the City of Ithaca 29 from Tompkins County 1 from the Town of Dryden 4 from the Town of Ithaca
Bolton Point:	11 from the Town of Ithaca 3 from the Town of Lansing

Totals by municipality:

Tompkins County – 89	Town of Ithaca – 21
City of Cortland – 42	City of Ithaca – 41
Village of Dryden – 1	Town of Dryden – 1
Town of Lansing - 4	

CanaRX

Mr. Prashaw reported four members signed up in October. He is waiting for information on the status of mailers that were sent to members who have a qualifying prescription to let them know they are eligible to receive medications at a zero co-pay. He said there was a lot of interest expressed in this at the recent benefit fairs that were held. He will also provide the Committee with information on the number of mailers that went out in addition to how many Consortium members are using the program.

Update on Blue4U Program Rollout

Ms. Miller reported preliminary meetings were held with Nina Butler of Interactive Health Solutions regarding the rollout. There are three new towns coming into the Consortium with Metal Level Plans that will be incorporated into the Blue4U program. They will be running the 1-2-3 campaign again as there have not been any incentives added to the program; however, they are trying to strategize what can be done to engage members and increase participation. She said a meeting is scheduled with benefit clerks to rollout the program with the 1-2-3 campaign. Mr. Barber said the marketing campaign starts out with an introduction to what the program offers, number 2 notifies members of when they can sign up and 3 is a notification that the deadline for signing up is approaching. There is no incentive other than it has no cost.

It was noted that the program is only available to members in a Metal Level Plan. Ms. Servoss asked if would be possible to offer the program to all Consortium members. Mr. Schiele said prior to Ms. Servoss joining the Committee there was discussion of the idea of making the program available to everyone with the cost absorbed by the plan cost. However, Mr. Barber met with the County Administrator who questioned if it would be cost effective and also asked what other alternatives exist to promote wellness. That led to the current discussion of whether members are seeing a primary care physician and if that should be promoted in lieu of the Blue4U program.

Ms. Mallar and Ms. Moskowitz arrived at this time.

Ms. Chin said it would help to know from members who are in the Metal Level Plans and using the program how they felt about it. She asked if it would be possible to pilot it at one site. Mr. Barber said this would change the role of the Consortium from providing an opportunity to directing a program. If a particular municipality wished to pilot the program it would require the Consortium to allow for everyone to participate or for a municipality to add it as a benefit. Ms. Miller asked if the Committee, given statistics on the program having a cost benefit, could make a recommendation to the Audit and Finance Committee and Board of Directors for the program to be made available to all members. Mr. Schiele noted that making the program available to everyone with a sunset date and this would not preclude running a pilot program at one site to market the program.

Mr. Barber referred to an economic analysis that was done earlier in the discussions that showed if the Consortium were to make the investment that it would return the investment in four to five years and eventually would triple the investment. He said a large percentage of Consortium members are aware of preventive healthcare and a majority of them have primary care physicians; however, there are far too few receiving an annual exam.

Mr. Barber asked Ms. Mallar if CAP (Cayuga Area Physicians) as part of its commitment to Excellus to members to get their blood work done and have an annual physical. Ms. Mallar said this is not a quality metric that they are graded on; however, information is gathered from individuals who are being seen for another condition such as diabetes and screenings are followed up on. She said there is value in having the annual exam and the population that causes concern include those who are never being seen.

Mr. Barber said isn't sure the Consortium would provide financial incentives for the Blue4U program but if someone were hired within the Consortium that would meet members at their job sites might be something that could be considered. He said this is what Ms. Moskowitz does in the City of Ithaca and it has been successful.

There was discussion of how to promote preventive health care and the importance of an annual physical. Mr. Schiele stated although the Newsletter is a good place to start it cannot be the only way it is promoted. Other suggestions brought forward includes small incentives or friendly competitions.

Mr. Barber said if the Consortium is going to make any movement in the wellness initiative a recommendation or discussion item would need to come from this Committee to the Board.

The Committee reviewed data provided by Mr. Barber in a memorandum dated November 7, 2017. Mr. Tellier said the Consortium has a large number of members that are attributed to a primary care physician based on a well or preventive visit but most of the time they are not going in for a physical or annual exam but may be going for a sick visit or going to urgent care. He thinks the Consortium's numbers may be higher than what he sees in other groups but the goal should be getting those members to schedule an annual physical while they are there for those other visits.

Mr. Schiele suggested the Committee consider making a recommendation at the next meeting to address the Blue4U questions and whether to focus a promotional effort on primary care physicians and annual wellness visits. He said the Committee could make a recommendation or resolve to recommend a plan in the next six months for promoting either

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Blue4U or wellness visits for all Consortium members. The Committee referred to a suggestion contained in the memorandum from Mr. Barber to hire a wellness coordinator who would go to work sites and develop a relationship with employees and employers to build trust, support them in learning about preventative health care, and who would help them enroll in programs like Blue4U.

Ms. Kelley was excused at this time.

There was support for moving forward with this suggestion. There was discussion of what qualifications an individual assuming this role would have with a suggestion made that it be position would be a tactical position with the person based in this Committee who would be a great communicator and have a basic understanding of health benefits and wellness programs. Mr. Barber will draft a resolution for consideration at the next meeting.

Next Meeting

The next meeting date was rescheduled to December 13th at 3 p.m.

Next Agenda Items

The following items will be included on the next agenda:

2018 meeting schedule;
Resolution to recommend a Wellness Coordinator

Adjournment

The meeting adjourned at 4:45 p.m.

OYOH Wellness Program Resolution

Whereas, the Consortium BoD adopted resolution 015-2014 urging all municipal partners to adopt a wellness policy for building a wellness culture, and

Whereas, the Consortium BoD adopted its vision stating: “The Consortium promotes a culture of preventive health care for the well-being of its members”, and

Whereas, personal and group wellness strategies, also known as preventive health care, has been documented to keep folks healthier longer thereby reducing health insurance claims and their cost and time in doctor’s offices, as well as sick time and workers comp claims and expense, and

Whereas, Consortium utilization data has consistently shown that 20% of our population incurs 80% of our claims costs, and

Whereas, a 2012 American Heart Association report documented that for Americans 1 of 3 have heart disease, 1 in 3 has high cholesterol, 1 in 3 have high blood pressure, 1 in 3 have diabetes. And that report stated that early intervention for these chronic diseases reduces medical cost by 70% and for diabetes 90%, and

Whereas, a 2014 study by the Rand Corporation found that the focus of wellness or preventive health programs are either disease or lifestyle management programs or a combination. This study also found the Return on Investment for these programs was 380%, 50%, and for the combo 150% respectively. But that these returns are only realized when a significant portion of the risk pool are participating, and

Whereas, The Board adopted resolution 016-2015 making Excellus’ Blue4U program the wellness benefit to all of the Consortium’s metal plans. Membership in these plans is increasing each year, but only 4% participate in the Blue4U program, and

Whereas, the Blue4U program is a disease management program, and

Whereas, lifestyle management programs are typically good choices for municipal employers which tend to have long tenured employees and retirees, and

Whereas, review of 2016 Consortium utilization data discovered that 90% of our subscribers used their Health Insurance, 70% of our subscribers used some form of preventive health care, and 82% of our subscribers have Primary Care Physicians, and

Whereas, most of the Consortium partners don’t have staff or resources to create worksite wellness programs or fully participate with existing Consortium wellness programs like Blue4U and flu clinics,

Now Therefore Be It Resolved, that the Owing Your Own Health Committee recommends the Board of Directors create the position of Wellness Consultant and authorize the issuance of a Request for Proposals for a consultant to work approximately 40 hours per month to complete the scope of work described in the attached.

Appendix A

The Wellness Director shall perform the job duties as generally set forth herein and any others as the Board may, from time-to-time, deem necessary, including:

1. Plan, coordinate, direct and evaluate all Consortium wellness programs and operations to ensure the Consortium's vision of a culture of preventative health care are conducted efficiently and effectively and in accordance with the Board's direction.
2. Develop point of contact with each municipal partner and, at least semi-annually, make site visits and connection with subscribers.
3. Support municipal partners in developing wellness policy and implementing worksite wellness programs
4. Conduct outreach to all subscribers of wellness information and program opportunities and facilitate enrollment
5. Stay abreast of wellness initiatives locally, statewide and nationally. Share that information with municipal partners and recommend Consortium-wide wellness initiatives
6. Seek opportunities to collaborate with other employers in our area and our TPA's on wellness programs.
7. Attend and support all meetings of the Owning Your Own Health Committee
8. Provide Wellness content for Consortium website, newsletter, and other subscriber outreach material.