

**Owning Your Own Health Committee  
Minutes – Approved  
September 27, 2017  
Legislature Chambers**

Present: Ted Schiele, Debby Kelley, Tammy Morse, Kathy Servoss, Emily Mallar, Beverly Chin (arrived at 3:40 p.m.)  
Excused: Leslie Moskowitz, Sharon Bowman, Jim Bower, Jackie Kippola  
Guests: Don Barber, Executive Director; Via conference call: Corey Prashaw, ProAct; Beth Miller, Nina Miller, Mike Tillier, Excellus

**Call to Order**

Mr. Schiele, Chair, called the meeting to order at 3:33 p.m.

**Changes to the Agenda**

The following items were added to the agenda:

- A brief report by Mr. Schiele on Put Fruit to Work; and
- Information from Ms. Mallar about primary care providers and Cayuga Medical Center's commercial population high-cost claimants.

**Approval of August 23, 2017 Minutes**

It was MOVED by Ms. Kelley seconded by Ms. Servoss, and unanimously adopted by voice vote by members present, to approve the minutes of August 23, 2017 as submitted. MINUTES APPROVED.

**Executive Director's Report**

Report on Work of Other Committees

Mr. Barber reported on the Governance Structure Committee and said responses from a survey of the Board of Directors on the current structure indicated Directors like to have a voice in what is happening but would be willing to give committees more authority and responsibility; this will be discussed at the Board meeting tomorrow. The Audit and Finance Committee met yesterday and is recommending a 4% increase in premium rates for 2018; this is lower than previously expected as claim expenses continue to be very much below what was predicted. The Committee is also recommending the Towns of Homer, Newfield, and Owasco be accepted as new participants in the Consortium.

CanaRx

Mr. Barber reported there were eight new subscribers to the program in August. Each quarter Mr. Prashaw will be sending out a letter to subscribers who are taking a maintenance medication that qualifies for the program to inform them that this opportunity is available.

Ms. Chin arrived at this time.

Newsletter

Mr. Barber said copies of the September Newsletter are available and welcomed feedback and ideas for future issues.

### **Put Fruit to Work**

Mr. Schiele said Put Fruit to Work took place last week and apologized for not sending out information on this to the Committee.

### **Flu Clinics**

Mr. Prashaw reported the flu clinics have concluded. Last year there were 227 attendees and provided preliminary results for the 2017 clinics, not including walk-ins, for the 6 available clinics that had 50 openings each.

Human Services Building – 43  
Cortland Fire Department - 32  
Ithaca City Hall – 41 sign-ups and 47 total  
Tompkins County Highway – 14  
Bolton Point – 17  
Tompkins County Old Jail – 47

Mr. Barber asked Mr. Prashaw to provide an updated report at the next meeting that includes the municipality participating employees were from. Mr. Schiele asked for a report showing how many vaccinations were administered each year at each of the locations.

### **Website Committee**

Mr. Schiele reported the Committee met on September 12<sup>th</sup> and Greg Potter, Tompkins County Director of Information Technology Services, provided input on the Committee's discussion of whether to continue with the County's current website vendor or to issue a request for proposals. Mr. Potter advised that it would be likely that responses to an RFP would be significantly higher than the quote provided by the current vendor and also noted the time and effort that would be saved by not engaging in an RFP process. Following the discussion the Committee agreed to continue working with eGov for restructure and website maintenance. Mr. Schiele reported on action steps the Committee came up with and said the Committee agreed it is important to establish milestones throughout the process at which they would solicit feedback from end users. Suggested end-users included members of the Joint Committee on Plan Structure and Design and benefit managers. The Committee will be working on restructuring information on the site in a logical way that is easy for users to find. He reported the Consortium now owns the domain name HealthConsortium.net and information can be accessed through that URL.

### **Making the Case for Consortium-wide Wellness Program**

Mr. Barber reviewed information contained in a memorandum dated September 16, 2017 that was generated based on questions raised at the last meeting. He reviewed a chart showing a 2013-2014 count of routine exams versus preventive services by age and called attention to the data showing 33% of the Consortium's members getting annual physicals and 71% are getting some form of preventive health care. The preventive care count can include things such as receiving a flu shot or having a cancer screening and does not always include having a primary care provider. He noted 27% received an annual physical in 2016.

Mr. Barber noted that 89% of the subscribers used the health care system which is significantly greater than Excellus' book of business. Mr. Tillier, who compiled the data, will be working on producing an estimate on how many of those have a primary physician. He said the

25-39 age band had the lowest utilization of preventive health care and suggested this be kept in mind as the demographic to focus on when working to change the culture. He also called attention to only 16% of the 65 and over population having received a routine exam.

There was discussion of the chart showing a summary of physical exams and preventive care by group and plan with it being noted that percentages of Tompkins County, City of Ithaca, and the Town of Ithaca were higher than outside partners. Mr. Tillier said the chart could be changed to show actual numbers and what is happening outside of Tompkins County and could also identify what types of education is available.

Mr. Barber spoke of high cost claimants for 2016 and said as it was expected, the over 55 age band makes up a good portion of the group. At the last meeting Mr. Schiele said he didn't believe seeing the numbers will convince people about preventive services and that the focus will need to be on wellness. Mr. Tillier responded to that statement and agreed the emphasis needs to be on wellness and promoting preventive services and exams.

Mr. Barber said the utilization of the Blue4You Program combined with the utilization of annual exams provides clear direction to the Consortium that to meet its vision the Consortium needs to continue to seek and try techniques to gain awareness of the value of preventive health care.

Ms. Miller spoke of what can be done to boost enrollment in the program and said the best way to boost enrollment is through an incentive program. If there is not an incentive program the next way to boost enrollment could be to centralize the blood drive and coordinate with municipalities that offer the benefit. Ms. Miller said they typically see a higher enrollment with a greater incentive. She offered to work with the Consortium to strategize on ways to reach members.

A concern was expressed that a centralized location for a blood draw may not reach all members and particularly those who are targeted. Ms. Maller said she hasn't heard that people are not signing up because there isn't a convenient way to get blood drawn and said she would like to have more information about what the barriers are to people signing up. Mr. Barber said the benefit is only available to a small number of subscribers and there has not a lot of marketing being done; however, the County will be making this benefit available to retirees through the Platinum Plan and he expects many people to move to it. Marketing meetings will be taking place over the next few weeks and retirees will be made aware of this program.

Ms. Maller distributed a flyer on why it is important to have a primary care provider and Ms. Servoss suggested including information in the next Newsletter. Ms. Servoss said she is interested in knowing how many subscribers are eligible versus how many are enrolled in the Blue4You Program.

Mr. Schiele said people can be told what they should do to be healthy but that will not be effective without providing resources. Mr. Barber said this initially began as making the case to employers and the Board of Directors about wellness and following discussions of the Blue4You Program there were requests to see information on the return on investment. He said if the primary focus was to shift to why individuals need to get a primary physician and have an annual physical which is an existing benefit. There would not be an additional cost to the Consortium and it would be much easier to sell and get management of the different employer groups behind it. Ms. Maller clarified that this effort would not abandon the Blue4You Program which is available to only a subset of the population, but would be a broader look of what is available to everyone such as having a primary care provider.

Ms. Moskowitz said in researching wellness programs she found a number of programs offered in Seneca County including an incentive system that requires employees to see a primary care provider. Mr. Schiele said the Consortium cannot mandate a program but things like this could go into a menu of options for employers. A suggestion was also made to that a push for getting members to see a primary care provider could be made into a competition.

**Next Agenda Items**

The following items will be included on the next agenda:

Update on other Committees;  
Update on flu clinics; and  
Promoting the Concept of Wellness

**Adjournment**

The meeting adjourned at 4:45 p.m.