

Owning Your Own Health Committee

January 21, 2015

Old Jail Conference Room

9:30 a.m.

APPROVED

Present: Mack Cook, Ken Foresti, Jackie Kippola, Don Barber, Ted Schiele, Leslie Moskowitz (arrived at 9:45 a.m.), Bev Chin, Emily Mallar (arrived at 9:35 a.m.), Ashley Masucci, Beth Miller (via conference call)

Call to Order

Mr. Cook called the meeting to order at 9:32 a.m.

Approve Minutes of November 19, 2014

It was MOVED by Ms. Kippola, seconded by Mr. Cook, and unanimously adopted by voice vote by members present, to approve the minutes of November 19, 2014 as submitted. MINUTES APPROVED.

Executive Director's Report

Mr. Barber reported the Village of Homer has joined the Consortium and on May 1st the Town of Willett will join; neither has a large number of employees but each embrace the Consortium's views.

Ms. Mallar arrived at 9:35 a.m.

Mr. Barber circulated a draft of the Orientation Manual he has developed. He said he will be visiting the Village of Homer soon and will be presenting and reviewing the Manual. If there are subjects in addition to the flu clinics and wellness policies that members would like him to discuss with municipalities and bargaining units he would welcome doing so.

Mr. Barber provided an update on the Recertification process and said some municipalities have moved forward with the process and in other municipalities there have been requests for it to be bargained and in one extreme case the State has filed an improper practice charge.

Discussion of Wellness Programs: Gaining Support from the Top and Return on Investment

Mr. Cook said at the November meeting the Committee began discussing the subject of how to implement a wellness program Consortium and employer-wide and how to find support for it. As opposed to the private sector the Consortium deals with public bodies and elected officials, each has different agendas, and the Consortium does not have the power to implement a corporate-wide policy and enforce it. A challenge will be addressing how to sell wellness to elected officials. It will also require an initial investment and a second challenge will be proving that a financial investment in wellness, when it is competing with other proposals, is worthy of the dollars spent. He said he has not yet found a white paper that can show this can be done.

Mr. Barber said at the last meeting when talking with Cayuga County there were questions asked as to how they were able to sell their wellness program and distributed a document that responded to many of the questions that were asked and followed up on.

Mr. Foresti said Cayuga County's Consortium was just awarded \$20,000 in the wellness budget for 2015. He will follow-up to find out more about this and how and what was approved.

Union Response to Screening Program in Cayuga County

Mr. Foresti said the union bought in because it was a wellness program that was offered to employees and there was no penalty if they decided not to participate. They said that it was going to be billed as a claim so the cost to the Consortium would be miniscule. They used Interactive Health Solutions for their bio-metric screenings and also used Blue4U. He said he was at a Blue4U presentation at LeMoyne College recently and the presenter was able to show some data three years out about Return on Investment and will forward that information to the Committee. They did not provide an incentive the first year and had 174 people participate in the screening. It was only offered to employees on the plan. They offered a wide variety of different classes and courses and that is where a lot of the funds are being used. Their Blue4U results presentation is scheduled for early February and he will bring back information to the Committee when the information is available.

Mr. Barber said one thing that made the top move in the direction of wellness was that they had a financial incentive because they had a couple of large losses and it started to show heavily on their claims and they wanted to be proactive and try to change the curve of those claims. Ms. Moskowitz asked if the claims were the result of lifestyle choices; Mr. Foresti said he would follow-up and look into this.

Mr. Schiele said he was speaking with individuals at Ithaca College which has a very comprehensive program which they have "crawled" out with approximately 50 people at a time. It is all voluntary and there are no penalties. It is different because they have many resources on site but they have the viewpoint that it has to be voluntary and go very slowly. They also have a TPA that is collecting data. They require an on-site biometric screening, a health risk assessment, and coaching. The biometric screening is done by finger prick and is done every year. Once an individual does this they offered things such as use of facilities, programs, and coaching. They now have it branded as Mind Body and Me and over a four-year period they have approximately 500 participants.

Flu Clinic Report

Ms. Masucci distributed and reviewed information based on the first Consortium-wide flu clinic that was held in 2014:

- There were 7 entities that participated in a total of 10 flu clinics that were held;
- There were 18 hours scheduled with ProAct; and
- There were 347 vaccinations provided;
- The total number of vaccinations a pharmacist can provide in one hour is 30; therefore, in Ms. Masucci's opinion there was a lot of "down time" and many more flu shots could be administered in the future if scheduling is more precise.

Ms. Masucci distributed a sample communication that was used by some of members of the Consortium and she stated that because there was not a standardized communication she thinks there could be improvements made to ensure that members are receiving a consistent message. Mr. Barber suggested that in the future that the Consortium or employer would circulate consistent information to employees but all of the coordination would be done by ProAct in terms of scheduling.

Mr. Schiele spoke of the many pharmacies that are now administering flu shot clinics and are advertising them as early as late summer. Mr. Barber said he doesn't envision the Consortium competing with those but are complimenting those instead by offering flu clinics at after work sites and at employee benefit events. He thinks coordination should be done by the benefit clerks and he is planning to hold a benefit clerk meeting in May to make sure everyone knows about it. He said beginning to advertise in August is critical and what the Consortium will offer employees is convenience and no copay. The goal is for people to be vaccinated and not to compete with others offering the vaccination. Ms. Masucci said efforts should be made to get all information out well-enough in advance so that all entities can decide if they want to participate.

Mr. Schiele spoke of reaching the "hard to reach" employees and asked if would be valuable to target certain departments within the Consortium such as highway departments and more male-dominated departments. Mr. Barber said the marketing would be done by the benefit clerks as opposed to the Consortium and when the meeting is held with clerks it would be good to talk about strategies to reach employees.

Ms. Moskowitz suggested there be an evaluation of the process and not just the numbers. Mr. Barber said they can work with the benefit clerks on strategies for this also.

Mr. Cook asked if members foresee the need to have to justify the cost versus the benefit of holding a flu clinic. A question was raised as to how many people received a flu shot from their physician or at a pharmacy and what the comparative cost of administering the flu shot by ProAct versus running it through as a medical claim; Ms. Miller will look into this.

During a brief discussion of the benefits of sponsoring a flu clinic Mr. Cook said as the financial model changes people start to take a look at expenditures they will ask if it is needed. Mr. Barber said this determination needs to be made each year including the Consortium can get the best price. Mr. Cook said there are too many variables and there will never be a way to determine how many people did not get sick because they received the flu shot. Mr. Schiele said there is a non-financial aspect of holding a flu clinic and said one of the few things employees know about is flu shots. He thinks the can be value in holding flu clinics because it is something that is visible that the Consortium is providing to employees. There can also be opportunities to provide information to employees about other wellness opportunities or activities the Consortium is promoting. Ms. Moskowitz suggested using the flu clinics as a venue to distribute information on colds and the flu.

Ms. Mallar asked Ms. Masucci to look into how many people did not show up for a scheduled flu shot.

Increasing Participation at Committee Meetings

Mr. Cook said he would like to see greater participation at these meetings, particularly by labor representatives. He said if wellness is going to be a change in culture it has to not only start at the top but it will also have be supported by labor. Ms. Moskowitz asked if there is any capability to do any type of teleconferencing or use technology to reach others. Ms. Pottorff said the Old Jail currently doesn't have internet access but there is space available that has options to use different forms of technology.

Mr. Barber said he will be talking to municipalities about adopting wellness policies and if wellness policies are adopted it may be one way to bring additional participation. He also

reports on this Committee's discussions and activities on a regular basis to the Joint Committee on Plan Structure and Design.

Mr. Cook said he will provide the City of Cortland's wellness policy as a sample for others to use.

Discuss and Evaluate Bio-Metrics Health Screening Programs

Mr. Barber said the two pilot programs were conducted by Interactive Health Solutions and Ignite Health and it seemed like there were many differences but the programs were well-received by everyone who participated. He asked what the next steps would be and said whenever benefit fairs are held they could be expanded to include bio-metric screening and a flu clinic. He said the Blue4U is a rigorous program and the Ignite Health program is an a la carte program that could be used in a benefit fair type of setting. If a decision was then made to make a more rigorous effort and there is more buy-in from labor and management then the Blue4U could be moved towards because it is a more comprehensive type of program. Ms. Miller said she would like thought given to how this would be arranged from a billing standpoint and how that is impacted to add to the rate and suggested this be discussed by the Audit and Finance Committee.

Next Agenda Items

The following items were suggested for inclusion on the next agenda:

- Explore incentives for wellness programs;
- Discuss creating a flexible environment for bio-metric testing;
- Discuss strategies for increasing Committee participation; and
- Discuss Worksite Wellness Programs and the CDC Assessment tool

Rescheduling Meeting Times

The Committee moved its meeting time from 9:30 a.m. to 2 p.m. on the 3rd Wednesday of each month.

Adjournment

The meeting adjourned at 10:48 a.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk