

MINUTES
Owning Your Own Health Committee
March 19, 2014 – 9:30 a.m.
Scott Heyman Conference Room

Approved 5/21/2014

Present: Don Barber, Leslie Moskowitz, Ted Schiele, Brooke Jobin, Beth Miller

Call to Order

Mr. Barber called the meeting to order at 9:43 a.m.

Approval of Minutes of February 19, 2014

The minutes of February 19, 2014 were accepted as presented.

Flu Clinics

Mr. Barber said there was discussion at the last meeting about flu clinics and at the last Board of Directors meeting the Board approved a Consortium-wide flu clinic. There will need to be work done on marketing and deciding what locations will host the clinics and the number of clinics to be held. He expects an Executive Director to be appointed soon and this is one area that individual could work on. The Consortium will pay for this based on the number of shots provided at \$25 per vaccine. It was stressed that marketing and advertising will be very important. Mr. Schiele said this is a great health promotion activity and offered assistance from the County's Health Promotion Program. Mr. Barber will contact Ms. Ahmadipour; Ms. Jobin offered to work with ProAct to assist in setting up the clinic.

Continued Discussion of Health Policies and Wellness Statement Examples

Mr. Barber asked if the Committee would like to work on developing sample policies. He said there was discussion about asking employers to think about establishing health policies in an effort to engage them more in the healthcare process and with the Consortium. Samples will be sent to Ms. Pottorff and included in the next agenda. The next agenda will include continued Discussion of Health Policy and Wellness Statement Samples and the development of a statement to municipalities to assist them.

Health Screen Program

Mr. Barber said the Committee has been discussing the Blue4U Program and information has been brought forward on other programs -- Ignite Health and Healthways.

Mr. Schiele spoke of Ignite Health and said he is working with Ms. Chin of the Human Services Coalition on a Creating Healthy Places to Live, Work and Play grant which contains a worksite component. They are working with the City and a number of other local companies . He said one of the things they have had the hardest time with with their grant is biometric screening. The grant encourages workplaces to provide incentives for employees to build a healthier lifestyle and one of the programs they are required to promote was incentives for biometric screening; however, that requires that biometric screening be made available to employees aside from going to a physician and it was very difficult to find because of liabilities and other hurdles.

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Mr. Schiele said he and Ms. Chin met with Ignite Health, which is based in the Rochester area, last July and again a few weeks ago. When they first met with them they had an

agreement to be an approved provider with MVP and they said they were working on the same arrangement with Excellus and now are an approved provider as of March 1, 2014 with Excellus. Ms. Miller said Excellus has a program that integrates with their claim system and was not aware of Ignite Health being an approved provider and said she would like to look into this further.

Mr. Schiele said it is his understanding that Excellus will reimburse \$35 per individual for their services and the service is they will come in and set up a biometric screening clinic at the workplace. The testing includes blood pressure, finger stick blood test for cholesterol, triglycerides, and blood sugar. There are additional services that can be purchased through packages ranging from \$30 to \$85 per individual. It is his understanding that the packages do not include health coaching. He said they felt it was worth referring one of the employers they have been working with as this is the type of program they have been looking for.

Mr. Barber said there has been discussion of running a small pilot through the Blue4U program to get an idea of how this type of program would work. Ms. Moskowitz said it will be important to her to see how easy and convenient a program is for the end user. She suggested running a pilot on each program because it will depend on the user and what they feel about the program. Ms. Miller expressed concern over using a finger stick as it is not as reliable as a blood draw. Mr. Barber will contact Ignite Health and ask questions about the information presented, how comprehensive the Blaze Program is, and when the health and wellness coaching gets added, and their willingness to run a pilot program. If they are willing he will request them to make a presentation to the Committee which will allow the Board to consider more than a single option.

Ms. Jobin said she is interested in exploring other program options that would also include different cost options. She said it is important to begin with a wellness program that is meaningful to the end user and to look back after a period of time of running a pilot program to see what can be done to improve it and incorporate it into an overall wellness program.

Mr. Barber asked Ms. Miller to work with him to bring a resolution to the Board of Directors in June to get to a point to pick one or more programs to run pilots on and to track them for a year with a goal of having this ready in the following year prior to the budget process. He would expect to have the results in 2015 and able to have a program running in 2016. The goal of running a pilot was to see how the program works and how helpful end-users find it and not about the results. There was a discussion of conducting a survey at the end of a pilot program and to use the same survey but to use a random sample of a cross section of both groups. Mr. Barber said more people should be brought into this because someone's response after the doing the pilot once would be different. Mr. Barber will ask Ignite Health and Blue4U to attend the next meeting to discuss how these pilot programs could run in concert so there could be discussion at the April Board meeting. If the Board is comfortable with this concept there can be discussion about the different population segments that should be included so that a program could be rolled out in the summer.

Ms. Moskowitz said the City of Ithaca includes questions about diversity when interviewing and suggested starting to ask prospective employees about their perspective on health and wellness as a way to begin starting a culture of wellness. Mr. Barber said this can be part of the policy discussion the Committee will have.

Mr. Schiele said it may be worthwhile for the County to consider reactivating the County's Wellness Committee. He explained the work he is doing with municipalities with the Human Services Coalition and stated they have benchmarks and a framework they have to fulfill as part of the grant which is for incentives and pilot programs. They come into a workplace with that and promote that but ultimately it becomes the wellness committee that determines what they are going to do. They are not supposed to be involved in health fairs; however, they were invited and put up a booth at the City of Ithaca's health fair that was very successful. At one of the workplaces the grant has funded bicycles that the employees can use for local errands or can use for break times.

Mr. Barber spoke of how challenging this type of thing is for smaller municipalities and how important it is to include them.

Ms. Moskowitz suggested a future agenda topic be having a feed somewhere that can provide information on upcoming events and wellness opportunities. Ms. Miller spoke of the Excellus custom landing page that is available to employees.

Adjournment

The meeting adjourned at 10:39 a.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk