

**Minutes**  
**Owning Your Own Health Committee**  
**August 14, 2013 – 9:30 a.m.**  
**Scott Heyman Conference Room**

Present: Don Barber, Board of Directors Chair; Jackie Kippola, Brooke Jobin, Chantalise DeMarco, Leslie Moscovitz; Beth Miller (via conference call)

**Call to Order**

Mr. Barber called the meeting to order at 9:35 a.m.

**Approval of Minutes of July 10, 2013**

The minutes of July 10, 2013 were approved as corrected.

Mr. Barber reviewed the discussions that took place at the last meeting and said three areas were identified that had a high number of diagnosis within the Consortium: back pain, depression, and anxiety. The group decided to focus on back pain as an initial way to reach out to members and to find information that is available, and to also look at ways of communicating with members in a way where members accept the information as not coming from the top down but as a way to help them. Ideas that were presented included management embracing and providing time and also providing information about hobbies and outside interests. Tasks assigned at that meeting included Mr. Foresti providing information on humor and hobbies that relate that to back issues. Ms. Miller was going to communicate with Worker's Compensation to see what programs might already exist and what programs and brochures are available, and Mr. Barber and Ms. Sumner were going to work with Worker's Compensation providers to try to gather information on back health.

Mr. Barber said he received information from Ken Foresti of Excellus on back health and exercises and said they are looking for ways to make these materials interesting for employees rather than having them discarded upon receipt, as well as other communication strategies. Ms. Miller suggested when something is sent to employees it have a heading such as "hey, did you know?" as a way of capturing an employee's interest. Ms. Kippola said e-mail can be sent to most employees but questioned what would be a good way to reach to dependents and spouses. Mr. Barber said since a culture is trying to created it would be hoped that if an employee finds something of interest that they would share it with family members. Ms. DeMarco asked if Excellus gathers e-mail information; Ms. Miller said they do not, however, they do gather reports and could obtain a report on how many hits the Consortium's landing page received and how long was spent on the page.

Ms. DeMarco said the Consortium is trying to create a culture of wellness amongst the insured population and not everyone is tech savvy. There is a huge spouse and dependent population that need to be reached because they impact the wellness of the entire group and may have more of an impact to bring about change, especially if those changes are to begin in the home.

Ms. Moscovitz said the solutions will not be the same for every municipality. People have to be oriented to what the strategy is for people getting wellness information so that it resonates with them; she suggested looking at places where communication methods currently work well. It will likely be more than one solution but directing them to the Excellus landing page might be one start to the orientation. Ms. Kippola suggested it be treated like a marketing campaign. Ms. DeMarco asked how the Consortium could obtain a list of two or more on policy. Ms. Miller said each health insurance clerk can obtain member enrollment information from the landing site.

Mr. Cook said the City of Cortland will be taking advantage of ProAct's flu clinic in October and Council will pay for the full cost of employees and dependents (\$5). At that time he will be trying to capture e-mail addresses of spouses. He will assure them that communications will be limited to health and wellness information. He will also be tying the clinic in with wellness initiatives. There was a discussion about the Consortium offering a flu clinic at various locations and also capturing spouse information and disseminating information, including showing them the website. He said he would welcome other Consortium members to this and could bill back individual municipalities. He would be willing to extend hours into the evening to accommodate people who work in Tompkins County but who reside in Cortland.

Ms. DeMarco said there has been prior discussion about hosting a family-friendly health fair and to also engage some community providers. Ms. Kippola said support and encouragement from management for employees to attend flu clinics is important. Ms. Miller said one fair will not meet everyone's needs and suggested holding clinics at various locations on a regional level with a health fair atmosphere. Health and wellness and benefit information could be distributed at the clinics with Excellus and ProAct representatives in attendance.

There was a brief discussion of the logistics in billing back municipalities if a clinic were held by the Consortium. Mr. Cook said he is looking at holding the clinic in Cortland in late October. Ms. Miller said it is important to provide ProAct with an estimate of the number of vaccines that will be needed because there is a limited supply.

Ms. Kippola asked how the Consortium would get buy-in from municipalities and be responsible for paying for employees to attend a health fair. Mr. Barber said as Chair of the Board he could send out a notice that the City of Cortland will be hosting this and could let municipalities know it would be open to all Consortium members with a bill-back of \$5 per person. He likes the idea of trying to capture information on spouses and introducing them to the website and trying to deliver a message that this is a Consortium that is working for them and there are ways to improve their health.

Ms. Moscovitz said the City is in the preliminary stages of organizing a flu clinic and health fair and questioned if the City is on board with the concept can one of the options be that municipalities move forward alone or do they need to wait for others. Ms. DeMarco would support the City moving forward and would like to see it expanded to other members of the Consortium.

Ms. Jobin said for years the County has had a Benefits Day that is tied to things such as open enrollment, changes in health insurance, and flex spending accounts. She said if ProAct were invited to do a flu clinic the County would likely set the clinics up at different locations to make it convenient for employees. This year they are setting up the Benefits Day in two different locations to allow for more access by employees. She stressed these events are not only for employees but for spouses and family members and said there are times when some do attend; she said it would be possible to broadcast it more in that way.

Ms. DeMarco said she was under the impression that the Consortium would absorb the cost of flu clinics and not the individual municipality because it would be less than a claim. Mr. Barber said the Board of Directors has not made this decision but he agrees with the philosophy of everyone in the Consortium working together towards a healthier population.

**Next Meeting**

Mr. Barber said for the next meeting he hopes to have more information on humor and hobbies and how to communicate with employers. Mr. Cook will provide more information about the flu clinic/health fair he is planning. There will be discussion on different facets of the fair, who is coming, how the Consortium can support it, what advertising there could be and how Excellus and ProAct can be engaged.

Ms. Moscovitz distributed handbooks on the 211 program and said at one time the Human Services Coalition was looking for worksite wellness sites to be part of a grant. The City worked with them and was provided with many resources and she suggested they may have opportunities available. Ms. Kippola volunteered to contact Beverly Chin of the Human Services Coalition to see if she can help with resources.

**Adjournment**

The meeting adjourned at 10:31 a.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk