

**Owning Your Own Health Committee
Minutes – Approved
February 21, 2018 – 3 p.m.
Legislature Chambers**

Present: Ted Schiele, Emily Mallar, Kathy Servoss (excused at 4:00 p.m.), Jackie Kippola, Leslie Moskowitz (arrived at 3:15 p.m.)

Excused: Olivia Hersey, Jim Bower, Tammy Morse, Bev Chin, Sharon Bowman, Debby Kelley

Guests: Don Barber, Executive Director; Beth Miller, Tracy Bruno, Excellus (via conference call)

Call to Order

Mr. Schiele, Chair, called the meeting to order at 3:05 p.m.

Changes to the Agenda

There were no changes to the agenda.

Approval of January 17, 2018 Minutes

The minutes of January 17, 2018 were unanimously accepted as corrected.

Executive Director's Report

Report on Work of Other Committees

Mr. Barber reported the Joint Committee on Plan Structure and Design met and had another discussion on opioids. The Committee also appointed a member to fill the 5th Labor Director seat on the Board of Directors; at this time all labor seats on the Board are filled. At the next meeting the Committee will be looking at the Metal Level Plans to see if adjustments are needed. The Audit and Finance Committee will be discussing the annual Jurat which is the financial filing to the State required by Article 47. The prescription drug claims audit report has been received; Mr. Barber and Mr. Locey are working on a few minor outstanding items.

Committee "Charge" from Board and Membership

Mr. Barber said no action is needed at this meeting; however, he would like this to remain an agenda item in the event the Executive Committee would like consideration to be given to changes. He clarified at the last meeting he spoke of marketing when he should have referred to "public relations" and said prior to this meeting he met with Marcia Lynch, Tompkins County Public Information Officer.

Ms. Moskowitz arrived at this time.

The Committee reviewed the charge given by the Board of Directors and Mr. Barber asked if members felt additional members or skillsets are needed. Ms. Kippola suggested Sarah Thomas, Tompkins County Benefits Administrator, be a member in addition to Sharon Bowman from the Human Resources Department. Mr. Schiele suggested and there was consensus that discussion of the membership be deferred until after a Wellness Consultant is brought on board. Ms. Servoss suggested the Committee consider adding more labor representatives.

Mr. Schiele spoke to the Committee's charge and said he thinks there can be a broader discussion after a Wellness Consultant has had time to work with the Consortium. He referred to the discussion last month and said by the end of the discussion the idea was brought in that it

would be more of a public relations rather than a marketing committee and one to build the image and awareness of the outside versus marketing within. He suggested the following additional language to be the 2nd Resolved:

“Resolved, further That promotion shall include but not be limited to marketing efforts for awareness and maximum utilization of plan benefits, healthy choices and behaviors, community resources, collaborative opportunities, member-directed preventive programs and activities,”

Ms. Kippola suggested the Resolved could include language such as “developing strategies to engage users”. It was the consensus to bring this back to the next meeting for further discussion and possible approval.

Ms. Kippola asked if the goal is to incorporate marketing into the Committee’s tasks. Mr. Schiele explained at the last meeting when Mr. Barber reported the Executive Committee was discussing a marketing committee he felt what this Committee has been doing is marketing. In the discussion marketing was split out from public relations which is how the Consortium is finding more municipalities. This differs from how the Consortium is marketing within itself to make sure that enrollees are doing those things he referred to in his proposed Resolved. Ms. Kippola said if the Committee is talking about marketing and outreach she believes there should be participation from someone from Cortland County. Mr. Schiele said public relations would be looking at what the Consortium looks like to municipalities that are not already members.

Request for Proposals (RFP) – Wellness Consultant

Mr. Barber reviewed changes that have been made to the RFP based on comments made at the last meeting.

Ms. Kippola asked what meetings the Wellness Consultant would be expected to attend and suggested expectations be clearly defined in the RFP. She also asked whether the Wellness Consultant would be making presentations to the Board. Mr. Barber said they would attend meetings of this Committee and with municipalities; since there are not Consortium-wide programs he doesn’t expect presentations to be made to the Board. There was consensus to add language that there may be additional meetings as requested by the Board of Directors. Ms. Kippola suggested having additional language asking proposers to specify how outreach would be done.

The following changes were also agreed to:

- Insert punctuation after each numbered item;
- Page 4, no. 2 – replace “feel” with deem;
- Include cost of travel in the proposal and not a separate line;
- Include language asking for a plan for payment;
- Add an addition section entitled “Proposal in the Consortium’s best interest under Vendor Selection Criteria; and
- Change reference from “County” to “Consortium”

Mr. Barber said the Audit and Finance Committee will be appointing the RFP Review Committee. Mr. Schiele, Ms. Kippola, and Ms. Moskowitz volunteered to serve.

There was agreement that a mechanism should be in place to evaluate the Consultant’s work. Mr. Barber will draft a proposal for an evaluation process for the Committee to consider.

Blue4You Program

Ms. Miller said the enrollment period for the Blue4You Program will be over at the end of March; therefore, a full report on enrollment will not be available until the April meeting. Mr. Barber said he believes there is more recognition and awareness of the program as there have been more questions that have come forward.

Ms. Bruno said she has sent some informational materials on hydration to Mr. Barber for the Consortium's newsletter and extended an offer to help with any other needs the Consortium may have on the Blue4You Program or other wellness programs.

At the Committee's request Ms. Miller will provide additional copies of an Excellus brochure entitled "Plan on Being Healthy" to the City and County. Ms. Miller commented that the brochure is also available electronically.

Selection Criteria and Rating of Proposals

The Committee discussed how proposals would be evaluated and various elements they are looking for in proposal responses.

Ms. Servoss was excused at this time.

New Business

Mr. Schiele said received a request from the CDC (Centers for Disease Control) to recruit employers to test the CDC's new worksite health scorecard and will send he will be sending it to the Worksite Wellness Coalition.

Next Agenda Items

The following items will be included on the next agenda:

Continued discussion of the Committee's "Charge" from Board and Membership;

Adjournment

The meeting adjourned at 4:15 p.m.