

Greater Tompkins County Municipal Health Insurance Consortium  
**Owning Your Own Health Committee**  
March 20, 2019  
**3:00 p.m.**  
Legislature Chambers

**Agenda**

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|--|----------------|
| 1. Call to Order (3:00)                                | Servoss        |
| 2. Additions or Amendments to the Agenda (3:02)        | Servoss        |
| 3. Approve Minutes of February 20, 2019 Meeting (3:02) | Servoss        |
| 4. Executive Director Report (3:05)                    | Barber         |
| 5. Wellness Consultant Report (3:15)                   | Berry          |
| 6. 2019 Committee Goals (3:30)                         | Servoss        |
| 7. Update on Blue4U Roll-out (3:45)                    | Berry/Miller   |
| 8. Telemedicine Enrollment Status (3:55)               | Miller         |
| 9. Excellus Wellness Information (4:00)                | Miller/Foresti |
| 10. Adjournment (4:10)                                 |                |

*Next meeting:*

April 17, 2019

**Owning Your Own Health Committee**  
**Minutes – Draft**  
**February 20, 2019 – 3:00 p.m.**  
**Legislature Chambers**

Present: Ted Schiele, Kathy Servoss, Judy Drake, Jackie Kippola, Bev Chin (arrived at 3:10 p.m.), Sarah Thomas (arrived at 3:15 p.m.); Leslie Moskowitz,  
Excused: Jim Bower, Emily Mallar  
Absent: Tammy Morse, Tyler Jordan  
Guests: Michelle Courtney Berry, Wellness Consultant; Beth Miller, Ken Foresti (via conference call)

**Call to Order**

Ms. Servoss, Chair, called the meeting to order at 3:06 p.m.

**Changes to the Agenda**

There were no changes to the agenda.

**Approval of January 16, 2019 Minutes**

It was MOVED by Ms. Drake, seconded by Ms. Kippola, and unanimously adopted by voice vote by members present, to approve the minutes of January 16, 2019 as submitted. MINUTES APPROVED.

**Executive Director's Report**

Ms. Servoss read the following report submitted by Mr. Barber who was unable to attend:

**Reports from other Committees**

Audit and Finance Committee: Investments have been made as of February 1, 2019; we will see much higher interest income will be in 2019.

The Joint Committee on Plan Structure and Design received presentations on CanaRx, Telemedicine benefit and Blue4U Program. In upcoming meetings the Committee will be looking at Metal plans for Actuarial Value compliance.

The Governance Structure Committee is charged with presenting an alternative governance model. The Committee is looking to reduce the size of the governing body that is involved with day-to-day decisions, yet values each municipality have a say in several key decisions. The Committee is exploring the State-Wide School Cooperative Health Plan-SWSCHP (also an Article 47 grandfathered in 1993) which has this model but will need adjustment for Labor inclusion.

The Executive Director Employment Committee received 16 applications for the Executive Director position. The Committee will hold initial interviews on the top tier of candidates and then final interviews with a goal of recommending an appointment at the March 28 Board of Directors meeting.

The Executive Committee developed a Memorandum of Understanding with Town of Ithaca to be the Employer of record for the Executive Director and any future Consortium employees.

The Educational Retreat has been scheduled for May 30<sup>th</sup> from 3 p.m. to 5 p.m. in the Sprole Conference Room at TC3.

### **Wellness Consultant Report**

Ms. Berry said by e-mail she provided members with her six-month report and a copy of a presentation she gave at the last meeting of Joint Committee on Plan Structure and Design. She circulated copies of the material and gave an overview of work performed over the last six months.

Ms. Berry said progress is being made on the established work plan and has been in regular communication with the Executive Director and other parties within the Consortium. She spoke of progress being made in the area of supporting wellness champions around incentivizing and looking at internal strategies and sharing information and best practices. She said branding messages are continuing to be put together and are contained within the materials presented. She provided an example of the Blue4U welcome kit that was put together by IH-21 and how it was redesigned to include Consortium-related material and made more user-friendly. She said work continues on looking at best practices and how the Consortium's message can be at the forefront of materials released under the Consortium. She is also working closely with Excellus on how information on preventative care can best be shared across the Consortium's membership and particularly with the smaller municipalities.

Ms. Berry reported on a very successful meeting that was organized by Bud Shattuck, Mayor of Union Springs, with representatives from the Towns of Mentz and Sennett. There was a lot of enthusiasm and ideas expressed at the meeting about ways to engage groups, particularly employees in highway departments, at those municipalities in wellness ideas and the Blue4U program.

Ms. Kippola asked if there is any perceived apprehension about getting a needle-poke and whether there is any way of getting that diminished in any way. Ms. Berry said there are some people who just do not like getting this but acknowledging this is a concern of some people and including language to try to take the fear out for those people is a worthwhile suggestion. Ms. Miller said language can be added to assure members how professional those doing the blood draw are as well as the long-term benefits of having the blood draw. Ms. Berry said another idea suggested by Mr. Barber was to include language explaining what health coaching is.

Ms. Berry said she continues to have regular communications with Excellus and ProAct related to preventative wellness campaigns (Flu Clinics, Blue4U, back pain, stress at work, workplace wellness, telemedicine promotion, etc.) as well as ongoing communication and meetings with lead wellness champions at both Counties (Seneca, Tompkins), the Town and the City of Ithaca, and has a meeting scheduled with Trumansburg and Ulysses next week. She will be attending a Wellness Committee Meeting in March in Seneca County. She and Mr. Barber will be strategizing on incentivizing strategies with City representatives and is planning phone calls with Ms. Miller to engage other municipalities in the rollout of the Blue4U Program.

Ms. Moskowitz suggested an idea that certain topics could be promoted during a particular time and that promotional materials or links be developed that could be used by all members. Mr. Foresti said Excellus has a lot of season-specific and health-specific topics that can be used. Ms. Servoss suggested this material could be branded with the Consortium's logo. Mr. Foresti will provide information to Ms. Berry. Ms. Moskowitz commented that she uses the website when onboarding employees and said it might be useful to find out how many

hits the Consortium's website has had. It was suggested that the website can be used as a centralized place for information that municipalities can use to provide their employees.

#### Blue4U Rollout

Ms. Miller thanked Ms. Berry for her work customizing the welcome packet and other pieces of information that will accompany the welcome packet for use by the Consortium. As of yesterday there are four on-site locations for blood draws: two at Tompkins County and two in Seneca County. A phone call will take place with small municipalities to rollout the program. She said there is a three-prong approach to the lab screening and bio-metric screening, the onsite tests and the physician derived results. Ms. Thomas asked that it be made clear that a member of the Consortium is welcome to attend any on-site location. The scheduled blood draws will be on March 21 at the Office for the Aging and on March 28 at the Highway Department. Ms. Drake said she is also looking for a very early morning option because a blood draw is fasting. Ms. Thomas commented that it is recommended that it be fasting but does not have to.

Ms. Moskowitz suggested adding information to the website that describes what the Consortium is and does for its members that she can provide to members during onboarding. Ms. Berry said this information is already available; she will update it to explain the benefits of accessing the website and will provide this to Ms. Cocco for posting on the website.

#### Telemedicine Update

Ms. Miller said presentations have been made on the new Telemedicine benefit that became available on January 1, 2019 to the Joint Committee on Plan Structure and Design and the Board of Directors. She noted that this provides another form of access to benefits and to date 55 members have been enrolled with 26 of those being from the City of Ithaca and 18 from Tompkins County. She said there is a great opportunity to increase numbers of members registered in the program and will be marketing and offering to assist members in registering in the program when they visit an on-site blood draw site. Members felt this made sense and any opportunity to take advantage of a captive audience is a good idea. Ms. Berry suggested and members agreed, that offering a healthy snack to those who just participated in a blood draw would be a good idea.

Mr. Schiele commented that he thinks its great that so much effort is being put into rollout of the Blue4U Program.

#### Next Agenda Items

Updates on the Blue4U program and Telemedicine will be provided at the next meeting.

#### Adjournment

The meeting adjourned at 4:00 p.m.