

**Owning Your Own Health Committee**  
**Minutes – Draft**  
**June 20, 2018 - p.m.**  
**Legislature Chambers**

Present: Ted Schiele, Leslie Moskowitz, Bev Chin, Emily Mallar, Kathy Servoss, Jackie Kippola, Debby Kelley  
Excused: Jim Bower  
Absent: Olivia Hersey, Tammy Morse, Sarah Thomas  
Guests: Don Barber, Executive Director

**Call to Order**

Mr. Schiele, Chair, called the meeting to order at 3:13 p.m.

**Changes to the Agenda**

There were no changes to the agenda.

**Approval of April 18, 2018 Minutes**

It was MOVED by Ms. Mallar, seconded by Ms. Kippola, and unanimously adopted by voice vote by members present, to approve the minutes of April 18, 2018 as submitted. MINUTES APPROVED.

**Executive Director's Report**

**Report on Work of Other Committees**

Mr. Barber reported the Audit and Finance Committee has been discussing new members; the Town of Big Flats and Village of Horseheads have adopted resolutions to join the Consortium. These are the first municipalities from Chemung County. In addition to discussing Cortland and Schuyler Counties joining the Committee has also been discussing the possibility of smaller municipalities joining but not bringing their entire group of contracts in such as retirees with a Medicare Advantage plan. Since the federal government provides a large subsidy for those enrolled in a Medicare Advantage Plan the Consortium cannot offer a plan at that cost. He also reported the Silver Metal Level Plan will be adjusted by increasing the deductible to keep it within the required Actuarial level. Lastly, he provided copies of the 2017 Annual Report and the June issue of the Consortium's newsletter.

**Review Wellness Consultant Work Plan**

The Committee reviewed the Wellness Consultant's first-year work plan. Ms. Mallar suggested changing the term "annual physical" to "annual exam". She said they have different meanings and although a wellness visit could turn into an exam they typically do not include a diagnosis. The Committee was agreeable to this change and Mr. Schiele noted the importance in being consistent when using these kinds of terms.

Wellness Consultant First Year Work Plan

**Consortium Supplied Vision** of Wellness Strategy: (builds on current Board commitments to Consortium vision statement)

1. Increase awareness and usage of Flu Clinics and Blue4U
2. Increase the number of partners with wellness policies
3. Increase the number of work sites with wellness champions
4. Establish Wellness/Preventative Health Care brand language

**Consortium supplied Year One Wellness Consultant Evaluation Criteria:**

1. Increase number of subscribers receiving flu vaccines by 10% to 1588
2. There are currently 304 subscribers on metal plans with Blue4U benefit. Four subscribers participated in 2017 and 2018 (1.3 %). Goal: 7% of 2019 subscriber count participates in Blue4U in March 2019 (>21)
3. Archive the wellness policies, resolutions, and/or wellness programs from 50% of employers (partners plus Bolton Point, TC3, TCPL, & TCSWCD= 35)
4. There are >40 worksites within Consortium. Identify six (6) wellness champions (~15% )
5. Present work plan status reports at all OYOH meetings (attend as many as possible)
6. Present status report to Board of Directors with suggestion of wellness “language/brand” that motivates subscribers and partners at its March 2019 meeting
7. Currently five partners and one labor are represented on OYOH committee. Increase that number to eight (wellness champions from same employer will satisfy this goal).
8. After Board presentation, meet with all Consortium partners (can be in groups of partners) with the goal of establishing wellness contacts with all employers, documenting all existing wellness programs throughout the Consortium, and laying the ground work for establishing wellness champions at work sites
9. Evaluate “Annual Exams” as a measure of wellness
10. Establish a work plan for year 2
11. Provide wellness content to quarterly newsletter
12. Create the Consortium’s wellness presence at existing municipal benefit fairs in the Fall (Tompkins County, City of Ithaca, Town of Ithaca, TC3, and possibly City of Cortland)

**WORK PLAN**

1. Document existing foundation by developing baseline of usage of wellness programs (both Consortium and partner) and gathering copies of partner’s wellness policies, resolutions, and program documents. Identify existing wellness champions and catalogue their activities. [eval criteria #3,4,5]
  - a. Activity: Gather documents and information from municipal partners, Excellus, and other sources
    - i. Resolutions
    - ii. Minutes
    - iii. Documents and materials
    - iv. Findings
    - v. Wellness Champions
    - vi. Current wellness marketing strategies used by Consortium
  - b. Product: Findings report as guidance for next steps
2. Develop wellness “language/brand, logo, and sample colloquial material (for review and feedback from OYOH Committee) that motivates subscribers and partners and that can be easily adapted and incorporated in website and newsletter [eval criteria #5,6 7,,8,11]
  - a. Activity: Building on information gathered in Step 1 and knowing that personal contact of the work site Wellness Champions is the foundation to building a culture of wellness, develop initial language to motivate leadership to embrace wellness culture. Work with OYOH Committee on this language and future/ongoing marketing campaign.
  - b. Product:
    - i. Branding language and colloquia shared with OYOH committee, a couple identified municipal partners, and then shared broadly at March 2019 Board meeting.
    - ii. Build awareness through Consortium media
    - iii. Triggering additional interest in OYOH committee participation by partners

3. Establish wellness contacts with all employers and develop customized strategies for establishing wellness champions at work sites [eval criteria #4,5, 7,8]
  - a. Activity: Recruiting and Incentivizing Wellness Champions requires buy-in from the very top. To be successful, Wellness Champions also cannot be an island to themselves. Health cultures that are supported bottom-up and top-down require both time and patience. Based on step 1 research, identify partners with top support and staff with wellness champion experience at some level
  - b. Product: Wellness champions with a support structure, systems, and templates in place.
4. Work with partners to discover best methods to market the Consortium wellness initiatives of flu vaccines and Blue4U. [eval criteria #1,2, 5,12]
  - a. Activity: Evaluate previous marketing efforts for Blue4U. Examine previous flu vaccine promotional efforts. Work with identified Excellus partner to devise roll-out plan for increasing participation in Blue4U.
  - b. Product: Marketing campaign to increase subscriber participation in obtaining flu vaccines and in Blue 4U. Targeted communications plans and strategy roll-out shared with OYOH.
5. Establish baseline data of number of subscribers that have annual or regular physicals [eval criteria #9]
  - a. Activity: Work with Excellus and CAPA to establish baseline data and assess Consortium programs to increase participation in annual physicals or regular physicals
  - b. Product: Increasing numbers of subscribers receiving physicals

### **Binghamton Wellness Forum**

Mr. Schiele said through funding from the Rural Health Network he and others attended the Binghamton Wellness Forum yesterday and felt the highlight was the ROI breakout session. Mr. Barber commented that the presenter was a physician who is working at a local hospital and provided data. He said there are two types of wellness: disease management and lifestyle and she tied them together and stated one cannot be done without the other. She said in terms of program participation 87% of the savings comes from the disease management and 13% comes from lifestyle; however, 87% is lifestyle and 13% participate in disease management so in order to get the return work has to be done on lifestyle. He said these have been discussed separately but this would bring them together. Topics addressed in other sessions included keeping a patient engaged with their primary care provider, how to get better engagement, and how to have more engaged employees. Mr. Barber reported he learned about sitting disease and the importance of using the soleus muscle which is located in the back of the calf. When it is not used for a period of time a person's blood pressure can drop which could lead to not enough blood getting to the brain.

Mr. Barber said they are looking to hold the next annual conference in Ithaca and will be asking Mr. Schiele to serve on the Committee. Ms. Chin recommend Cornell Federal Credit Union be involved in planning the conference.

### **2017 Medical Claims Utilization Review**

This item was deferred to the next meeting.

### **Adjournment**

The meeting adjourned at 4:08 p.m.