

**Owning Your Own Health Committee
Minutes – Approved
August 15, 2018 – 3:00 p.m.
Legislature Chambers**

Present: Ted Schiele, Kathy Servoss, Leslie Moskowitz, Bev Chin, Emily Mallar (arrived at 3:15 p.m.), Jackie Kippola (arrived at 3:30 p.m.), Sharon Bowman (arrived at 3:30 p.m.), Debby Kelley

Excused: Jim Bowe

Absent: Olivia Hersey, Tammy Morse, Tyler Jordan

Guests: Don Barber, Executive Director; Michelle Berry, Wellness Consultant; Chris Laverty, ProAct

Call to Order

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

Changes to the Agenda

A report on the website was added to the agenda.

Approval of July 18, 2018 Minutes

It was MOVED by Ms. Chin, seconded by Ms. Servoss, and unanimously adopted by voice vote by members present, to approve the minutes of July 18, 2018 as corrected. MINUTES APPROVED.

Chair's Report

Mr. Schiele said the October meeting falls on the same day as the County's benefits fair and the November meeting date is the day before Thanksgiving; he proposed those meetings be combined into one meeting. The Committee was agreeable; the October and November meetings were combined into one meeting to be held on October 31st at 3 p.m.

Website

Mr. Schiele said the link to the new website was sent to the Committee along with the agenda for this meeting and asked for comments. Ms. Berry felt the way the website was structured in targeting three different audiences was a good idea. Mr. Barber said will be providing the link to Directors with an opportunity to provide feedback. Mr. Schiele said it is important that members look at the site so it can go live; he will prepare a survey for members and Directors to complete and asked that members look at the site and provide feedback by the end of the month.

Mr. Schiele said he received a communication from Jim Bower labor representative, in which he spoke of the difficulty he is having in attending meetings. Mr. Schiele said he would like Mr. Bower to continue as a member and will speak to him.

Executive Director's Report

Mr. Barber said questions arose following a letter that was sent to subscribers by ProAct about Prior Authorization and Step Therapy. He said the Board of Directors have been provided with information to help others better-understand and to address issues that come up. This will be discussed at the next meeting of the Joint Committee on Plan Structure and Design. He

said the Audit and Finance Committee has been working on the budget and is currently looking at a premium rate increase of 5% or less.

He provided an update on Stop Loss insurance and the Municipal Health Insurance Finance Cooperative and said the Board of Directors authorized an agreement to become a part of the Cooperative. The commitment is to join the organization but is not to purchase Stop Loss at this time. That would be a done by a separate action. At its next meeting the Board will be considering a proposal to hire a third party to perform an operations audit.

At the next meeting the Board will be considering resolutions to add the Town of Big Flats and the Villages of Freeville and Lansing. Several other municipalities are in the process of applying and at this time include the Towns of Niles, Sennett, New Roots Charter School, and Seneca County.

Report from Wellness Consultant

Ms. Berry provided information on her work activities including an update on flu clinics being scheduled. She noted her goal is to increase participation by 10% and she is looking to expand the number of clinics offered. ProAct has set a minimum of 25 individuals to receive a vaccination at each clinic. In 2017 there were 216 subscribers who went to a clinic and 1,229 who received the vaccine at a pharmacy or primary care physician for a total of 1,425. She said new locations being added this year include the Department of Emergency Response and GIAC (Greater Ithaca Activities Center), noting that in the past GIAC and the Ithaca Youth Bureau have hosted flu clinics. The Department of Emergency Response will be promoting the flu clinics to Airport and Sheriff's Office employees and this should help to reach the goal. Ms. Berry hopes to have a confirmed list of clinics by the end of this week. She has been working with ProAct to inform her as she develops marketing material for the clinics and asked that members provide feedback on what information they would like to see used for these clinics.

In addition to developing marketing materials Ms. Berry said she will also draft a press release. Mr. Schiele suggested that a schedule not be included in a press release as the flu clinics are only open to Consortium subscribers. He said thinks a press release is a good idea to promote awareness of the Consortium but a general press release should not be directed to employees on a Consortium plan; he thinks that information should come from the benefit clerk in each municipality. He suggested the press release focus on the Consortium and its history, how it has grown, and how many lives are covered. In the past flu clinic information was developed by ProAct and disseminated by benefit clerks in each municipality. Ms. Berry said in addition to general posters containing information on the locations and dates she will provide a flyer that can be customized for each municipality's audience. Ms. Berry will provide information to Mr. Barber and Mr. Schiele to review prior to release.

Ms. Moskowitz expressed concern for those subscribers who show up to a flu clinic and find out it has been canceled because the minimum number of people who signed up was not reached. Mr. Laverty said arrangements can be made to provide them with information on an alternate location and since people will be signing up in advance this information should be known in prior to a clinic. Ms. Berry will include information on marketing materials that states clinics have a minimum participation of 25. Ms. Mallar suggested looking at the sites that had low numbers last year and making an extra push for signups at those locations.

Benefits Fair

Ms. Berry asked members to give thought to what type of material should be promoted at benefit fairs. Ms. Moskowitz suggested the Newsletter and the new website. Mr. Barber spoke in support of providing information on how to access the website and thinks this would be a valuable tool to use at the benefit fairs.

Ms. Mallar extended an offer for Cayuga Area Plan (CAP) to make a presence at benefit fairs and said they attend the wellness fair at Cayuga Medical Center and promote annual wellness visits and engaging with primary care physicians.

Ms. Berry provided an update on other activities she has been engaged including looking at what would be the best way to advertise the Blue4You and Blue365 programs and said she is looking into creating an instructional video on how to access programs. Mr. Schiele said he has met with Jim Blizzard who does video work for the County to discuss creating explainer videos. Ms. Berry will have a conversation with Mr. Schiele about discussions that have already taken place. She said she continues to work on building and incentivizing a wellness culture.

Ms. Berry said she has shared some preliminary branding designs and offered to share them with the Committee for preliminary feedback.

Mr. Barber said the Health Department makes the flu shot available to its employees and suggested Ms. Berry look into how many employees receive their flu shot there. The contact person at the Health Department is Karen Bishop. Following a brief discussion there was consensus that it should be made clear what insurance card employees need to bring to a flu clinic.

Next Agenda Items

Ms. Berry will continue to discuss branding wellness programs at the next meeting. In addition, there will be discussion of the flu clinics and feedback on the new website.

Adjournment

The meeting adjourned at 4:05 p.m.