

**Owning Your Own Health Committee  
Minutes – Approved  
September 19, 2018 – 3:00 p.m.  
Legislature Chambers**

Present: Ted Schiele, Debby Kelley (excused at 3:50 p.m.), Sarah Thomas, Jim Bower, Emly Mallar, Leslie Moskowitz, Sarah Thomas, Tyler Jordan, Jackie Kippola (arrived at 3:18 p.m.)

Excused: Bev Chin, Kathy Servoss

Absent: Olivia Hersey, Tammy Morse, Tyler Jordan

Guests: Don Barber, Executive Director; Michelle Berry, Wellness Consultant; Dr. Shang,

**Call to Order**

Mr. Schiele, Chair, called the meeting to order at 3:06 p.m. and asked for introductions of all present.

**Changes to the Agenda**

There were no changes to the agenda.

**Approval of August 15, 2018 Minutes**

It was MOVED by Ms. Mallar, seconded by Ms. Kelley, and unanimously adopted by voice vote by members present, to approve the minutes of August 15, 2018 as submitted. MINUTES APPROVED.

**Wellness Update from Employer's Worksites and Wellness Champions**

Ms. Berry asked members to comment on what municipalities are doing as this will give her an idea for newsletter topics and areas that can be promoted. Ms. Moskowitz reported on the City of Ithaca's upcoming flu clinic and also the health benefits fair that will be held on November 8<sup>th</sup>.

Ms. Thomas reported on the County's benefits fair that will be held on October 17<sup>th</sup> with the morning session to be held at the Office for the Aging and the afternoon session at the Health Department. She commented that while planning for the flu clinics she was able to identify employees in each department to use for outreach and commented that efforts are being made to get information out to Blue Collar employees who don't have access to e-mail. Mr. Schiele said he found the information that was distributed to employees through e-mail to be very good. He also said in the past the Worksite Wellness Coalition conducted a "Put Fruit to Work" initiative during Fruit and Vegetables Matters More Month but this year for a variety of reasons this did not happen. He expects it to be back next year.

**Website Update**

Mr. Schiele said up to this time said the Consortium's website has been on the Tompkins County server and has resembled a County Department. A decision was made to redo the site to modernize it and make the site mobile friendly. He said the Consortium's Website Committee was formed to guide the process of development of the new site which contains a lot data. One thing the Committee focused on was breaking out constituencies so that different constituencies could go to a specific section and wouldn't get lost while looking for information. He said Ms. Cocco has completed much of the work on the site but referred to her comment that the site will

never be complete as there will be always be more information to add or changes to make. He said although feedback received has been positive and people are finding it very easy to navigate he encouraged members and their constituencies to visit the site and provide feedback.

Ms. Kippola arrived at this time.

Mr. Schiele added that now that the website is operational there can be a revisit of posting explainer videos on the site. Mr. Bower suggested something be developed that can be used at upcoming benefit fairs to highlight the website.

### **Wellness Consultant**

Ms. Berry circulated branding materials she has developed for members to view. She said all flu clinic hosts had access to a Drop Box folder with a variety of different marketing material options to use for flu clinics; she hopes pictures from this year's clinics will be able to be used in future marketing materials. As of yesterday, there were 174 people signed up to attend a flu clinics. Five clinics are ready to go and four are currently under-enrolled; efforts will be made to promote and increase signups at those sites. Ms. Moskowitz commented that sign-ups at City Hall at this time are only half of what they were last year and said she has received a number of complaints about the process for signing up. She specifically spoke of issues including long wait times that employees have experienced when calling ProAct customer service to sign up. Although signing-up by e-mail is an option, it was suggested that an option to sign-up online would remove a barrier members are experiencing. Mr. Barber will reach out to Mr. Prashaw at ProAct.

Ms. Berry referred to the branding materials being circulated and said she will be trying to develop a branding logo that can be used on future marketing materials for the Consortium. She asked members to provide feedback on the idea of having an annual Olympics-type fun competition between municipalities that would include a variety of events and that could be held at a venue such as TC3. Such a competition could include a number of activities that members of all ages and activity levels could participate in and would be a way to bring the community together and get people thinking about wellness.

Dr. Shang spoke of an initiative that took place in Oklahoma City which was given the title of being the "Fattest City" in which a goal for the City residents to collectively lose one million pounds. He suggested if something similar was to take place he would recommend using a different but measurable goal.

Mr. Schiele spoke of the challenges geographically to bring all municipalities in the Consortium together and said one of the most important things is for members to be aware they are part of something within their own municipality. He suggested having a virtual competition that could bring people together who are working within their own geographic space. Ms. Berry said the Olympic event would be an annual event to bring attention, recognition, and outreach and these two things would not be mutually exclusive. There would need to be ongoing work done in each of the municipalities and that work would be determined by the individual municipality with each looking different. Mr. Bower suggested starting with regional competitions that could build up to having a larger event.

Ms. Kippola spoke of the importance of setting a range of activity levels that would be achievable for all types of people who want to participate.

Ms. Kelley was excused at this time.

During discussion of a suggestion about using pedometers, Dr. Shang suggested choosing a measurable fitness goal rather than a particular type of activity.

### **Review of Wellness Consultant's Work Plan**

Mr. Barber said the Wellness Consultant's work plan is also the Committee's work plan so the Committee should stay engaged and focused on the goals. There should be a regular check-in with goals being adjusted accordingly. Ms. Berry said a preliminary survey will go out this week to municipalities that includes benefit clerks and also municipal officials with a plan to begin visiting municipalities in October. During a brief review of the Work Plan Ms. Mallar asked that "CAPA" be corrected to "CAP". Mr. Schiele asked members to review and become familiar with the Work Plan and suggested it be placed on future agendas along with Ms. Berry's report.

## 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 Physicals" 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 CAP 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

### **Executive Director’s Report**

Mr. Barber reported the Joint Committee on Plan Structure and Design spent time at its last meeting discussing a letter that was sent to subscribers concerning Formulary edits related to Step Therapy and Prior Authorization. The Board of Directors authorized a Request for Proposals for an Investment Manager to work with the Consortium’s funds and interviews with finalists will take place this week. The Audit and Finance Committee has been working on a

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budget recommendation for 2019; at the present time the range of premium rate increase being considered is between 4-5%. The Committee has also been discussing retirees from municipalities that are coming in to the Consortium in 2019. Most are currently in a Medicare Advantage Plan which the Consortium cannot offer because it is federally subsidized. At last month's Board meeting four municipalities were accepted and will be joining the Consortium in 2019: Villages of Horseheads, Lansing, and Horseheads and the Town of Big Flats. There are approximately five that will be considered at the Board meeting this month. Mr. Barber said the Board also authorized the Segal Group to perform an operations audit of the Consortium and the results will feed into strategic planning work that needs to be done to address the Consortium's growth.

Mr. Barber said terms for the following members will expire at the end of the year and asked that they communicate their interest in being reappointed: Jackie Kippola, Ted Schiele, Olivia Hersey, and Sharon Bowman.

**Next Agenda Items**

The next agenda will include an update on flu clinics, discussion on the Wellness Consultant's Work Plan, and discussion of the Blue4You program.

**Adjournment**

The meeting adjourned at 4:16 p.m.