

Greater Tompkins County Municipal Health Insurance Consortium  
**Owning Your Own Health Committee**  
December 12, 2018  
**3:00 p.m.**  
Legislature Chambers

**Agenda**

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|--|--------------|
| 1. Call to Order (3:00)  | Schiele      |
| 2. Additions or Amendments to the Agenda (3:03)                                | Schiele      |
| 3. Approve Minutes of October 31, 2018 Meeting (3:04)                          | Schiele      |
| 4. Establish 2019 Meeting Schedule (3:05)                                      |              |
| 5. Flu Vaccine Update (3:10)   | Prashaw      |
| 6. Wellness Consultant Report (3:15)   | Berry        |
| 7. Refine Expectations for Wellness Consultant Role with OYOH Committee (3:30) | Berry/Barber |
| 8. Blue4U Roll-out Plan Ideas (3:40)   | Berry/Miller |
| 9. Group Report-out of Wellness Activities (3:50)                              |              |
| 10. Telemedicine (4:00)  | Miller       |
| 11. Adjournment (4:10)   |              |

*Next meeting:*

January 16, 2018 (tentative)

**Owning Your Own Health Committee**  
**Minutes – Draft**  
**October 31, 2018 – 3:00 p.m.**  
**Legislature Chambers**

Present: Ted Schiele, Debby Kelley, Sarah Thomas, Emily Mallar, Leslie Moskowitz (arrived at 3:06 p.m.), Bev Chin, Sarah Thomas, Kathy Servoss, Jackie Kippola  
Excused: Jim Bower  
Absent: Olivia Hersey, Tammy Morse, Tyler Jordan  
Guests: Beth Miller, Excellus, and Corey Prashaw, ProAct (via conference call); Michelle Berry, Wellness Consultant

**Call to Order**

Mr. Schiele, Chair, called the meeting to order at 3:06 p.m.

**Changes to the Agenda**

There were no changes to the agenda.

**Approval of September 19, 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 September 19, 2018 as submitted. MINUTES APPROVED.

**Committee Chair an Expiring Terms of Committee Members**

There was a brief discussion of a memo from Don Barber, Executive Director to the Committee concerning the Committee Chair position and members with terms expiring at the end of the year. The memo informed the Committee that the Executive Committee is looking to engage more Directors and is seeking to have all committees lead by seated Directors. As a result, Mr. Schiele will be stepping down from the position of Chair and Ms. Servoss has agreed to serve in that capacity beginning in 2019.

Also, the terms of Jackie Kippola, Sharon Bowman, Ted Schiele, and Olivia Hersey, expire on December 31, 2018. Mr. Schiele and Ms. Kippola expressed interest in being reappointed. Ms. Thomas expressed interest in being appointed as a member will speak to Sharon Bowman to see if she is interested in continuing. Ms. Kelley announced this would be her last meeting as she is resigning from the Committee.

**Flu Clinics**

Mr. Prashaw reviewed a chart showing a comparison from 2016, 2017, and 2018 of the number of people by flu clinic location who received a flu vaccination. He said the clinics that were sponsored by the Consortium, held by ProAct/Kinney Drug had 13 more participants this year than last year. The Ithaca Youth Bureau had 18 and Department of Emergency Response had 20; these locations did not have a clinic in the past. Mr. Prashaw said he will be working with Ms. Berry on those places that are a longer distance away. He said Kinney Drug reached out to the Town of Dryden and asked to do a clinic. He said there is a Kinney Drug near many of the new smaller municipalities and holding these types of clinics may be a good option. He will looking at the results of the Town of Dryden clinic and will report back.

Ms. Moskowitz spoke of the Consortium's flu clinics that were held in and outside the City of Ithaca. She was told that people 65 years of age and older were turned away and advised by the Pharmacist that they needed a special flu shot. Mr. Prashaw said he was not aware of this and will look into it. Ms. Moskowitz spoke of the process to sign up to attend a flu clinic and said the previous method of signing up by e-mail worked better than members having to make a phone call. Mr. Prashaw suggested he and Ms. Moskowitz set up a time to discuss this and any other concerns.

Mr. Schiele asked Mr. Prashaw if the decrease in numbers might be due to the increase and normalization of vaccinations at pharmacies. Mr. Prashaw said although he didn't have the data for this meeting he did see information that showed there had been 360 flu shots administered at a pharmacy. Mr. Schiele said he is interested in seeing these numbers because it will inform decisions in the future and whether the Consortium should expect to have fewer people attend flu clinics because it is just as easy to go to a pharmacy.

### **Update from Wellness Consultant and Work Plan Review**

Ms. Berry thanked Ms. Thomas and all others from the County for their work in putting together a very successful benefits fair. Before reporting on findings she asked for direction relating to protocol. She stated she normally supports staff in what they are doing but was creating the material and being present at the benefits fair. She said in the morning session there were a lot of County employees who had questions; she asked whether she or someone else should be drafting letters to respond to those employees. Mr. Schiele did not think Ms. Berry should sign the letter and the degree to which she writes it would be between her and those who drafted her contract. Ms. Moskowitz suggested at the City of Ithaca's benefits fair that there could be a clipboard made available for people to write down questions. Ms. Berry said she typically does promotion and commented that there is a lot about how she is evaluated in which she has no control over how to make those outcomes happen. The other issue she sees after going to the first flu clinics is that it is hard to be tied to an end goal but not have direct communication with the people who are signing up or being able to control what happens on the ProAct end. She said every piece requires coaching but she finds herself tied to an outcome that is tied to things she has no control over.

Ms. Berry said the number of hours she is working is many more hours that was anticipated. Mr. Schiele said he didn't feel that this Committee is the appropriate place to have this discussion and suggested the concerns be discussed by the committee that reviewed the Request for Proposals.

### **Blue4You Update**

Ms. Berry said discussions have been taking place and she, along with Mr. Barber and Lisa Holmes, Deputy Tompkins County Administrator, will be talking about the Program and looking at how to measure success and share that information across the Consortium. A meeting with the Village of Horseheads will be held on November 19<sup>th</sup> and she will be starting to introduce herself to each of the municipalities.

Ms. Berry spoke of discussion that took place at the last meeting of this Committee relating to different ways of building wellness. She said there is a classic tension between the conflicting ways people get information about health and achieving wellness (e.g. blood draws, pedometers, sustained physical activity) which leads to confusion on what should be paid attention to. She said some people look at treating symptoms and some treat core illness and she believes both can go together. She advised that because people are all different and have different activity levels it would be best to support all activity and to help employees by finding a

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program they can stick to that matches their skill set and they can feel good about. Members of the Committee were in agreement.

Ms. Moskowitz spoke of the onboarding process of employees and raised a concern relating to how benefits personnel would be aware of program changes such as the Healthways program being discontinued. Ms. Miller advised that information on available programs is maintained through the Excellus website. Ms. Moskowitz will follow-up with Ms. Miller to discuss this further.

**Next Meeting Agenda**

Mr. Schiele deferred establishing a 2019 meeting schedule to the next meeting on December 19<sup>th</sup>. The Committee will also hear further results on the results of flu vaccinations.

Ms. Thomas asked that time be allotted on the next agenda to discuss Ms. Berry's relationship to benefit administrators and what the expectations should be of both parties. Mr. Schiele said he will recommend to Mr. Barber that this discussion take place and will ask that he and Ms. Drake, Chair of the Board, decide where that discussion should take place.

**Adjournment**

The meeting adjourned at 4:16 p.m.



# MICHELLECOURTNEYBERRY

WELLNESS COACHING

11/26/2018

October-November 2018 update on Wellness Work for Don Barber, Executive Director

1. **Branding Work for the Consortium** - Designed first Consortium brochure and wellness flyers for brand marketing and recruiting new Wellness Champions for all Benefits Fairs. Attended Tompkins County Benefits Fair. Finalized two logo renderings for branding OYOH for employees, subscribers, and retirees. OYOH is now reviewing final renderings of the new logo for OYOH (two to choose from).
2. **Blue 4U** - Working closely with partners at Excellus, ProAct, Don, and our identified Wellness Champions to discuss Blue4U benefits, incentives, and future program roll-outs in Seneca County, Tompkins County, and in the joint meeting between Horseheads and Big Flats. Met with Don and Lisa Holmes to discuss expanding wellness committees, supporting existing champions, and Blue4U.
3. **Surveys** - Still working on gathering more information before sending out surveys targeted to key stakeholders in the Consortium. Survey send date has been delayed a couple of months while we first lay the strategies for branding/marketing (logo, language, etc). Anticipate sending surveys out (after Don has approved the questions) before the end of December.
4. **Site Visits/Meetings** - Attended site visit/orientation with Don, Excellus, and ProAct at Seneca County and Chemung County (Horseheads/Big Flats). Planning follow-up meetings to support the existing Wellness Champions in Seneca County and in Tompkins County. Planning to schedule a site visit with Cortland County before the end of December 2018. Met with incoming OYOH Chair Kathy Servoss to discuss her vision of OYOH and to review goals and objectives. Ongoing monthly meetings with Don through October and November, as per usual.
5. **Wellness Competition Pilot Program** - Ongoing work: Seeking involvement of the City of Ithaca, Tompkins County, and the Village of Horseheads to develop, plan, and execute a pilot, SMART goal-oriented (six-month) fitness program built on group walks or other fitness targets that can be measured and are incentivized with badges and prizes. Hoping this will become a template for others to engage, utilize, and be enthused by - as well as increase participation in Blue4U, Wellness Champion interest, and OYOH membership.

## Wellness Consultant Communication Pathways, Expectations, and Accountability

**Overall vision and expectation:** *The Consortium is seeking a firm or individual to plan, coordinate, direct and evaluate all Consortium wellness programs and operations to ensure the Consortium's vision of a culture of preventative health care are conducted efficiently and effectively and in accordance with the Board's direction (from RFP). Later in the RFP, the difference between Consortium programs and onsite, employer sponsored programs was articulated and that the Consortium Board of Directors only controls Consortium wide programs.*

By holding the macro vision, the consultant can then help the Consortium identify barriers, opportunities, roadblocks, strategies for funding wellness programs (as it's doubtful many municipalities will even fund wellness even with case studies and presentations), strategies for engaging municipal leaders and identifying the tipping point to engagement/funding; and the process for best streamlining wellness champion retention/recruiting efforts, while honoring the successes, barriers, different municipal personalities engaged in this work.

Expectations in addition to that stated above (from RFP): *The Consultant will stay abreast of wellness initiatives locally, statewide and nationally, become the point of contact with each of our thirty one (31) municipal partners; support municipal partners in developing wellness policy and implementing worksite wellness programs; develop opportunities to collaborate with other employers in our area and our TPA's; and provide Wellness content for Consortium website, newsletter, and other subscriber outreach material.*

Specific Expectations enumerated in RFP (red text are additional wording added for clarity)

1. *Plan, coordinate, direct, and evaluate all Consortium wellness programs and operations to ensure the Consortium's vision of a culture of preventative health care is conducted efficiently and effectively and in accordance with the Board's direction.*
2. *Develop point of contact with each municipal partner and, at least semi-annually, make site visits including connection with subscribers. (Board meetings are typically in evenings and staff meetings during regular business hours.)*
3. *Support municipal partners in developing their wellness policy and implementing their individual worksite wellness programs.*
4. *Conduct outreach to all subscribers of wellness information and program opportunities and facilitate program enrollment. In keeping with communication structure discussed above, this outreach is framed from the standpoint of insurance provider and not from the standpoint of employer/worksite manager.*
5. *Stay abreast of wellness initiatives locally, statewide, and nationally. Share that information with municipal partners and recommend Consortium-wide wellness initiatives.*
6. *Seek opportunities to collaborate with other employers in our area and our TPA's for developing and implementing Consortium-wide and individual municipal partner wellness programs.*
7. *Attend and support all monthly meetings of the Owning Your Own Health Committee and occasional additional meetings as directed by Board of Directors.*

8. *Provide Wellness content for Consortium website, newsletter, and other subscriber outreach material that is evidence based and current best practice.*

A result of the interview process and Ms. Berry's interest to set clear expectations was the attached work plan. It was developed to compliment the scope of work listed above.

**Communication Pathways:**

**Subscribers:** There are no constraints on persons the Wellness Consultant (WC) can reach out to. However, when reaching out to individual subscribers, the Consultant should be mindful that they are inserting themselves between the municipal HR department and their employees. These communications need to be known by HR in advance and as transparent as possible.

**Municipal Employers:** There is no consistent pathway used consistently by municipal partners. Until and unless a wellness coordinator is identified by a municipal partner, the politically correct path is through that muni's Consortium Director, who is expected to facilitate connecting the WC to their wellness coordinator.

**Board Committees:** The WC may be invited to attend some committee meetings other than OYOH where the WC is expected to attend as may as possible. The OYOH committee has agreed that work plan stated above for the WC is also their work plan. The communication at OYOH should be finding ways to support each other in completing the work plan by learning the progress on each item and discussing next steps. To be clear OYOH does not oversee the WC. In fact no one does, the WC is a contractor with assignments included in their contract and listed above.

**Accountability and Board communication:** The WC is accountable to the Board for focusing their efforts and the Consortium's wellness efforts on the attached work plan and presenting new information that may change the work plan during the year. Currently the WC is completing monthly status reports which are shared with the Board. The WC is welcomed to attend any Board meetings and may be specifically invited in some instances. At any time the WC seeks feedback or evaluation of their effectiveness, they should address the Board. If a regular periodic evaluation is desire, this can be established.

**Relationship between Executive Director and Wellness Consultant:** Currently both positions are contractors; not employees of the Consortium. The Executive Director (ED) is responsible for carrying out Board directives. The ED's role is, though their contacts and experience, help the WC be successful. The WC is responsible to keep the ED informed of their activities. This exchange is not supervisor/subordinate, rather to help each other be successful and minimize duplicative effort.