

Owning Your Own Health Committee

Old Jail Conference Room

June 17, 2015

1:30 p.m.

Old Jail Conference Room

APPROVED

Present: Mack Cook, Ted Schiele, Emily Mallar, Debby Kelley, Jennifer Jones, Don Barber, Beth Miller (via conference call), Leslie Moskowitz

Excused: Jackie Kippola, Bev Chin

Call to Order

Mr. Cook called the meeting to order at 1:33 p.m.

Approval of Minutes of May 20, 2015

It was MOVED by Mr. Schiele, Ms. Kelley, and unanimously adopted by voice vote to approve the minutes of May 20, 2015 as corrected. MINUTES APPROVED.

Executive Director's Report

Mr. Barber thanked members who attended the educational Retreat that was held on June 12th and Beth Miller for her participation in preparing and presenting information. The presentation and a video of the Retreat is now available on the Consortium's website. Mr. Barber reported on the following items:

- Medical claims for the first quarter of 2015 are running significantly (20%) below budget. There is no explanation for this at this time. When available, the Excellus utilization report may help identify causes of this.
- The Consortium is helping municipalities stay within the property tax cap and property tax freeze. The County and local governments issued a document today entitled "The Rest of the Story" that is about government efficiencies. One of the lead players in the report was the Health Consortium as it was reported that of the \$3.8 million being saved around the County the Consortium represents \$1.7 million of that. The County and municipalities are complying with the 1% reduction in the tax levy through Consortium efforts since 2012.
- The Board of Directors adopted the high deductible Bronze Plan that is now being prepared to be sent to the New York State Department of Financial Services and should be ready to be in place in 2016.

Update on Worksite Wellness Coalition

Mr. Schiele provided an update on the Worksite Wellness Coalition that includes a number of worksite wellness program coordinators who have been meeting. A kickoff event for recruiting efforts will happen in the third week of September and it will be a commemorative month for increasing an individual's consumption of fruits and vegetables. Ms. Moskowitz said the Committee developed a timeline and plan and

part of it includes when the press releases will go out, having information about what the what the group is and what activities will be happening. She suggested that the plan be shared with this Committee at the July meeting. Mr. Schiele said the concept is that worksites would commemorate this event by employers providing fruit-type snacks to employees or in some ways employees would bring together fruit snacks as an example of what can be done in their own behavior change or in changes in the environment or the culture of their worksite. Ms. Moskowitz said the idea is to have a large number of wellness promoters to do something that week; a website containing resources and information will also be available.

- Mr. Barber also reported on the Wellness Survey and said it was presented to the Joint Committee on Plan Structure and Design and that group was comfortable with the language presented. It was suggested that the information come from benefit clerks and as they are a common source of information on health-related information. The survey will be distributed in the near future.

Discussion of Branding Wellness Statement Process

Mr. Cook said at the last meeting there was a discussion of sending a resolution to the Board of Directors requesting funding in the amount of \$1,300 to assist this Committee to clarify its purpose, set forth goals, and establish measureable objectives. He said he took this request to the Board and a good amount of discussion was generated. He noted there was not an objective by the Board to provide funding, the discussion at the meeting was centered around a feeling that a mission statement should come from the Board and the Board should be engaging in the process of smart work first. This Committee would then clarify its purpose under the umbrella that the Board establishes for itself.

Mr. Barber said there was a good discussion at the Board meeting and it was an important step for the Board to recognize that it needed to create its own mission and vision statement. As a result of this he will be taking recommendations to the Executive Committee in July. Mr. Cook said this Committee will follow the lead of the Board; he thinks this Committee will still guide the Board but will take a step back as the Board engages in the process the Committee has intended to go through.

Ms. Moskowitz said it is necessary that this process start because as more global initiatives come out of the Committee there will be a need to have a better understanding of the Committee's work. She is now trying to set the stage to transitioning people over to understand these global initiative; she said if the Board starts to crystalize it mission and vision it will help and be supportive of wellness efforts.

Flu Shots

Mr. Barber said there is general consensus that there is support for the Consortium having a second flu shot program and efforts can be made to improve upon last year's program. When he met with the benefit clerks they asked that the Consortium have more of a presence in making this happen. He has been talking with Ms. Masucci of ProAct who has informed him that they will be offering the vaccines at the same price as last year and are looking for a minimum of 40 people to vaccinate at a site. In order to improve coordination they would like ProAct to be the coordinator for these sites and not the benefit clerks. Each site would be open

to any member of the Consortium. He has approached the Town and City of Ithaca, Tompkins County and City of Cortland about the potential to host a site and all are willing to do so. Ms. Moskowitz said she contacted ProAct about hosting a flu clinic on September 24th. She spoke of the importance in having a process for transitioning people over to this. Mr. Barber said a few sites will be set up for the end of September and early October and efforts will be made to improve marketing of the flu clinics to improve attendance. These clinics will also be an opportunity to do some messaging about the Consortium. Ms. Moskowitz said for some employees change can be difficult and she is working on developing a bulletin provide information that will help guide employees through this.

Discussion of Wellness Component of Metal Level Plans

Mr. Cook asked Ms. Miller where having a wellness component within metal level plans is defined in the Affordable Care Act. Ms. Miller said Excellus is waiting for information from their counsel on what the actual measurement of an established wellness program is. At this time she believes it would be a program that contains bio-metric screening that can be reported and measured but it is not clearly defined at this time. She said as they work with their other consortiums and start to roll out the metal level look-alike plans they have built in the Blue 4 U healthy bio-metric screening program into those plans.

Ms. Miller said the two metal level plans that have been adopted by the Consortium do not have the Blue 4 U bio-metric program attached to them. Mr. Cook said this presents an opportunity and asked members if this Committee wants to be the voice that creates the wellness component for the Consortium's plans.

Mr. Schiele asked what the Blue 4 U program consists of. Ms. Miller said there have been presentations given to the Committee over the last couple of years. It is an entire wellness set-up with follow-up, biometric screening and web tools. It is embedded into the claims and is not an additional expense to the program. When someone uses the biometric screening it is processed as a claim that is generated by the lab work. They have co-marketed with Interactive Health Solutions and named the portion of the program Blue4U. Mr. Barber noted a comparison pilot program was run and overseen by this Committee with Ignite Health and Interactive Health for the biometric screening and coaching.

Mr. Barber stated the ultimate decision is made by the Board of Directors and they have decided to adopt both the Platinum and Bronze plans and those plans each have a wellness component that are yet undefined. He said while also looking for direction from the Affordable Care Act there is also an opportunity for the Consortium to establish a wellness component. He said this Committee could develop a wellness component, present it to the Joint Committee, and then to the Board of Directors. Ms. Miller said this is something that does not need to be done exclusively for the metal level plans.

Ms. Moskowitz said she would like to have information on utilization of the Blue 4 U program that includes the number of employees who have the plan versus who has used it. Ms. Miller explained that the reason why Excellus co-branded with Interactive Health Solution was because they identified specific codes that could be billed directly to Excellus. They bundled them into one code that allows a total charge for the claim of \$150 to be processed under the wellness Blue 4 U component; therefore, it comes through the system as an annual claim. Mr. Cook referred to the pilot programs that were undertaken and noted at that time the need didn't exist to attach a wellness program to any of the Consortium's health plans because the metal

level plans did not exist. There is now a need to attach a wellness component to plans the Consortium is now offering.

Mr. Schiele spoke to the question Mr. Cook posed at the beginning of discussion on this topic and said based on the fact that this Committee has been involved in building the framework for wellness for the Consortium he would support recommending the Committee continue to move forward with this. Other members were in agreement in continuing to move forward.

Ms. Moskowitz asked in terms of insurance procedures how often can one change a product that is used. Ms. Miller said Excellus contract is an annual contract but stressed the importance of committing to wellness programs on a long-term basis as any return on investment is usually not immediate.

Mr. Cook suggested the Committee review both the Ignite and Interactive Health Solutions programs at the July meeting and strive to make a recommendation to the Joint Committee and then to the Board of Directors at its September meeting. He also suggested presenting information to the Audit and Finance Committee due to the cost structure and potential for impact on premium rates.

Mr. Cook suggested gathering information that would be needed to make a recommendation and to decide how extensive throughout the plans the initiative should be pushed or whether it should stay within the look-alike plans. He suggested that members familiarize themselves with options that are under consideration and be prepared to make a recommendation.

Ms. Moskowitz said she would find it useful to have the following information:

- What the plan criteria conclusions are (what is required by the Affordable Care Act);
- What the interest in the survey is;
- What the percentage is of people using look-alike plans by other Consortiums;
- What the bottom-line financial impact would be of selecting either plan;
- Usage of current programming that is already in place; and
- What program impacts the bottom-line and measures the most.

Ms. Miller noted this is about changing the culture and addressing the community's health as a whole but will check with Blue 4 U's book of business and what percentage they are impacted by Blue 4 U and where they are seeing the most outcomes. Mr. Barber said information that will need to be presented with a recommendation is that a program, based on usage in other places is going to have an approximate cost. The question that needs to be asked is whether it is an investment the Consortium is willing to make, not knowing the return on investment. Ms. Moskowitz said knowing which program have had an impact historically will help in choosing a vendor.

Mr. Barber will work with Excellus and Ignite Health to produce a comparison in as many areas as possible. The Committee will strive as an outcome of discussion at the next meeting to make a recommendation on which plan to recommend be attached to the Consortium's metal level plans.

Next Agenda Items

The following items were suggested for inclusion on the next agenda:

Development of a wellness component for metal level plans
Update on planning flu clinics

Adjournment

The meeting adjourned at 2:51 p.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk