

Minutes
Owning Your Own Health Committee
January 15, 2014 - 9:30 a.m.
Scott Heyman Conference Room

Present: Don Barber, Mack Cook, Board of Directors; Brooke Jobin, Tompkins County; Leslie Moskowitz, City of Ithaca; Beth Miller, Excellus; Bev Chin, Health Planning Council; Ken Foresti, Excellus (via conference call); Emily Mallor, CAP Connect

Call to Order

Mr. Barber called the meeting to order at 9:35 a.m.

Approval of Minutes of December 11, 2013

It was MOVED by Mr. Cook, seconded by Mr. Barber, and unanimously adopted by voice vote, to approve the minutes of the December 11, 2013 meeting as submitted. MINUTES APPROVED.

Flu Shot Update

Mr. Barber said three different topics that originated in this Committee were reported on at the last Board of Directors meeting. The first was coming up with a plan for flu shots that would be run and paid for by the Consortium. Last year there were several different municipalities that held their own but they were not run on a Consortium-wide basis. In the Fall ProAct reported on a plan that could be considered. He would like to see a proposal presented to the Board of Directors no later than its June meeting so that a plan can be in place in time.

In response to a question from Ms. Moskowitz, Mr. Barber said ProAct is willing to work with municipalities to hold these clinics and to allow them to be customized to meet the needs of individual municipalities. The program would be paid for on an organizational-wide basis but individual municipalities would have local control of them.

Ms. Jobin said the County did not host a separate clinic from what the Health Department offers. She said there is outreach not only to the employees but also the public. Mr. Cook spoke of the flu shot clinic the City of Cortland hosted last fall and said they were able to reach approximately 20% of the City's covered lives. They could not reach dependents because the individual who administers the vaccine for ProAct is not an M.D. and therefore, cannot administer it to anyone under the age of 18. He said he was also unable to reach spouses. He said ProAct was extremely efficient in all other ways; however, it was suggested that there be outreach to ProAct to see if there could be a change made that would allow the under 18 individuals to receive shots at these clinics.

Mr. Barber asked what type of marketing was done for these clinics by the Cities of Ithaca and Cortland. Ms. Moskowitz said the City has 430 employees and they were able to reach 70 employees. There was consensus that efforts should be made to reach family members in addition to employees.

Ms. Chin and Ms. Miller arrived at this time.

Mr. Foresti said he will provide information on flu shots Excellus offers.

Ms. Jobin asked what population the Consortium would like to reach to administer the flu shot that is not already being reached. She said at this time anyone can go to a pharmacy and other locations to get a flu shot on-site. Mr. Barber said the question is not “who does not have access” but “who is not accessing” the flu shot. Ms. Mallar spoke of the value in making the flu shot convenient because if something is easy to do people are more likely to take advantage of it. Ms. Mallar said despite it being the right thing to do many people need to be incentivized.

Ms. Moskowitz said she would be interested in receiving information on how many people went out and received the flu shot on their own (including spouse and dependents). Ms. Miller said she would look into whether it is possible to get this information.

Mr. Barber asked if it would be possible for the County to keep track of whether individuals receiving the flu shot at those clinics are associated with the Consortium and whether there is a fee at the County level. Ms. Jobin said these would be questions for the Public Health Director.

Ms. Miller cautioned against over-advertising and to avoid having more people wanting the vaccine than there is a supply for. She suggested people sign up in advance.

Ms. Jobin will contact the Public Health Director, Frank Kruppa, and invite him to attend the next meeting to talk about flu shots.

Health Policy Templates

Mr. Barber said many municipalities, smaller ones in particular, do not have a health policy. It was suggested there be a mission statement and Ms. Chin agreed to look for sample mission statements and wellness policies for the next meeting. Ms. Moskowitz suggested beginning with a broad statement and to then tailor them to individual municipalities. Mr. Barber will contact the Town of Ithaca for a copy of its policy.

Investigate Wellness Programs

Mr. Barber said the Committee has had a presentation on the Blue4U program; however, it is important to look at other programs that exist and to then do an analysis. Ms. Miller said Jennifer Stuckert of Interactive Solutions has offered to run a demonstration project with about a dozen people in order to demonstrate what the program entails and how it works. Mr. Barber questioned who would participate in the demonstration group; Ms. Miller said the preferred group would be Board or Committee members as they would be the individuals proposing to push this out to employees.

Mr. Cook spoke of challenges for the smaller municipalities and said he would have to sell this to seven bargaining units in a collective bargaining agreement and if he is going to do that he needs to be participating in the demonstration project. He said in order to get buy in it may be a good idea to include representatives of bargaining units as well.

Ms. Mallar said she thinks a demo is a good idea but that should follow a next step of exploring other programs that exist. Ms. Miller agreed to bring back a sample of another program that provides a similar service. Ms. Chin will bring back information on Ignite Health in Rochester.

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Mr. Barber said a demo would be a good idea and would like to have the Board of Directors have a discussion about who should participate.

Ms. Miller reported utilization data should be available in April.

Adjournment

The meeting adjourned at 9:20 a.m.

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Presentation on Flu Clinics by Frank Kruppa, Public Health Department

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Jennifer Stuckert – will she attend to talk about demo?

Ken – Excellus flu shot info.

Beth – getting information on how many got shot on their own (including spouses and dependents)

Bev – policy and mission statement samples

Don – T/Ithaca wellness policy

Beth – info. on other programs

Bev – info. on Ignite Health