

Owning Your Own Health Committee

Legislature Chambers

December 16, 2015

1:30 p.m.

APPROVED

Present: Ted Schiele, Don Barber, Debby Kelley, Jennifer Jones, Ashley Masucci, Leslie Moskowitz (arrived at 1:39 p.m.); Bev Chin (arrived at 1:42 p.m.), Beth Miller (arrived at 1:43 p.m.)

Call to Order

On behalf of Mr. Cook who was unable to attend, Mr. Barber called the meeting to order at 1:37 p.m.

Approval of Minutes of September 16, 2015

It was MOVED by Mr. Schiele, seconded by Ms. Jones, and unanimously adopted by voice vote by members present, to approve the minutes of September 16, 2015 as submitted. MINUTES APPROVED.

Executive Director's Report

Mr. Barber provided an update on actions taken since this Committee last met. The Board adopted the Blue4U program as the wellness component for the Metal Level plans and approved the addition of three new participants: Towns of Virgil, Truxton, and Marathon, effective January 1, 2016. The Municipal Cooperative Agreement has been adopted by the Board and the approved by the Department of Financial Services.

Ms. Chin arrived at this time.

He reported on the Recertification process and said of the approximate 2,300 contracts the Consortium has there are 1,208 that have family components. Of those, 57 family members were found to be ineligible and have been removed. This represents 4.2% with an approximate annual savings to the Consortium of \$180,000. Mr. Barber also reported the Joint Committee on Plan Structure and Design has appointed new leadership. Phil Vanwormer has been elected Chair and Jim Bower was selected to fill the vacant labor seat on the Board of Directors (Olivia Hersey remains the other labor representative on the Board).

Mr. Barber reported on the Mission and Vision Statement process and said a number of people provided input that was used to develop a draft Mission and Vision Statement that will be circulated to committees for input with the intent for the Board to adopt at its March meeting.

He stated the Executive Committee has directed him to develop a quarterly newsletter; he will begin with describing what the Consortium is about and will use the newsletter as an opportunity to market the Consortium. He encouraged members to contribute to the content and Mr. Schiele stated he has experience with newsletters and offered to help with this.

Worksite Wellness Program

Mr. Schiele said the Worksite Wellness Coalition held its first meeting in early November and had a good number of people in attendance from approximately six organizations. The next meeting will be January 14th; anyone interested in being on the mailing list should let him know. At that meeting there will be a presentation by Frank Towner about the YMCA and services it

provides. It is also a networking opportunity for people to support one another and efforts to maintain wellness programs at worksites in addition to coming up with new ideas. The Coalition meets on the second Thursday of every other month.

Flu Clinic Update

Ms. Masucci distributed statistics as a result of the 2015 Consortium-funded flu clinics that ProAct administered. There were clinics held at six different locations with a total of 12 hours scheduled with ProAct. There were 220 members who signed up and a total of 243 vaccinations provided at the clinics. This does not include the number of flu vaccines that were obtained at an in-network pharmacy which was new for 2015. The total number of those additional vaccinations was 259 which were processed as a prescription drug claim. There was no cost to the members for these flu vaccinations that included all of the various strengths of vaccines.

Ms. Masucci spoke of marketing and the registration process and said information was provided through the Consortium e-mail and website and information was disseminated to employees by the health benefit clerks. ProAct handled the scheduling of appointments for flu clinics. She said from a help desk perspective the scheduling process was smooth but she did receive feedback that some members missed being able to sign up with their employer.

Ms. Moskowitz suggested that next year there be an evaluation form to provide to members who received the vaccines. She also noted the City Department of Public Works lost a site because it did not meet the minimum numbers to hold a clinic. She asked for a breakdown of the numbers of people who received a flu shot at a pharmacy by entity to see if members took advantage of clinics being offered at different locations. Ms. Masucci said she would look into this and try to get the information at least for the City of Ithaca.

Marketing of Metal Level Wellness Plan (Blue4U)

Mr. Barber said the Towns of Virgil, Truxton, Marathon, Ithaca, Willet, and Caroline, and the Village of Homer and Tompkins County (including TC3), have the wellness component available to them. He asked what role the Consortium should have in promoting or marketing the wellness component.

Ms. Miller said she has a conference call tomorrow with Interactive Health Solutions (IHS) to talk about ways to engage the group and push the program out to members. Because there are a low number of people enrolled throughout the Consortium she said information will be handled on a mailing basis to individuals. Because of the expense IHS has a minimum of 25 enrollees in the program to have someone on-site to perform a blood draw. As she starts to receive information from IHS she will share it with Mr. Barber.

Ms. Moskowitz asked if Mr. Barber was referring to marketing the program to people who have the benefit or to others as well. He responded that in the beginning the attention should be on marketing to those who have the benefit; however, as discussed at the last meeting this is a benefit that could be added to any of the Consortium's plans. Mr. Schiele asked if that would have to go back to bargaining units. Mr. Barber said it would but didn't see any problem because it would be adding a benefit which typically doesn't cause any pushback.

Mr. Schiele spoke of confusion he has witnessed over how this is billed and said at times there has been confusion and misunderstanding over how people are thinking about this. Ms.

Miller noted the program, although available through a Metal Level plan, is a volunteer program. Mr. Schiele said it is important that when it is presented to employees that it be done carefully. Ms. Moskowitz spoke of the importance in promoting to targeted audiences; Mr. Schiele said although he understands targeting a specific audience, having one or two targeted mailings will not be sufficient to make people understand what is available and there needs to be a variety of ways to reach members. He agrees it should be promoted and said the more it can be promoted to everyone the more people who don't have it will ask for it. He spoke to a suggestion that was made to have benefits managers promote the program and said there should be additional promotion and marketing.

Mr. Barber said one of the most effective ways to market something is to sit down with someone and said it may be worthwhile for the Consortium to make sure that benefit clerks for those municipalities that have this benefit are aware and are knowledgeable of it. This could be done in conjunction with IHS as they would be the actual provider of the service.

Mr. Schiele asked what the premium difference would be in adding the wellness component to a premium other than the metal level plans since it is already built into those plans. Mr. Barber said this will be included in the information that will be presented at the Consortium Retreat in May.

Mr. Barber asked Ms. Miller if it is possible for the Consortium to track in aggregate numbers the participation in the Blue4U program. Ms. Miller will ask IHS when she speaks with them.

Following a question by Mr. Schiele if there would be a way for members to explore the Blue4U website to get a sense of the services included Mr. Barber suggested it would be a good idea for the Committee to receive a presentation on the program and suggested at an upcoming meeting that Ms. Miller sign on to the program and show members the website.

Mr. Barber said the Committee recognizes that IHS and Excellus will be pushing this program out to members who have it available and the Consortium will work with benefit clerks to see if they would like any additional information that would help them to become more knowledgeable about the program as they reach out to inform members about the availability of the program.

Committee Goals

The following goals were suggested for the Committee for 2016.

- Increase participation by labor and Board of Directors and train them to be ambassadors back to their organizations;
- Continue with the idea of promoting the culture of preventative health for the well-being of members;
- Discuss and develop a plan for what will be done with the wellness survey results;
- Come up with another preventative health activity;
- Branding: logo and newsletter – input and strategy;

This list will be included in the next agenda for further discussion and refinement.

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2016 Meeting Schedule

The Committee agreed to continue meeting the 3rd Wednesday of each month at 1:30 p.m. in 2016.

Next Agenda Items

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

Continued discussion Committee goals

Adjournment

The meeting adjourned at 2:40 p.m.

Respectfully submitted by Michelle Pottorff, Administrative Clerk