

Greater Tompkins County Municipal Health Insurance Consortium  
**Owning Your Own Health Committee**  
September 19, 2018  
**3:00 p.m.**  
Legislature Chambers

**Agenda**

- |   |               |
|---|---------------|
| 1. Call to Order (3:00)   | Schiele       |
| 2. Introductions  | Schiele       |
| 3. Additions or Amendments to the Agenda (3:03)   | Schiele       |
| 4. Approve Minutes of August 15, 2018 Meeting (3:04)  | Schiele       |
| 5. Wellness Update from Employer's Worksites & Wellness Champions (3:05)  | All           |
| 6. Website Discussion Update (3:15)   | Cocco/Schiele |
| 7. Wellness Consultant Update Report (3:30)<br>a) Flu Clinic Update<br>b) Blue4U 2019 Roll-out<br>c) 2019 Culture Building ideas: City/County/Town & Village Fun Olympics<br>d) Wellness Branding | Berry         |
| 8. Review Consultant/OYOH Committee's Work Plan & Set Next Meeting Topics (3:50)  | All           |
| 9. Executive Director Report (4:00)<br>a) Committee Reports<br>b) Board actions and upcoming agenda<br>c) New members for 2019  | Barber        |
| 10. Adjournment (4:10)  |               |

*Next meeting:*

Upcoming Meetings October 31, 2018 and December 19, 2018 – no Nov meeting.

**Owning Your Own Health Committee**  
**Minutes – Draft**  
**August 15, 2018 – 3:00 p.m.**  
**Legislature Chambers**

Present: Ted Schiele, Kathy Servoss, Leslie Moskowitz, Bev Chin, Emily Mallar (arrived at 3:15 p.m.), Jackie Kippola (arrived at 3:30 p.m.), Sharon Bowman (arrived at 3:30 p.m.), Debby Kelley

Excused: Jim Bowe

Absent: Olivia Hersey, Tammy Morse, Tyler Jordan

Guests: Don Barber, Executive Director; Michelle Berry, Wellness Consultant; Chris Laverty, ProAct

**Call to Order**

Mr. Schiele, Chair, called the meeting to order at 3:05 p.m.

**Changes to the Agenda**

A report on the website was added to the agenda.

**Approval of July 18, 2018 Minutes**

It was MOVED by Ms. Chin, seconded by Ms. Servoss, and unanimously adopted by voice vote by members present, to approve the minutes of July 18, 2018 as corrected. MINUTES APPROVED.

**Chair's Report**

Mr. Schiele said the October meeting falls on the same day as the County's benefits fair and the November meeting date is the day before Thanksgiving; he proposed those meetings be combined into one meeting. The Committee was agreeable; the October and November meetings were combined into one meeting to be held on October 31<sup>st</sup> at 3 p.m.

**Website**

Mr. Schiele said the link to the new website was sent to the Committee along with the agenda for this meeting and asked for comments. Ms. Berry felt the way the website was structured in targeting three different audiences was a good idea. Mr. Barber said will be providing the link to Directors with an opportunity to provide feedback. Mr. Schiele said it is important that members look at the site so it can go live; he will prepare a survey for members and Directors to complete and asked that members look at the site and provide feedback by the end of the month.

Mr. Schiele said he received a communication from Jim Bower labor representative, in which he spoke of the difficulty he is having in attending meetings. Mr. Schiele said he would like Mr. Bower to continue as a member and will speak to him.

**Executive Director's Report**

Mr. Barber said questions arose following a letter that was sent to subscribers by ProAct about Prior Authorization and Step Therapy. He said the Board of Directors have been provided with information to help others better-understand and to address issues that come up. This will be discussed at the next meeting of the Joint Committee on Plan Structure and Design. He

said the Audit and Finance Committee has been working on the budget and is currently looking at a premium rate increase of 5% or less.

He provided an update on Stop Loss insurance and the Municipal Health Insurance Finance Cooperative and said the Board of Directors authorized an agreement to become a part of the Cooperative. The commitment is to join the organization but is not to purchase Stop Loss at this time. That would be a done by a separate action. At its next meeting the Board will be considering a proposal to hire a third party to perform an operations audit.

At the next meeting the Board will be considering resolutions to add the Town of Big Flats and the Villages of Freeville and Lansing. Several other municipalities are in the process of applying and at this time include the Towns of Niles, Sennett, New Roots Charter School, and Seneca County.

### **Report from Wellness Consultant**

Ms. Berry provided information on her work activities including an update on flu clinics being scheduled. She noted her goal is to increase participation by 10% and she is looking to expand the number of clinics offered. ProAct has set a minimum of 25 individuals to receive a vaccination at each clinic. In 2017 there were 216 subscribers who went to a clinic and 1,229 who received the vaccine at a pharmacy or primary care physician for a total of 1,425. She said new locations being added this year include the Department of Emergency Response and GIAC (Greater Ithaca Activities Center), noting that in the past GIAC and the Ithaca Youth Bureau have hosted flu clinics. The Department of Emergency Response will be promoting the flu clinics to Airport and Sheriff's Office employees and this should help to reach the goal. Ms. Berry hopes to have a confirmed list of clinics by the end of this week. She has been working with ProAct to inform her as she develops marketing material for the clinics and asked that members provide feedback on what information they would like to see used for these clinics.

In addition to developing marketing materials Ms. Berry said she will also draft a press release. Mr. Schiele suggested that a schedule not be included in a press release as the flu clinics are only open to Consortium subscribers. He said thinks a press release is a good idea to promote awareness of the Consortium but a general press release should not be directed to employees on a Consortium plan; he thinks that information should come from the benefit clerk in each municipality. He suggested the press release focus on the Consortium and its history, how it has grown, and how many lives are covered. In the past flu clinic information was developed by ProAct and disseminated by benefit clerks in each municipality. Ms. Berry said in addition to general posters containing information on the locations and dates she will provide a flyer that can be customized for each municipality's audience. Ms. Berry will provide information to Mr. Barber and Mr. Schiele to review prior to release.

Ms. Moskowitz expressed concern for those subscribers who show up to a flu clinic and find out it has been canceled because the minimum number of people who signed up was not reached. Mr. Lavery said arrangements can be made to provide them with information on an alternate location and since people will be signing up in advance this information should be known in prior to a clinic. Ms. Berry will include information on marketing materials that states clinics have a minimum participation of 25. Ms. Mallar suggested looking at the sites that had low numbers last year and making an extra push for signups at those locations.

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Benefits Fair

Ms. Berry asked members to give thought to what type of material should be promoted at benefit fairs. Ms. Moskowitz suggested the Newsletter and the new website. Mr. Barber spoke in support of providing information on how to access the website and thinks this would be a valuable tool to use at the benefit fairs.

Ms. Mallar extended an offer for Cayuga Area Plan (CAP) to make a presence at benefit fairs and said they attend the wellness fair at Cayuga Medical Center and promote annual wellness visits and engaging with primary care physicians.

Ms. Berry provided an update on other activities she has been engaged including looking at what would be the best way to advertise the Blue4You and Blue365 programs and said she is looking into creating an instructional video on how to access programs. Mr. Schiele said he has met with Jim Blizzard who does video work for the County to discuss creating explainer videos. Ms. Berry will have a conversation with Mr. Schiele about discussions that have already taken place. She said she continues to work on building and incentivizing a wellness culture.

Ms. Berry said she has shared some preliminary branding designs and offered to share them with the Committee for preliminary feedback.

Mr. Barber said the Health Department makes the flu shot available to its employees and suggested Ms. Berry look into how many employees receive their flu shot there. The contact person at the Health Department is Karen Bishop. Following a brief discussion there was consensus that it should be made clear what insurance card employees need to bring to a flu clinic.

Next Agenda Items

Ms. Berry will continue to discuss branding wellness programs at the next meeting. In addition, there will be discussion of the flu clinics and feedback on the new website.

Adjournment

The meeting adjourned at 4:05 p.m.

## 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 CAPA 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