

# Community Advisory Council (CAC)

## MINUTES

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*Date:* Monday, March 3, 2014

*Time:* 2:00 p.m. – 4:50 p.m.

*Location:* College of Osteopathic Medicine of the Northwest (COMP-NW), Heritage Hall B.

*Address:* 200 Mullins Dr., Lebanon, Oregon

*Call-In:* 1-866-439-0933, participant code 5093665467

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### *Council Representatives:*

**Benton:** Hilary Harrison, Joe Zaerr, Melissa Marshall, Michael Volpe, Richard McCain Sr.;

**Lincoln:** Ellen Franklin, Michael Powell, Richard Sherlock;

**Linn:** Catherine Skiens, Frank Moore, Lawrence Eby (CAC Chair);

**Others on the Agenda:** Kelley Kaiser, IHN-CCO CEO; Mitch Anderson, Benton County Health Director; Bill Bouska, OHA Innovator Agent; Jackie Stankey, CAC CHIP workgroup member, Rebekah Fowler, CAC Coordinator; Cristie Lynch, Samaritan Health Plans Marketing & Communications Manager; Tony Howell, Linn County Alcohol & Drug Program Manager.

**Absent:** Troy Hudson, Lance Kropf, Rocío Muñoz, Paul Virtue;

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### CALL TO ORDER

Larry Eby, CAC Chair, called the meeting to order at 2:10 p.m.

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### INTRODUCTIONS, ANNOUNCEMENTS, & APPROVAL OF AGENDA & MINUTES

- Chair announcements
    - CAC Openings (Linn & Lincoln)
  - Representative announcements
    - Chandler Davis, Lincoln County Vice-Chair, resigned from the CAC and the Lincoln local committee to the CAC.
    - CAC Steering Committee Update May 29, 30<sup>th</sup> (Representative Stephenson) in Eugene.
  - ACTION: Council approved January meeting minutes by consensus. Representative Powell motioned to accept agenda; Rep Moore seconded, and it was approved.
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## PUBLIC COMMENTS

17 members of the public were in attendance. Two signed up for public comments.

Amy Roy (Benton) heard on the news that the Trinity CCO has 9000 new enrollees who don't have a provider. Amy is a new enrollee and has had a good experience, but hopes Kelley Kaiser, during her CCO update, will address this issue for IHN-CCO.

Betty Johnson (Benton) Would like to have a better handle on knowing what is being done to integrate physical and mental health services and has an interest in the medical care home model and would like to see it in the CHIP.

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## IHN-CCO UPDATE

Kelley Kaiser, IHN-CCO CEO gave an update on the last Board meeting. Most new enrollees have been assigned to Samaritan providers. IHN-CCO is working on getting providers, whose practice has normally been closed to OHP members, to open. Providers have been opening up and working with IHN-CCO. Also, some enrollees already had a provider and can keep that provider now that they have OHP.

A key component of the Patient Centered Primary Care Home (PCPCH) is integration of behavioral and physical health. Many more clinics have been certified to tier-3. Different homes will have different providers. They may have a nutritionist or a behaviorist or a dentist or some combination, etc.

Representative Powell asked Ms. Kaiser to consider him to be part of a steering committee for a PCPCH in Waldport.

Part of the process of transforming care includes creating new payment methodologies. There is a subcommittee to the Transformation Steering Committee (DST) working on this complex issue.

The state had expected IHN-CCO membership to increase by 4000 in the first month but actually they got 10,000 in the first 23 days of 2014. They have been hiring staff and working hard to accommodate the new enrollees.

IHN-CCO received a State Transformation Technology grant to create a shared database.

Linn, Lincoln, and Benton have all received grants for things such as rental assistance, assertive community treatment, tobacco cessation, etc.

Representative Powell asked about dental health coverage. Ms. Kaiser said that IHN-CCO has been working on getting providers for all members. Lincoln County has been most challenging, but the CCO is working on it and if someone doesn't know their provider they should call IHN to find out who their dental provider is and how to make contact.

Representative Franklin asked for more specifics about the grants. Ms. Kaiser has a list of the grants

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and the amounts but doesn't have the specifics now. Rep Franklin said that she would like to be updated on that as information becomes available. Several CAC Representatives agreed.

Representative Marshall pointed out an issue that she was concerned may be widespread; she said that her son was in Healthy Kids and when he was put on OHP, his provider changed and so he was holding two slots. Is this a larger issue? Ms. Kaiser said that this is an issue, not just in Oregon, but all over the country. Ms. Kaiser talked about a pilot project which focuses on making the provider assignment process accurate. Representative Moore said that prior to the ACA, everyone had a modifier to show them as a family. Now, everyone has a unique number and so IHN-CCO has been going through by hand to see through addresses who are a family to give them the same provider. IHN isn't trying to switch kids providers. So, if it happens, they should call IHN to switch back.

Chair Eby asked about provider capacity and how IHN is addressing the need with all these new enrollees. He asked if there is an acute shortage. Also, are there new physicians staying in this area due to the medical school. Ms. Kaiser said that they are seeing more physicians staying with the medical school. They have not seen a rise in complaints since the New Year.

Chair Eby asked if there are only two family doctors in Lebanon.

Representative Volpe said that previously if you had Medicaid care it was a challenge because the number of providers were limited. He asked how that is going on now. Ms. Kaiser said that she actually has dentists calling to ask to be in the network. Advantage Dental is building a new practice in Lebanon that will open by the end of the year. IHN is in conversations with providers to work with them on opening up more capacity.

Representative McCain asked about getting dentures. Representative Moore said he's working with Rep McCain on that.

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## COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP) DISCUSSION

Larry Eby lead a discussion of the CAC with Kelley Kaiser, Bill Bouska; Jackie Stankey, & Frank Moore (CAC CHIP Goal Recommendations document)

The CAC discussed the CAC CHIP workgroup's CHIP 2014 goal recommendations.

Dr. Fowler described the CHIP workgroup's process and pointed out the goals.

Representative Moore emphasized that no goals were eliminated but that the workgroup prioritized a select number of goals. The group struggled with the process. They struggled with a subjective subject matter and to rate it in a quasi-scientific method. The process came together by the end.

Local Lincoln Committee Chair, Jackie Stankey said that the CHIP workgroup spent a lot of time talking about what is adequate provider capacity. Is simply having a provider adequate? The CAC does not think so.

There was a discussion about Medical Homes, different types of access to care; non-emergent transportation is part of that.

Representative Volpe said it's important that the patient be knowledgeable and empowered.

Representative Franklin asked about Traditional Health Workers and how they are reimbursed. Ms. Kaiser said there is a pilot project on that.

Bill Bouska, Innovator Agent, said that these goals and the eventual CHIP is a beginning of a strategic plan. The CCO and counties have been working on this. Bill still sees this as a part of the assessment phase. He pointed out that the CHIP workgroup tried to keep the original language from the Health Impact Recommendation document.

Representative Moore said that it's important for all of us to think about what our sphere of influence is.

Representative Franklin thanked the CHIP workgroup for what she thought was a great job done on a difficult task.

Representative Moore wondered sometimes if it was going to happen during those CHIP workgroup meetings. Ms. Kaiser said that there is no road map.

Representative Powell said that he's impressed with what the CHIP covers and will accomplish and commended the CHIP workgroup.

Dr. Fowler case manager shouldn't be capitalized for Chronic Disease Goal 2.

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## VICE CHAIR REPORT

**Lincoln** didn't meet.

**Linn:** Representative Moore asked Dick Knowles, Co-chair of Linn Community Advisory Committee, to give a report. He said the Linn committee talked about the CHIP goal recommendations, the Charter, and the relationship of the local committee to the CAC.

There was a joint meeting of all three counties' public health advisory committees last week in Newport. Representative Moore talked about how the counties, under Oregon Administrative Rule, must have community input. With regionalization, that is changing. Currently, the committees make recommendations to the Board of Commissioners. What happens to health advisory committees with regionalization? How do they support the work of the CAC? That hasn't been thought out at the state level. How do the Public health advisory committees work to not overlap with the CAC. Ultimately, we will be looking at community health and not just OHP members. Chair Eby said that during the meeting the question kept coming up with was what is the CCO doing all of this? It seemed to Dr. Eby that the CAC can impact that. Representative Franklin asked if the administrators are thinking about combining all the committees into one at each county or even regionally? Representative Franklin said they haven't gotten to that. They are just trying to be intentional.

**Benton:** Vice-Chair Zaerr said that the BLAC has had two meetings. There was an extensive discussion of goals for the BLAC, which created an outreach and engagement committee. One thing that they decided in that committee was to have more agencies and organizations present information at the BLAC meetings. Also, The BLAC plans to go out to organizations to learn more from them in their own environment.

Representative Moore commended the BLAC for thinking about this outreach and welcomes hearing more about that. He'd like all the local committees to receive the benefit of the BLAC's work on this.

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## REVISED CAC CHARTER

Larry Eby and Rebekah Fowler lead a Charter discussion. A Charter workgroup composed of Ellen Franklin, Frank Moore, Mike Volpe, and Rebekah Fowler worked for several months to put together a charter that they all felt very good about. The workgroup believes this charter will empower the CAC to be successful in its mission and responsibilities. The charter was sent to the CAC last week. Since then, Dr. Fowler has made many changes to the charter based on CAC input.

Dr. Fowler reminded the Council that the yearly goals chosen by the CAC at their strategic planning meeting were around better understanding their roles, responsibilities, relationship to the CCO, and effective communication. At that time, the Charter Workgroup was asked to make changes to the CAC Charter to assist in this clarification.

Representative Moore said that the question of who owned the Charter and who adopts it was never mentioned in Charter Workgroup. He sees this Charter as empowering us. This will be delivered to the

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Board of Directors.

Representative Zaerr said he thinks it doesn't make sense that the Board of Directors decides to dismiss the Liaison if they are elected by the local committees. Representative Stephenson said that the Board may not want to bother with this level. Representative Moore and Dr. Fowler will draft up some language to propose to the CCO.

Representative Sherlock said that the Liaison should not sit in as Chair if that position is voted in by a local committee rather than just by the county delegation to the CAC. Representative Moore and Dr. Fowler will draft up some language to propose to the CCO.

Representative Zaerr raised a question on voting on page 5, section B, the action says that we have only a simple majority means that we cannot use consensus. Dr. Fowler said that this language was unchanged from the original charter. Representative Moore said he will propose to have legal counsel look at that.

The three major changes the CAC propose are to clarify or change:

- 1) Quorum definition and Simple Majority versus consensus.
- 2) Who fills in for the CAC Chair if the Chair is unable to attend a CAC meeting.
- 3) Since Liaisons aren't elected by the Board, dismissal shouldn't rise to that level.

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## MENTAL HEALTH LITERACY CAMPAIGN

Tony Howell and Cristie Lynch presented information on the Mental Health Literacy Campaign pilot project.

Two handouts **Today I Am** advertising campaign and IHN-CCO Mental Health Education Campaign. **What affects you?** And **Wellness is More than Physical** are parts of the campaign.

Based on the focus groups that the Riley Group conducted on behalf of the pilot (and in which several CAC Reps participated) they came up with the Colorful **I Am** campaign.

Ms. Lynch asked for feedback on the goals.

Chair Eby asked about the press kit. Ms. Lynch said it maybe should be called a publicity Kit. So, if you're representing a public health organization, then that kit could be used to share with that audience.

Representative Franklin asked if this is only a Linn County pilot. Yes, but the survey was of all three counties. The idea is that, if it's successful in Linn County, it can be replicated in the other counties.

Representative Powell asked, who is the audience for this campaign? It's broadcast across the community; they would like to reach 35% of the Linn population.

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Representative Stephenson asked if it's just a "Think about it" campaign or is there more to it? Ms. Lynch said that there is more to it. There is a website to go to for further information and to dig deeper into the issue.

Representative Powell suggested that they create paper mats for restaurants that people could read. Ms. Lynch liked that idea.

Chair Eby opened the discussion up to the public. Bill Bouska said that there is funding to complement this project. Mr. Howell said that if they get good results for this, they hope to replicate it in the other two counties and to get the CCO to provide funds for that.

The website will be rolled out May 1, which is mental health awareness month.

Erin Sedlacek asked if we're doing this in more than one language, and if we use this campaign to increase demand for services, how will provider capacity be addressed.

Ms. Lynch said that they will be putting some of the materials in Spanish and also will be attending events where Spanish speaking community members frequent. Also, Ms. Sedlacek asked that if we engage people, then how will they be seen by providers if we're increasing need? Ms. Lynch said that this campaign's purpose is to get people thinking about their own health and what impacts it and how they themselves can improve their wellness through preventative measures.

Representative Moore, the Linn County Public Health Administrator, in the past had stopped participating in National depression screening days because they didn't have anywhere to serve people. But now Linn is working on same day service.

Financial, occupational, social, environmental - the campaign emphasizes that there is more to health than physical or even mental health.

Chair Eby asked if the campaign is culturally sensitive. Mr. Howell said that they are looking into with regard to translations because their slogans may mean something different in other languages.

Ms. Lynch said that one of the benefits of a pilot is that they will learn and improve on the campaign.

Malinda Moore asked what are the measurable goals for deciding if this campaign was a success. There are multiple campaigns. Mr. Howell said that one goal is that 100% of IHN-CCO staff and 100% of Primary Care Providers will have visited the website. There are other measurable goals, too.

Mr. Knowles said that there's no mention in the campaign of the words mental health or mental illness. He asked what the two focus groups were. Ms. Lynch said CAC, Community at Large, and Health Care Providers. Mr. Howell said that the campaign addresses 8 dimensions of health through photos and phrases and a variety of ways.

Ms. Lynch said that they are testing the messages.

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#### AGENDA FOR NEXT COUNCIL MEETING

Chair Eby solicited agenda items for the next CAC meeting. Request for a grant update

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#### MEETING ADJOURNMENT

Chair Eby adjourned meeting at 4:57.

Next CAC meeting: May 12, 2-5:00, Western Title Bldg., Rm 207, 255 SW Coast Hwy, Newport.

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Meeting minutes approved by the CAC May 12, 2014