

**STATE OF CONNECTICUT**  
**State Innovation Model**  
***Consumer Advisory Board***

**Meeting Summary**  
**Tuesday, June 9, 2015**

**Location:** Legislative Office Building, Room 1C, Hartford

**Members Present:** Patricia Checko (Co-Chair); Arlene Murphy (Co-Chair); Jeffrey Beadle; Alice Ferguson; Michaela Fissel via conference line; Kevin Galvin; Stephen Karp; Robert Krzys; Sharon Langer; Fernando Morales; Ann Smith

**Members Absent:** Rev. Bonita Grubbs; Bryte Johnson; Theanvy Kuoch; Nanfi Lubogo; Richard Porth; Alicia Woodsby

**Other Participants:** Faina Dookh; Mark Schaefer

**Call to order and introductions**

Meeting was called to order at 1:04 p.m. Ann Smith was welcomed to the Consumer Advisory Board as a new member. Ms. Smith said she feels privileged and honored to be a part of this group. She gave a brief overview of her background and the work she has been doing. Members and participants introduced themselves.

**Public Comment**

There was no public comment.

**Acceptance of Minutes of May 12<sup>th</sup> meeting and May 28<sup>th</sup> special meeting**

***Motion: to accept the minutes of the May 12<sup>th</sup> Consumer Advisory Board Meeting – Jeffrey Beadle; seconded by Kevin Galvin.***

**Discussion:** There was no discussion.

***Vote: All in favor.***

***Abstain: Ann Smith***

***Motion: to accept the minutes of the May 28<sup>th</sup> Consumer Advisory Board Meeting –Kevin Galvin; seconded by Alice Ferguson.***

**Discussion:** There was no discussion.

***Vote: All in favor.***

***Abstains: Jeffrey Beadle; Sharon Langer; Ann Smith***

**Presentation on SIM Communication Plan**

Faina Dookh, a member of SIM program management office, presented on the SIM Communication Plan ([see presentation here](#)). Ms. Dookh thanked everyone for allowing her to come and speak. She said one of the things they rolled out recently is the stakeholder engagement plan. She noted the stakeholder engagement plan explains how they are engaging the consumers, employers, payers, federal government, and health care providers. Ms. Dookh said they are in the prelaunch stage and a lot of components haven't been rolled out yet.

Ms. Smith asked about efforts to ensure that materials are culturally relevant and adaptable to reach diverse populations that will be impacted by the reform initiatives. Ms. Dookh said that some of the documents they are working on are sensitized to make sure they are relevant and more

readable to a larger audience. Ms. Murphy mentioned that SIM PMO is working on communications to ensure that language accessibility and cultural community relevance will be included in the plan. She noted everything is in the beginning stages. Ms. Langer asked what consumer engagement is and what they are trying to convey to the consumer. She mentioned it is hard to respond to this when not knowing what they are talking about. Ms. Murphy noted they are talking about two important points that are connected, communication and engagement. She mentioned issues are being raised such as communication effectiveness and consumer engagement so there can be some impact.

Dr. Checko mentioned the communications plan is still in an early stage and they will be talking about the plan more. She said the CAB coordinator will be working with them directly to implement their plans. She noted there will have to be a close relationship between the coordinator and the PMO on some of the things that come out. Dr. Checko mentioned they understand that there is a bigger plan and they have a unique role to make sure that the plan can be utilized and understood to have real outcomes for the consumers. Mr. Galvin raised important points of communication effectiveness. He said although the communication plan is in infancy, they already have consumers functioning in the work groups that are grounded in the language. He mentioned the possibility of members being bogged down with information that they can't understand. Mr. Galvin said it is really important how the language goes out because they have a problem now.

Ms. Dookh said she appreciates the points. She noted her challenge is to make it more digestible and as clear as possible because otherwise there is no value. The Cross Stream Update came out because SIM governance and Core Team needed information regarding what was going on in the work groups without having to do a lot of research and read through minutes. The News, Issue Brief, and Monthly Round up are geared towards the general public and SIM governance.

Ms. Murphy mentioned concerns raised and suggestions made about the language in the Cross Stream Update/Work Stream Update. Ms. Dookh said there were suggestions to change the name and make the title more understandable at first glance. It was discussed at the last SIM core team meeting and they are planning on changing the name to Work Stream Update. She is checking with the CAB members for feedback to see whether it is an acceptable name. The core team includes all of the leads from the different groups but the communication will affect everyone in the SIM governance. Members expressed additional concerns about the Work Stream Update and Ms. Dookh said she would report concerns to make sure they are addressed.

Ms. Dookh gave an overview of process and how the Work Stream Update is put together. She said they rely on the language from the Core Team leads regarding recent progress. For the CAB that is Jeff Beadle and Pat Checko. She noted she does not change the words of the owners but may edit some and ask the leads to reword the information they send in to make it more understandable. CAB members discussed the Work Stream Update and gave suggestions. Mr. Karp suggested having guidelines for the writers on how they should be writing. He said they could ask writers to use plain language, not to use acronyms, and keep things brief to help cut back on the editing. Ms. Ferguson noted their responsibility is to the community and doesn't think a whole lot of time should be spent on the document. She said acronyms are attached to the documents and could be helpful if people would do the research. Ms. Dookh noted guidelines can be included in the alerts that are sent out every month.

Mr. Beadle mentioned there are a lot of communications going on between the work councils and state agencies. He noted there are many opportunities for the plain language and cultural sensitive descriptions in the various communications such as the Monthly Round Up and Issue Brief. Mr. Beadle asked how The Exchange was able to accommodate 47 different languages. Mr. Galvin said

some of it was software but there was a group within The Exchange that built an outreach program. He noted they had the tools and resources available to them.

### **CAB Consumer Engagement Planning**

Ms. Murphy suggested discussing the objectives and important elements of the consumer engagement plan instead of going through the multiple slides in order to utilize the time. Ms. Murphy asked what priorities the CAB should emphasize in the planning process. Members discussed the important elements and gave feedback regarding the engagement plan. Ms. Ferguson noted all of the other states that implemented something similar made mention of the fact that they didn't adequately designate the timeframe to each piece of what had to be done. She said it is important and doesn't want it to get lost in the mix. She said not too many people know what she is talking about when she says SIM. Mr. Morales noted there was not much out there that Access Health CT did that would be understandable to the communities they were trying to reach and engage. He said he would advocate strongly for this and help to make sure it is rolled out in an effective way that is simple enough for them to understand.

Mr. Beadle noted at the core meeting there were a couple of tweaks. One is to define high level scope of work for the consumer engagement coordinator. Dr. Checko noted that the CAB's job is not to do an RFP or hire someone. The second one is to define detail scope of consumer education plan as opposed to define detail scope of work and implement. Dr. Checko said another piece missing is to coordinate overall consumer activities across all work groups.

Dr. Checko noted that in some of the discussions Core Team has been having, the SIM Plan intends to measure patients' health care experience through a patient satisfaction survey. Discussions were that perhaps the CAB could help with some of the functions to evaluate whether people were gaining access and having good experiences through targeted focus groups.

Mr. Galvin suggested having outreach and education as a number one priority. The website could be the second priority but would need to be readable, accessible, and easy to navigate. The third priority could be the focus groups. He mentioned the final thing would be the evaluation piece. Ms. Langer asked who is going to fund the focus groups. Dr. Checko said the budget is modest but it covers for the coordinator, translation services, speakers to conduct forums, and focus groups. It will be handled through the SIM PMO.

Dr. Schaefer explained the process for the procurement of the coordinator. Members discussed the procurement plan and the timeframe. Dr. Checko noted they are an advisory body and will move on the engagement plans but they have nothing to do with hiring, firing or deciding who gets this contract. Mr. Beadle asked are they going with the document they already have in order to proceed with the overall plan. He mentioned they may need to brain storm and flush everything out a little more. Ms. Murphy suggested putting together a summary of information on the consumer engagement plan, stakeholder engagement plan, and the comments from today's meeting. She said they can send an email out to get feedback. Dr. Checko suggested a small group of CAB members having conference call or a face-to-face working meeting to come to an agreement and develop a draft document for further discussion by the CAB. If members are interested in participating they can contact Ms. Murphy or Dr. Checko. The CAB members agreed.

### **Update on CAB Questions Regarding Conflict of Interest Policies**

Dr. Schaefer gave an update on the Conflict of Interest Policies. He mentioned they are hoping to have a final Conflict of Interest policy coming out after the Steering Committee meets on Thursday. Mr. Galvin asked whether the Conflict of Interest policy was for the Steering Committee or the Consumer Advisory Board. Dr. Schaefer said it will be for all of SIM governance structure. He said

the CAB will be represented on the Healthcare Innovation Steering Committee (HISC) through Jeffrey Beadle. Mr. Beadle said CAB members could send in input regarding the documents so he can represent CAB and not just himself.

Ms. Murphy thanked Dr. Schaefer for the update.

### **Update on SIM Work Groups**

Dr. Checko noted the SIM Workgroup Update was sent out via email ([see update here](#)).

Ms. Murphy noted the next Quality Council meeting is June 17<sup>th</sup>. Dr. Checko noted the Practice Transformation Taskforce is expanding their work to include the community and clinical integration piece. Dr. Checko mentioned there are efforts to bring the Health Information Council and the Quality Council together to work on responsibilities around measures. She said Dr. Bremby will be making a presentation at HISC meeting on Thursday.

Mr. Krzys said they are still working on the formation of the Workforce Design Group. He said it can include their members or they can look outside of the group and solicit people. He said Stephen Karp is the co-chair. If anyone wants to participate on the group they can contact him or Mr. Karp. He mentioned they already discussed the charge. They are looking to make sure there aren't any gaps in workforce in order to help carry out the mission of SIM. He said it is a big agenda and hopefully they can get some traction with people on the design group shortly. Dr. Checko said they also talked about reaching out to Alta Lash, Grace Damio, Bruce Gould and others to see if they want to get involved in a collaborative effort on Workforce and Community Health Workers.

### **Next Steps and Meeting Planning (Meeting with the public)**

Dr. Checko said they will probably have a resignation from the Equity and Access Council and they may need to address it at the next meeting. She is asking for members to think about the 1 2 3 ranking method that was used at the last meeting or consider another method for filling the opening. Mr. Karp noted they discussed this at the last meeting. Dr. Checko said she was just bringing it up to remind everyone of the discussion.

***Motion: in terms of replacing an individual for a committee at this time, the CAB will revert to the next person on the list that would've been recommended- Fernando Morales; seconded by Alice Ferguson***

Discussion: Members discussed putting some parameters on the motion to include a timeframe.

Ms. Smith said she is not clear on the motion and asked for a clear restatement of the motion.

***Motion: if they need to replace a consumer representative on a committee, the CAB will review the second and third candidates from recent scoring and determine whether they would nominate someone for this position. – Sharon Langer; seconded by Kevin Galvin.***

Discussion: Mr. Beadle suggested only having the process built up to a certain period of time. Ms. Murphy said they should handle everything on a case by case. She said they just had an intense scoring process and suggest they use the recent scoring for this position. They can review things as they go along.

***Vote: All in favor***

Dr. Checko said they need to decide where the next meeting will be and do they want to have a topic based meeting or an open listening session. Mr. Galvin suggested having it the Litchfield area. He said they rarely go to the northeast and northwest areas. He mentioned it would probably get more of an audience with a specific subject or topic.

Dr. Checko said they haven't talked about rural health. She said Willimantic is sort of central. Mr. Beadle volunteered to find a place that they can host or sponsor. Members discussed the various topics such as dental care, underserved, healthcare workers, physicians, and behavioral health. Dr.

Checko said they could have a short meeting and allow time for them to speak on the specific topic. The next regular meeting is July 14<sup>th</sup>.

Ms. Smith asked could they try to develop a core presentation to take out on the road and customize it to reach to the target population to garner input. She suggested using a model. Ms. Smith volunteered to send the link to the website for everyone to look at as a model. CAB members discussed using the core presentation as an opening summary document and agreed it would be helpful to the group. Ms. Murphy said if there is a transportation problem to travel to Willimantic to please email her or Dr. Checko.

Dr. Checko noted they didn't decide whether they could do this at our regular meeting time or a different time. She asked whether it would make a difference to do this at 1:00 or 5:00. Mr. Beadle mentioned he needs to check out availability with Generations and get back to everyone. He asked if there is a budget to provide lunch or a snack. Dr. Schaefer said he needs to review the state funding and provisions for it. Dr. Schaefer asked what they would have for an opening summary. Dr. Checko mentioned this could be something the small sub-group could discuss. Mr. Beadle suggested a parallel presentation in Spanish. Dr. Checko noted there is money in the budget for a translator.

Mr. Galvin volunteered to fund for lunch if the audience is not large. CAB members agreed. Dr. Checko said they have a place, date, action plan, a model tool, and the time will need to be decided. The sub-group will help put together what was discussed for the CAB engagement planning and the introductory slide presentation planning for the next consumer meeting. Volunteers for the sub-group include Kevin Galvin, Fernando Morales, Jeffrey Beadle, Arlene Murphy, and Pat Checko. Sharon Langer volunteered to review materials.

The meeting adjourned at 3:06 p.m.