



Meeting Minutes
Consumer Engagement Task Force
March 6, 2015 * 9:30 a.m. to 12 p.m. * HSCRC

Scribe: Tiffany Tate

In Attendance – Conference Call ONLY:

Linda Aldoori, Tammy Bresnehan, Kim Burton, Michelle Clark, Dianne Feeney, Shannon Hines, Donna Jacobs, Karen Ann Lichtenstein, Suzanne Schlattman, Tiffany Tate, Hillery Tsumba

I. Welcome and Introduction of New Staff

Leni welcomed the members and thanked them for their flexibility in light of the inclement weather.

II. Review of Minutes

Suzanne noted that on the minutes from the last meeting, she should be listed as a member, not as a guest. Tiffany noted that the minutes would be updated to reflect the correction.

III. Presentation: Patrick Dooley, Director of Population Health, University of Maryland Medical System

Patrick shared an overview of population health management and the Medical System's approach to addressing population health. He reviewed general opportunities for improving health outcomes and reducing healthcare cost and shared details about an UMMS partnership with CVS Health to ensure that patients have access to convenient care and that communication occurs between the immediate care provider and the medical home.

There was a question about how UMMS is working to improve health literacy for patients. Patrick stated that UMMS is working to improve documents and materials so that they are understood and actionable.

There was a question about how UMMS partners with social services and other programs to address social determinants. Patrick stated that UMMS is working to strengthen relationships with these types of organizations.

Donna Jacobs shared information about the work of a group of Baltimore-area hospitals that have been convening to discuss how they can collaboratively address social determinants, which, in some cases, is a new issue for hospitals.

IV. Update from Care Coordination Workgroup

Leni provided an update on the February 27 Care Coordination Workgroup meeting. She reviewed a document they produced that outlines opportunities for investment

in care coordination. The document includes items that specifically relate to and reference potential partnerships with the Consumer Engagement Taskforce. The final iteration of the Opportunities document is expected in a few weeks. Susan Markley noted that education and provider involvement are integral in care coordination and patient engagement and that the workgroup felt the taskforce might expand its role to address these issues.

V. Consumer Outreach Taskforce Update

Suzanne Schlattman provided an update on the NAPM forums that are being held around the state by Health Care for All (HCFA). There have been several forums, with attendance ranging between 30 and 130 people, in Howard County, Frederick County, Montgomery County, the Lower Shore, and Prince George's County. The forums largely are attended by community leaders, community-based organizations, and providers.

The evaluations reveal that the forums have been the first time attendees have heard about the NAPM. The questions and comments are consistent with what had been learned from the NAPM focus groups. Recordings of the sessions are on the HCFA website. Suzanne thanked the group for feedback on forum handout.

VI. Update on Consumer Outreach and Education Subgroup

Tiffany explained that a group comprised of representatives from the Consumer Outreach Taskforce and Consumer Engagement Taskforce has been formed to ensure alignment between the respective taskforces. The group produced questions to be added to the HCFA forum evaluations to capture information that can be included in both taskforces' reports to the Commission. The group will meet regularly to review the forum evaluations and discuss other opportunities for alignment. The group will assist the Outreach Taskforce in preparing their report to the Commission.

VII. Charge #1 Subgroup Preliminary Recommendations

Leni reviewed the charge and members of the Charge #1 Subgroup. She stated that the group has been working on a Communications Strategy and Operations Plan to facilitate production of a strategic plan. Tiffany reviewed the Operations Plan that should result in a strategic plan that states activities, strategies, values, and standards that should be employed when engaging consumers. Leni solicited feedback on the operations plan.

Tiffany introduced Basecamp as a project management tool to monitor, organize, and track taskforce and subgroup activities. Tiffany will be sending all members an invitation to join Basecamp. Use is optional. The documents for the group will be posted on Basecamp.

Hillery reviewed the communications table that has been developed by the Charge #1 subgroup. Ultimately, it will identify and prioritize target audiences and messages.

Tiffany noted that the table is continually being populated and invited members to offer contacts for the far right column. Comments on the table are due to Tiffany and Leni by March 11.

VIII. Next Steps in Addressing Charge #2

Leni reviewed the taskforce’s Charge #2, which is to identify mechanisms to receive and respond to consumer feedback. She solicited volunteers for the group. Novella, Theresa, and Shannon volunteered. Karen-Ann volunteered Martha Egan from her organization.

Leni stated that the first steps for the group would be identifying what information is needed to perform the charge.

Susan Markley shared information about her ombudsman program. They serve Medicaid patients who are assigned to an MCO. They provide assistance in navigating the system in addition to accepting complaints and working on resolutions. She said they function as liaison between patients and their MCOs and provider. She noted that there is an ombudsman program in every county.

IX. Meeting Action Items

Date	Action	Responsible	Due Date	Status
1-30-15	Provide feedback to Health Care for All on NAPM handout	Charge #1 Subgroup	2/10/15	Closed
1-30-15	Share breakdown of consumer complaints	Theresa, Barbara, and Susan	3/6/15	Open
1-30-15	Share various resources discussed during meeting.	Leni and Tiffany	2/16/15	Open
3-6-14	Provide feedback communications strategy table	Members	3/11/15	Open
3-6-15	Provide feedback on the operations plan and forum evaluation questions	Members	3/13/15	Open