

**Puget Sound Health Alliance
Board of Directors**

**MINUTES
July 30, 2013**

Board Members Present: *Mark Adams, M.D. (via phone), Al Fisk, M.D., David Fleming, M.D., Lindsay Geyer, David Grossman, M.D., Steve Hill, Tom Hunt (via phone), Beth Johnson, Florence Katz, Paul Lambert, Pete McGough, M.D., Larry McNutt, Yvonne Peters, Tom Richards, Ron Sims, Dorothy Teeter, Caroline Whalen, Diane Zahn*

Guests: *Jim Andrianos, Megan Aukema (Aukema & Associates), Theresa Helle (The Boeing Company)*

Staff Present: *Wendy Cox, Susie Dade, Sharon Eastham, John Gallagher, Reena Koshy, M.D., Jennifer Loyd, Mary McWilliams, Marianne Painter, Maria Wood*

Call to Order

The meeting was called to order at 2:35 pm by Caroline Whalen.

Consent Calendar

The minutes of the June 17, 2013 Board of Directors Retreat and the July 8 Executive Committee meetings were unanimously approved.

Executive Director's Report

Mary McWilliams invited questions or comments on the Executive Director's written report.

New Name and Branding

John Gallagher shared highlights from Aukema & Associates Brand Strategy Executive Summary and walked the Board through the branding process to date. Mr. Gallagher proposed "Washington Healthcare Alliance" for the new name. He reviewed tagline and positioning statement options for their input.

The Board discussed replacing the word "Healthcare" with "Health" for the new name. The consensus was that using "Healthcare" sounded too much like a trade organization, would sound out-of-date in a few years, and connotes an institution rather than an alliance. The Board unanimously voted to approve the name "Washington Health Alliance".

The next step in the branding process is to create a logo, a tagline and a positioning statement that address how the Alliance is different from other organizations.

Mr. Gallagher presented two tagline suggestions: "Improving Healthcare. Together" and "Leading Health System Change. Together". The Board decided to drop the word "Together" because it is redundant. Seven Board members voted for "Leading Healthcare Change" and ten voted for "Leading Health System Change", so the latter passed.

Mr. Gallagher also presented two positioning statement options. The Board preferred "The Washington Health Alliance brings together those who give, get and pay for healthcare to create a high-quality, affordable system for the people of Washington state." The consensus was to replace "residents of Washington State" with "people of Washington State" because "residents" sounds too institutional.

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The unveiling of the Alliance name and brand to the public is scheduled to coincide with the Community Checkup roll-out in Fall 2013.

Patient Experience Survey

Susie Dade reviewed plans for the 2013 Patient Experience Survey and asked the Board for permission to proceed with the survey as outlined in the written plan. The Quality Improvement Committee (QIC) helped develop both the plan and how providers will be scored. The survey is a Consumer Assessment of Healthcare Providers & Systems (CAHPS) type survey. It is scheduled to be sent to patients from participating plans and qualifying providers on September 3, 2013. Results will be shared with the Board and others in January 2014.

Ms. Dade reported that last year medical groups received detailed reports on their results for free. This year, the Alliance will charge medical groups for the private report, except safety net clinics who will receive reports for the first time. Non - Alliance members will pay a higher amount.

The Board unanimously approved the Patient Experience Survey plan as written.

Track A Status

Jim Andrianos reviewed the two year process for getting voluntary data intended to create transparency for the cost/price of medical procedures across delivery systems (Track A) in order to demonstrate how long it takes to create meaningful reports using Track A's methods. Track A results are scheduled to be released in Fall 2013. Mr. Andrianos reported that although Track A is limited as a future vehicle for showing cost/price transparency, the reports will show significant and meaningful price variations in our regional market.

Mr. Andrianos explained the process for rolling out the reports to member purchasers. The data and reports have been combined into a 'value portfolio' in order to incorporate outcomes, resource use and other relevant data. The value portfolio was also developed for Track B, but data suppliers support the use of Track A results in these reports.

Mr. Andrianos compared data processes between Track A and Track B, showing how Track A challenges would be addressed by Track B.

Track B Alternatives

Mr. Andrianos reported that the July Health Economics Committee (HEC) meeting focused extensively on reviewing Regence Blue Shield's proposal for Track B alternatives. Regence proposed alternatives because they do not wish to provide line item price data and believe transparency can be achieved without such data.

Mr. Andrianos showed the pros and cons of the alternative plans and reported the HEC has determined that giving line item claims data voluntarily will work best for all stakeholders because the idea of price transparency via analysis based on line item claims data is becoming inevitable; Track A is too time consuming; using claim results from this community is more credible; and legislating data submission will result in a loss of control on how data would be gathered and used.

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Washington State Data Center Grant Prospect

Ms. McWilliams gave an overview of the grant process, timeline and deliverables. If awarded, State Office of Financial Management (OFM) would receive \$3.4 million and would contract with the Alliance for about \$2.4 million to create and oversee a data center for two years.

The Board discussed how becoming a data center would change the Alliance, how it is an important step towards creating cost/price transparency, and that data submission would be voluntary, but legislative options could be pursued if required.

Caroline Whalen gave each Board member time to give comments and feedback. The consensus was that price transparency is becoming inevitable, and the Alliance is uniquely positioned to run a data center for the State. Moreover, the Alliance Board would have more leverage, influence and control of data usage than if the State proceeded independently.

The Board discussed the structure of the steering committee that would oversee the grant. Concerns were raised on whether the Alliance would have enough leverage with three members to assert its point of view, especially on what the Alliance could realistically accomplish in two years.

The Board voted and unanimously approved to support the Alliance participation in the State's grant application for a Data Center.

Ms. McWilliams informed the Board that if the grant is awarded, the Board will have the opportunity to discuss and vote on the Alliance's contract with the State.

The meeting adjourned to Executive Session at 4:30 pm

Respectfully submitted by Wendy Cox

Lindsay Geyer
Secretary

Date