

**Puget Sound Health Alliance
Board of Directors Retreat**

**MINUTES
June 17, 2013**

Board Members Present: *Mark Adams, M.D., Jeff Collins, M.D., Al Fisk, M.D., David Fleming, M.D., David Grossman, M.D., David Hansen, Steve Hill, Tom Hunt, Beth Johnson, Paul Lambert, Pete McGough, M.D., Larry McNutt, Greg Marchand, Rich Maturi, Yvonne Peters, Charissa Raynor, Tom Richards, Ron Sims, Dorothy Teeter (1:30), Caroline Whalen, Diane Zahn*

Board Members Absent: *Lindsay Geyer, Florence Katz*

Facilitators and Consultants Present: *Jim Andrianos, Megan Aukema (Aukema & Associates), Kendall Hodson (King County), Jenny Rose Ryan (Aukema & Associates), Elizabeth Mitchell (Network for Regional Healthcare Improvement)*

Staff Present: *Wendy Cox, Susie Dade, Sharon Eastham, John Gallagher, Teresa Litton, Jennifer Loyd, Mark Pregler, Mary McWilliams, Maria Wood*

Call to Order

Caroline Whalen called the meeting to order at 12:15.

Consent Calendar

The minutes of the May 28, 2013 Board and June 6, 2013 Executive Committee meetings were unanimously approved. Dr. Dan Lessler from Health Care Authority was added to the consent calendar. Facilitators and consultants were introduced.

Executive Director Report

Mary McWilliams reported that Alliance balance sheets for April and May will be revised and resent to more properly reflect grant accounting. She also reported that remaining issues with obtaining data from health plans for Track A are close to being resolved. She reviewed plans for presentations of resource use and outcome results at the July 10 All Alliance meeting.

Individual Introductions and Personal Reflection

Each Board member gave a few sentences as to why he or she serves on the Alliance Board. The recurring theme was being part of a multi-stakeholder collaboration that is working towards providing high value healthcare for Washington State and helping to achieve cost/price transparency as a key step in reaching the triple aim of high quality, low cost, and accessible healthcare.

Branding Exercise

John Gallagher reported that the Alliance Staff, Quality Improvement Committee and Consumer Engagement Committee have recently completed the Aukema & Associates branding exercises. Megan Aukema walked the Board through three brief branding exercises. Ms. Aukema then asked the Board to vote on how much the Alliance should deviate from its current name. No Board members voted to keep the current name, 15 Board members voted to keep part of the current name as an evolutionary name change, and 6 Board members voted to completely overhaul the name.

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Aukema & Associates will take the information gleaned from all the branding exercises, distill it and give the Alliance recommendations on the name, logo, tagline and marketing language that will advance the community's perception of current strengths and value in the marketplace. Aukema & Associates will present a proposal for the name and brand messaging at the July Board meeting.

Visioning Exercise

Kendall Hodson led the Board through a visioning exercise designed to help make our current vision more concrete, invigorate Board interest, and get the Board to think about the Alliance's goals. The Board separated into three groups to develop headlines for 2020 that would result from strategic goals of: 1) Reducing the cost of healthcare services 2) Reducing the underuse of effective healthcare. 3) Reducing overuse of healthcare services. Each group focused on at least one of these questions, and came back with the results of their meeting, including what they imagine could be a headline for the Alliance in 2020.

The Board discussed what can realistically be accomplished and how to overcome challenges. Ms. Hodson will synthesize the feedback for discussion at a future meeting.

Maine Health Management – Coalition Experience with Cost Transparency

Elizabeth Mitchell shared Maine's employer led, multi-stakeholder coalition's experiences, challenges, and successes with creating cost/price transparency. Ms. Mitchell outlined the positive outcomes of cost/price transparency on healthcare quality and costs in Maine.

Ms. Mitchell shared that complete claims data was needed in order to accomplish healthcare reform which led to significant federal financial support for Maine; the data submission and reporting processes have not resulted in technical nor legal threats or challenges that some in the Coalition feared. The Coalition Board established policies and principles that fostered credibility and trust both within and outside the Board. The Coalition's work to create comparative data reports reduced the cost of healthcare for employers by giving them the ability to see quality and cost comparisons and make more informed decisions. Ms. Mitchell found that employers used the information to help improve healthcare efficiency and quality, not to 'bargain shop'. Several employers changed carriers.

Board Members' Commitment to Track B

Ms. Whalen asked each Board member to state his or her organization's commitment to implement Track B. All of the purchasers on the Board stated they are committed to Track B. Many of them said they believe Track B will help them make informed decisions and empower them to use their leverage to transform healthcare costs and quality in Washington State. Most of the purchasers present said willingness to provide pricing data would influence decisions on plan selection for their company.

All of the providers on the Board supported Track B citing cost/price transparency as a key piece of healthcare cost and quality transformation.

Two plans supported Track B and two did not. Supporting plans expressed confidence that the Alliance staff has sufficiently vetted anti-trust, contracting and other concerns.

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The two plans not supporting Track B were Regence BlueShield and Premera Blue Cross. Beth Johnson from Regence BlueShield and Rich Maturi from Premera Blue Cross both cited submission of claim-level data as the reason for withholding support, but both stated commitment to price/cost transparency. Regence is willing to offer alternative methods to illuminate cost/price. Premera is willing to submit other analytics, but not payer/price claims data and will not offer alternative methods to Track B.

Dorothy Teeter read a letter from Governor Jay Inslee, expressing his support for the Alliance's effort to gain cost/price transparency as an important step towards creating high value healthcare in Washington State. Gov. Inslee encouraged plans to supply the needed data voluntarily, but he has asked his staff to develop possible legislative options to mandate data submission if needed.

The Alliance Executive Committee will discuss the issue and bring next steps to the July Board meeting.

The meeting adjourned at 4:30 pm to a Board reception.

Respectfully submitted by Wendy Cox

Lindsay Geyer
Secretary

Date