

**Washington Health Alliance
Consumer Engagement Committee Meeting
April 8, 2015**

SUMMARY NOTES

Location: Teleconference

Committee Members Attending:

Marissa Brooks, *SEIU Healthcare NW*
Cynthia Bush, *American Cancer Society*
Susan Callahan, *Washington State Medical Association*
Vazaskia Caldwell, *Washington State Health Care Authority*
Michelle George, *Washington State Health Care Authority*
Sarah Greene, *PCORI*
Caroline Hughes, *King County*
Ellen Jensen, *retired, UW Computing & Communications*
Cherish Hart, *American Heart Association*
Gail Kouame, *HEALWA*
Briana Ledesma, *Regence BlueShield*
Sherry Reynolds

Committee Members Absent:

Shelley Cooper-Ashford, *Center for MultiCultural Health*
Ron Hart, *Aon Hewitt*
Stephanie Magill, *CMS*
Helen Nilon, *Behavioral Health*
Stan Sorscher, *SPEEA*

Staff and Guests Present:

Michelle Brown, *Pfizer*
Kenneth Fernando, *Merck*
John Gallagher, *Washington Health Alliance*
Nancy Giunto, *Washington Health Alliance*
Emily Inlow-Hood, *Washington Health Alliance*
Sue Miller, *Astellas*
Jenny Rose Ryan, *Aukema and Associates*

Welcome & Introductions

John Gallagher and Sarah Greene welcomed the group and facilitated introductions.

Update on Patient Experience Survey Questions

At the previous CEC meeting, members discussed supplemental questions to be added to the next patient experience survey. Ms. Inlow-Hood reported that the CEC's findings were presented the following day to the Alliance's Quality Improvement Committee, which engaged in a robust discussion of the results. The bulk of the CEC's recommendations were accepted by the QIC.

Statewide Common Measure Set

Mr. Gallagher briefed the committee on the statewide common measure set, which will serve as a dashboard for progress on health care in Washington. There was some discussion about behavioral health measures, which proved a challenging topic for the common measure set convening group (facilitated by the Alliance). The common measure set results will be hosted on the Alliance's Community Checkup website.

Community Checkup relaunch

As part of the hosting of the common measure set, the Alliance will be relaunching the Community Checkup website. As a starting exercise, the group engaged in a conversation about what the ideal site should look like. Among the ideas raised:

- The site should focus on how it affects the user and what is most appealing to consumers
- There should be user-centered design that is based on multiple personas
- There should be a clear pathway to bring people to what their choices are
- Focus on the data that is actionable for consumers
- Videos should be a component
- Different languages would be ideal
- There should be a focus on a scoring system of the type consumers are already familiar with
- Search must be included
- Map graphics, such as Google maps, should be integral to the site
- The site may need to exist in a separate app format to be user friendly
- Incorporate consumers in the design process

Wrap Up

The next scheduled CEC meeting will be via teleconference, May 11 from 10 am to 11 am.