

**Washington Health Alliance
Consumer Engagement Committee Meeting
May 14, 2014**

SUMMARY NOTES

Location: Alliance Office

Committee Members Attending: Brooke Bascom, *King County*
Cynthia Bush, *American Cancer Society*
Vazaskia Caldwell, *Washington State Health Care Authority*
Susan Callahan, *Washington State Medical Association*
Sarah Greene, *PCORI*
Ellen Jensen, *retired, UW Computing & Communications*
Sherry Reynolds
Stan Sorscher, *SPEEA*

Committee Members Absent: Shelley Cooper-Ashford, *Center for MultiCultural Health*
Beth Droppert, *Allied Health Advocates*
Cherish Hart, *American Heart Association (via phone)*
Gail Kouame, *National Network of Libraries of Medicine*
Stephanie Magill, *CMS*
Will Micelli, *FlexMinder*
Helen Nilon, *Behavioral Health*

Staff and Guests Present: Megan Aukema, *Aukema and Associates*
John Gallagher, *Washington Health Alliance*
Michelle George, *PEBB*
Maggie Noonan, *Merck & Co.*
Jenny Rose Ryan, *Aukema & Associates*

Welcome & Introductions

Sarah Greene welcomed the group and facilitated introductions. The CEC approved the previous meeting summary.

Choosing Wisely

Mr. Gallagher provided an update on the Alliance's work on the Choosing Wisely campaign.

Thanks to the willingness of Premera and Group Health to share their foundational work in the area, the Alliance has been able to develop measure specifications for 11 of the Choosing Wisely measures. The Choosing Wisely Task Force, consisting of providers from many major delivery systems from around the state, has spent several meetings refining the details of the specifications and reviewing initial results.

These measures, which will be run through the Alliance's Community Checkup database, look at some common issues, including imaging for uncomplicated headache, inappropriate cervical cancer screenings and antibiotics for sinusitis. Because the Alliance database covers more than 3 million lives in the state, under both commercial and Medicaid plans, the Alliance has the opportunity to provide robust county-level results. These are the first measure specifications that have been developed around Choosing Wisely recommendations. The Task Force has agreed that the specifications will be open source for anyone wishing to use them.

The committee discussed the possible vehicles for communication when results are made available, sometime this summer. Among the ideas considered was a Town Hall, which would educate people about the Choosing Wisely campaign. The committee debated whether the Town Hall would appeal to a small group of activated consumers or to a broader group of people. Ultimately, the committee agreed that the idea was worth pursuing and that it should be discussed at future meetings.

Committee members also discussed a number of other ideas to promote the campaign, including getting materials into providers' offices and broader distribution of the Choosing Wisely wallet card that the Alliance developed.

APCD

Mr. Gallagher provided an update on the effort to create an APCD in Washington. Legislation was passed at the end of the last session that establishes the principle of an APCD, but the bill contains restrictions that essentially nullify the usefulness of the database. The committee will be kept informed about future developments, as the Alliance considers how to correct the flaws in the 2015 legislative session..

AF4Q Roundup

Committee members Brooke Bascom, Cynthia Bush and Vazaskia Caldwell attended the Aligning Forces for Quality meeting in San Diego in May as Alliance representatives. They provided the committee with a summary of their experiences at the event

Wrap Up

The next scheduled CEC meeting will be at the Alliance offices June 11 from 10 am to 11:30 am.