

**Washington Health Alliance  
Consumer Engagement Committee Meeting  
September 6, 2016**

**SUMMARY NOTES**

**Location:** Alliance office (and webinar)

**Committee Members Attending:** Sarah Greene  
Carolyn Martin, *National Libraries of Medicine, NW*  
Andrew Radolf, *retired, UNESCO*  
Briana Ledesma, *Regence*

**Committee Members Absent:** Julie Bannester, *CMS*  
Vazaskia Caldwell, *Washington State Health Care Authority*  
Nici Feldhammer, *American Cancer Society*  
Michelle George, *PEBB*  
Ellen Jensen, *retired, UW Computing & Communications*  
Sherry Reynolds  
Jane Rozina, *Aon Hewitt*  
Kristen Sitcov, *American Heart Association*  
Stan Sorscher, *SPEEA*  
Janna Wilson, *King County*

**Staff and Guests Present:** John Gallagher, *Washington Health Alliance*  
Nancy Giunto, *Washington Health Alliance*  
Emily Inlow-Hood, *Washington Health Alliance*  
Jenny Rose Ryan, *Aukema and Associates*  
Wendy Vaughn, *Novo Nordisk*  
Sue Miller, *Astellas*

**Welcome & Introductions**

John Gallagher welcomed the group and facilitated introductions.

**Presentation: Community Checkup and Own Your Health website projects**

John Gallagher and Emily Inlow-Hood presented a status update on the Community Checkup redesign projects.

**Discussion:**

The committee discussed topic ideas for the new *Own Your Health* website. The committee also discussed ideas for how to promote the opioid prescribing data presented in the *Different Regions, Different Care* report.

*Own Your Health post ideas:*

- Advocating for Others
  - Reach out to care navigators for ideas
  - See Making Decisions about Treatment post ideas

- Pediatric focus – What to do when your child has been diagnosed with a chronic disease?
- How to navigate a hospital system
- Care transitions
- Importance of care coordination
  - It's okay to demand a family conference with all providers – care coordination from advocate's standpoint
- Choosing Where to Go for Care
  - Having trouble finding a PCP accepting patients? Might be because of the PCP shortage.
  - Add pharmacists to the list of providers
  - Telemedicine/telehealth
  - Retail clinics
  - For kids – ER, doc, or urgent care?
  - Understanding quality websites, including review websites like Yelp
- Getting the Right Preventive Care
  - Underuse vs. Overuse
  - Preventive care guidelines are subject to change
- Making Decisions about Treatment
  - How your values should influence your treatment options
  - Understanding genomics
  - Showcasing decision aids
    - Ottawa Personal Decision Guides: <https://decisionaid.ohri.ca/decguide.html>
- Selecting a Health Plan
  - Are you over 65? Next steps in health care.
  - What to do if you lose your health coverage (job loss, etc.)
  - Turn *Finding a Health Plan for your Wallet* post into an infographic
  - Understanding your pharmacy benefits
  - Posts that dive deeper into terminology
    - PPO vs HMO
    - High-Deductible Health Plan (HDHP) and Consumer-Driven Health Plan (CDHP)
- Talking with Your Doctor
  - Addressing the power dynamic between doctor and patient
  - What to do when there is a computer in the room.
    - Vancouver Clinic has pilot scribe program worth reviewing: [https://www.eiseverywhere.com/file\\_uploads/56872955a7e563680ac7f504651984d8\\_CP318SparlingSanchez.pdf](https://www.eiseverywhere.com/file_uploads/56872955a7e563680ac7f504651984d8_CP318SparlingSanchez.pdf)

*Opioid prescribing data, discussion:*

- Data/key findings to focus on:
  - Adolescent prescribing rates
  - Average days supplied variation
  - More women than men on opioids

- Audience: Focus messaging at parents
- Key messages:
  - Avoid shame, stigma in messaging.
  - Express empathy for the people who are living with chronic pain.
  - Discussed when opioids might be prescribed. Consider this when developing messaging: wisdom teeth removal, sports injuries. Could be a back to school focus.
  - What can consumers/patients do? How to initiate a conversation with your doctor about opioids.
  - Use real numbers/social math – like 1 in 3 people, etc.
  - For providers – understand that prescribing might be within bounds of law, but not within bounds of current clinical guidelines
- Communications product ideas:
  - Infographic
  - Explainer that includes list of drug brand names that are opioids
  - Own Your Health post
- Distribution:
  - Reach out to smaller, regional media outlets. Reach out to Margaret Larson (New Day Northwest)
  - For providers – CME through CPIN? Reach out to WSMA, WSHA?

**Wrap-up**